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welsh centre for language planning



Assurance Report

Denbighshire County Council's 5 Year Strategy to Promote the Welsh Language

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Foreword/summary

Iaith Cyf were commissioned to prepare this Assurance Report. It reports on how Denbighshire County Council implemented its Welsh Language Promotion Standards following the introduction of County's Welsh Language Strategy 2017-2022. It assesses to what extent Denbighshire County Council has acted in accordance with the Strategy and achieved the targets set within it.

This report gives a comprehensive view of the situation regarding the Welsh Language in Denbighshire based on the 2011 and 2021 Census. The statistics are disappointing at first glance, however there is more than a glimmer of hope when discussing the background to these statistics. I implore the reader to look beyond the figures and indeed this report will lead you to do so.

There is information about the activities arranged or financed by Denbighshire County Council to promote the use of Welsh during the five years from 2017 to 2022. This important work continues whilst at the same time keeping an eye on the recommendations of this report.

In reading the report you will see the extent and nature of the work undertaken during the five years of the strategy. I hasten to add that this work has continued during the ensuing period. You will read about the Council's internal work to provide staff with opportunities to learn Welsh and also to build confidence to use the language in the workplace. You will also read about what is done to ensure that all pupils in Denbighshire are given fair opportunities to learn and master the Welsh language. Indeed you will find that these opportunities are available to anyone who wishes to develop their Welsh language ability before, during and after their formal education. The strategy gives native Welsh speakers as well as new Welsh speakers an opportunity to speak the language in their community.

As the period of the language strategy includes long lockdown periods because of Covid-19, it will be no surprise to the reader to see that the implementation of the strategy was challenging for a fairly lengthy period - particularly with regards to chat sessions and other events such as the Staff Eisteddfod. Even so it is fair to say that what has been accomplished within the county by holding virtual sessions when it was not possible to come together is remarkable.

I am very pleased that this assurance report satisfies the requirements of the Promotion Standards. The twelve recommendations are constructive and will set in place additional

foundations for the new Language Strategy for 2022-2027. I am in no doubt that the main aim of the next strategy will be to ensure that everything Denbighshire County Council does to promote the use of the Welsh language throughout the county will make the achievement of the target of a million Welsh speakers in Wales by 2050 more likely.

My thanks to all staff who have ensured that Welsh is available to everyone who wants it. My thanks too to Denbighshire County Council's Councillors for their support of the 2017-2022 Language Strategy and I look forward to seeing this support continuing during the Council's present term. My special thanks to Manon Celyn, our Welsh Language Officer, who has been keeping an eye on Welsh language matters during the period of the Language Strategy reported here and who has already implemented plans for the new strategy.



Councillor Emrys Wynne

Lead Member for Welsh Language, Culture & Heritage

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1. Introduction

IAITH: welsh centre for language planning were commissioned by Denbighshire County Council to prepare this assurance report. This assurance report is prepared in response to the statutory requirement of the Welsh Language (Wales) Measure 2011 and The Welsh Language Standards (No. 1) Regulations 2015¹. The Promotion Standards (Standard 145 and Standard 146) identifies specific duties on organisations that promote the Welsh language.

As a result of Standard 145, Denbighshire County Council published *Denbighshire's Welsh Language Strategy 2017-2022*². By publishing the strategy, Denbighshire County Council was meeting the requirements of Standard 145:

Standard 145

You must produce, and publish on your website, a 5-year strategy that sets out how you propose to promote the Welsh language and to facilitate the use of the Welsh language more widely in your area; and the strategy must include (amongst other matters) –

(a) a target (in terms of the percentage of speakers in your area) for increasing or maintaining the number of Welsh speakers in your area by the end of the 5 year period concerned, and

(b) a statement setting out how you intend to reach that target;

and you must review the strategy and publish a revised version on your website within 5 years of publishing a strategy (or of publishing a revised strategy).

Following this, an organisation which promotes the Welsh language must assess the language strategy that derived from Standard 145, in accordance with Standard 146:

Standard 146

Five years after publishing a strategy in accordance with standard 145 you must –

¹ <https://www.legislation.gov.uk/wsi/2015/996/schedule/4/made/welsh>

² [Denbighshire's Welsh Language Strategy 2017-2022](#)

(a) assess to what extent you have followed that strategy and have reached the target set by it, and

(b) publish that assessment on your website, ensuring that it contains the following information –

(i) the number of Welsh speakers in your area, and the age of those speakers;

(ii) a list of the activities that you have arranged or funded during the previous 5 years in order to promote the use of the Welsh language.

The purpose of this assurance report is to meet the requirements of Standard 146 by assessing to what extent Denbighshire County Council has followed *Denbighshire's Welsh Language Strategy 2017-2022*. In response to Standard 146, this report will also identify the number of Welsh speakers in the county (and the ages of those Welsh speakers) and will include a list of activities organised by Denbighshire County Council to promote the use of the Welsh language.

In addition to the steps above, this report will draw on:

- i) Denbighshire County Council's annual monitoring report;
- ii) progress reporting templates by Denbighshire County Council departments that were completed specifically for this report;
- iii) a series of follow up interviews to complement the information collected as a result of step ii) above.

Please note that 2021 Census data regarding the Welsh language has been published in time to be able to complete this assurance report.

This report was prepared in accordance with the requirements of Standard 145 and Standard 146, drawing on the advice of the Welsh Language Commissioner: *Standards relating to promoting the Welsh language*³ and *Promotion standards: assessing the achievement of the 5-year strategies*⁴.

³ [https://www.welshlanguagecommissioner.wales/media/g5ugf2kz/20181031-gc-standards-relating-to-promoting-the-welsh-language-s-final.pdf%20%20\(welshlanguagecommissioner.wales\)](https://www.welshlanguagecommissioner.wales/media/g5ugf2kz/20181031-gc-standards-relating-to-promoting-the-welsh-language-s-final.pdf%20%20(welshlanguagecommissioner.wales))

⁴ [https://www.welshlanguagecommissioner.wales/media/tsmrvkfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf\(welshlanguagecommissioner.wales\)](https://www.welshlanguagecommissioner.wales/media/tsmrvkfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf(welshlanguagecommissioner.wales))

2. Policy context

In accordance with the Welsh Language (Wales) Measure 2011, Denbighshire County Council (and other organisations) are required to implement the Welsh Language Standards. Amongst the standards set for County Councils are Standard 145 and Standard 146 (The Welsh Language Standards (No. 1) Regulations 2015), which are the promotion standards⁵.

In order to implement Standard 145, it is a requirement that County Councils prepare a five year strategy that sets out how they propose to promote the Welsh language and to facilitate the use of the Welsh language more widely in the area. The second promotion standard, Standard 146, requires County Councils to assess the implementation and achievement of their promotion strategy five years after its publication and publish that assessment. This report is presented in response to these requirements, but this work also exists within a wider policy and legislative context – nationwide and countywide.

The leading document in this field now is *Cymraeg 2050*⁶, a Welsh language strategy published by the Welsh Government in 2017. Increasing or maintaining the number of Welsh speakers in the areas in question is one of the core objectives of the promotion strategies and therefore, the promotion strategies are considered to be an important contribution towards realising the ambition of the *Cymraeg 2050* strategy, which is to reach a million Welsh speakers by 2050. Also, the promotion strategy contributes to the ambition of doubling the daily use of the Welsh language by 2050. When drawing up the amended promotion strategies, *Cymraeg 2050*, and the related work programmes⁷, offer a clear vision and actions when realising the objectives in the context of linguistic circumstances on a county level.

The promotion strategies are implemented in parallel to a number of other policy commitments across a range of sectors, including education, care and planning.

In the context of the education sector, the planning tool for increasing the number of Welsh speakers is the Welsh in Education Strategic Plans (WESP) which are implemented by each county council in accordance with the School Standards and Organisation (Wales) Act 2013. From 2022 onwards, County Councils are expected to present and implement a ten year WESP based on a number of targets agreed between the Welsh Government and the

⁵ <https://www.legislation.gov.uk/wsi/2015/996/schedule/4/made/welsh>

⁶ [Cymraeg 2050: Welsh language strategy | GOV.WALES](#)

⁷ [Cymraeg 2050: work programme 2021 to 2026 \[HTML\] | GOV.WALES](#)

County Councils which will highlight the contribution towards the education milestones of *Cymraeg 2050*. The WESP offers a key planning tool for contributing directly towards realising the promotion strategies locally and it will be important to develop a clear vision and implementation for the Welsh language that ties the promotion strategy and the WESP together.

The main leading document for social services in terms of the Welsh language is *More Than Just Words: Welsh language plan in health and social care*⁸. A core element of the *More Than Just Words* framework is the active offer, and a partnership approach is essential for the active offer to succeed⁹. Implementing *More Than Just Words* and the promotion strategies requires a wider partnership approach and thus offers opportunities for combining efforts and joint projects¹⁰.

The Well-being of Future Generations (Wales) Act 2015¹¹ sets an important policy context for the Welsh language. The Act led to the establishment of the Conwy and Denbighshire Public Services Board to improve the economic, social, environmental and cultural wellbeing of the Conwy and Denbighshire area. One of the wellbeing aims is to realise a Wales of vibrant culture & thriving Welsh language¹², which means creating ‘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 Welsh Government will work to make Wales an anti-racist nation, through the *Anti-racist Wales Action Plan*¹³. The Welsh Government has an expansionist and inclusive vision for the Welsh language, on the basis of the belief that Welsh is a language that belongs to us all, and is a way of uniting people from different backgrounds. With regards to the Welsh language, the plan focuses on engaging with minority ethnic communities to promote the benefits of a Welsh language education and the use of the language every day.

⁸ [More than just words: Welsh language plan in health and social care | GOV.WALES](#)

⁹ <https://www.welshlanguagecommissioner.wales/media/g5ugf2kz/20181031-gc-standards-relating-to-promoting-the-welsh-language-s-final.pdf> (welshlanguagecommissioner.wales), p: 69.

¹⁰ <https://www.welshlanguagecommissioner.wales/media/g5ugf2kz/20181031-gc-standards-relating-to-promoting-the-welsh-language-s-final.pdf> (welshlanguagecommissioner.wales), p: 69.

¹¹ [The Well-being of Future Generations \(Wales\) Act 2015 – The Future Generations Commissioner for Wales](#)

¹² [A Wales of Vibrant Culture and Thriving Welsh Language – The Future Generations Commissioner for Wales](#)

¹³ [Anti-Racist Wales Action Plan \(gov.wales\)](#), pp:39-43.

There is also an important role for other public bodies, including charities and businesses operating locally and local organisations and groups, families and individual members of those communities. The County Councils should give a strong voice to Welsh language community groups when planning and implementing their Welsh language promotion strategies, e.g., through the County Language Forums¹⁴.

¹⁴ <https://www.welshlanguagecommissioner.wales/media/tsmnvkfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf> (welshlanguagecommissioner.wales), p:19.

3. Welsh speakers in Denbighshire

Standard 146 states the need to assess whether organisations that promote the Welsh language have reached the targets set in terms of the number of speakers, and report on the number of Welsh speakers in your area, and the age of those speakers. That is the work of this section.

3.1 Analysing the target in terms of the number of Welsh speakers

In response to Standard 145, *Denbighshire's Welsh Language Strategy 2017-2022* offered a target of increasing the number of Welsh speakers in Denbighshire by 0.5% over the five year period of the strategy¹⁵. The intention is that this would be with a view to considering a longer term target to increase the number of Welsh speakers over the next 15 years.

The results of the 2011 Census show that 22,236 of the people of Denbighshire can speak Welsh, which equates to 24.6% of the population.

The results of the 2021 Census show that 20,946 of the people of Denbighshire can speak Welsh, which equates to 21.9% of the population.

This is a 2.7 percentage point decrease. This is explained by the decrease in the number of people who can speak Welsh (-1,290) and an increase in the population of the county (+2,066).

The Census gives a snapshot of life in Wales at a specific time, once every 10 years.

The 2021 Census was held during the COVID-19 Coronavirus pandemic. It is not yet known how the pandemic could have impacted on the Census data in terms of Welsh language skills. It should be noted that the pandemic period was characterised by lockdowns, children learning remotely and a significant change in work patterns and social patterns.

Even so, the Census is considered to be the main source of information on the Welsh skills of people in Wales¹⁶. This is the source that the Welsh Government uses to measure progress towards the target of a million Welsh speakers by 2050.

¹⁵ [Denbighshire's Welsh Language Strategy](#), p:5.

¹⁶ [Promotion standards: assessing the achievement of the 5-year strategies](#), pp: 4-5.

Even so, it should be considered that the decrease noted above has been measured between the 2011 Census and the 2021 Census, which is beyond the specific period of the Welsh language strategy (2017-2022).

It is possible to turn to other sources in order to further our understanding of the linguistic context and changes over time¹⁷.

For example, the Annual Population Survey highlights that there were 33,600 Welsh speakers, or 36.7% of the population of 91,400, in Denbighshire in the year to December 2017. In the Annual Population Survey for the year to June 2022, it was noted that there were 35,300 Welsh speakers, or 38.1% of the population of 92,900¹⁸.

Note that the estimates of the Annual Population Survey are higher than those produced by the Census. However, as usual, when comparing with previous years, it can be a useful data source. In this case, it should be noted that the COVID-19 Coronavirus pandemic has impacted on the survey methodology and from mid-March 2020, the Survey was carried out by telephone only. It appears that respondents are more likely to state that they can speak Welsh when taking part in the survey by telephone¹⁹.

Recommendation 1: Establish a clear baseline to set a target to increase the number/percentage of Welsh speakers

Establish a clear baseline when setting a target in terms of the percentage of speakers in your area for the term of the next promotion strategy. The baseline is the starting point in order to measure performance. Following on from Denbighshire's Welsh Language Strategy 2017-22, if a longer term target to increase the number of Welsh speakers is set, the data from the 2021 Census can be used to set a baseline and to monitor in 10 years. It will be possible to determine a monitoring method in the meantime for the 5 year promotion strategy that will come during that period. Alternative sources were identified in sub-section 3.1 of this report that could be used for this purpose and guidance is available from the Welsh

¹⁷ [Promotion standards: assessing the achievement of the 5-year strategies](#), pp: 5-11.

¹⁸ [Annual Population Survey: Welsh language \(gov.wales\)](#)

¹⁹ [Welsh language data from the Annual Population Survey: July 2021 to June 2022 | GOV.WALES](#)

Language Commissioner²⁰. Setting a clear baseline will also be of assistance when determining the new target (see recommendation 3).

When setting the target, a target should be identified (in terms of the percentage of speakers in Denbighshire) for increasing or maintaining the number of Welsh speakers to comply with Standard 146. But a target in terms of the number of Welsh speakers should also be noted (using population projections and the number of Welsh speakers²¹). From a language planning perspective, it is more practical to act towards increasing the number of speakers as the percentage of speakers depends on the wider population and therefore a wider range of factors which are either hard to influence or beyond the remit of local authorities. By setting targets to increase the number of speakers, the success of the language strategy work will not depend on the population numbers of the county which are dynamic and often change due to external factors. Setting a target in terms of the number of speakers would also be consistent with the Cymraeg 2050 strategy.

Recommendation 2: Set a long-term target to increase the number/percentage who can speak Welsh

Set a long-term target in terms of increasing the number who can speak Welsh, ideally over ten years (2022-2032) to fit with the period of the census. This would also respond to the intention in the previous language strategy to set a long-term target to increase the number of Welsh speakers. This would also mean that it is possible to be consistent with the Welsh Government's Cymraeg 2050 strategy.

Recommendation 3: Set a target to increase the number/percentage who can speak Welsh which is consistent with the objectives of the Cymraeg 2050 strategy.

By adopting recommendation 1 and 2, it will be possible to use the projection and trajectory for the number of Welsh speakers aged three and over for the period 2011-2050 to set a target which is consistent with the objectives of Cymraeg 2050²².

²⁰ <https://www.welshlanguagecommissioner.wales/media/tsmrvkfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf> (welshlanguagecommissioner.wales)

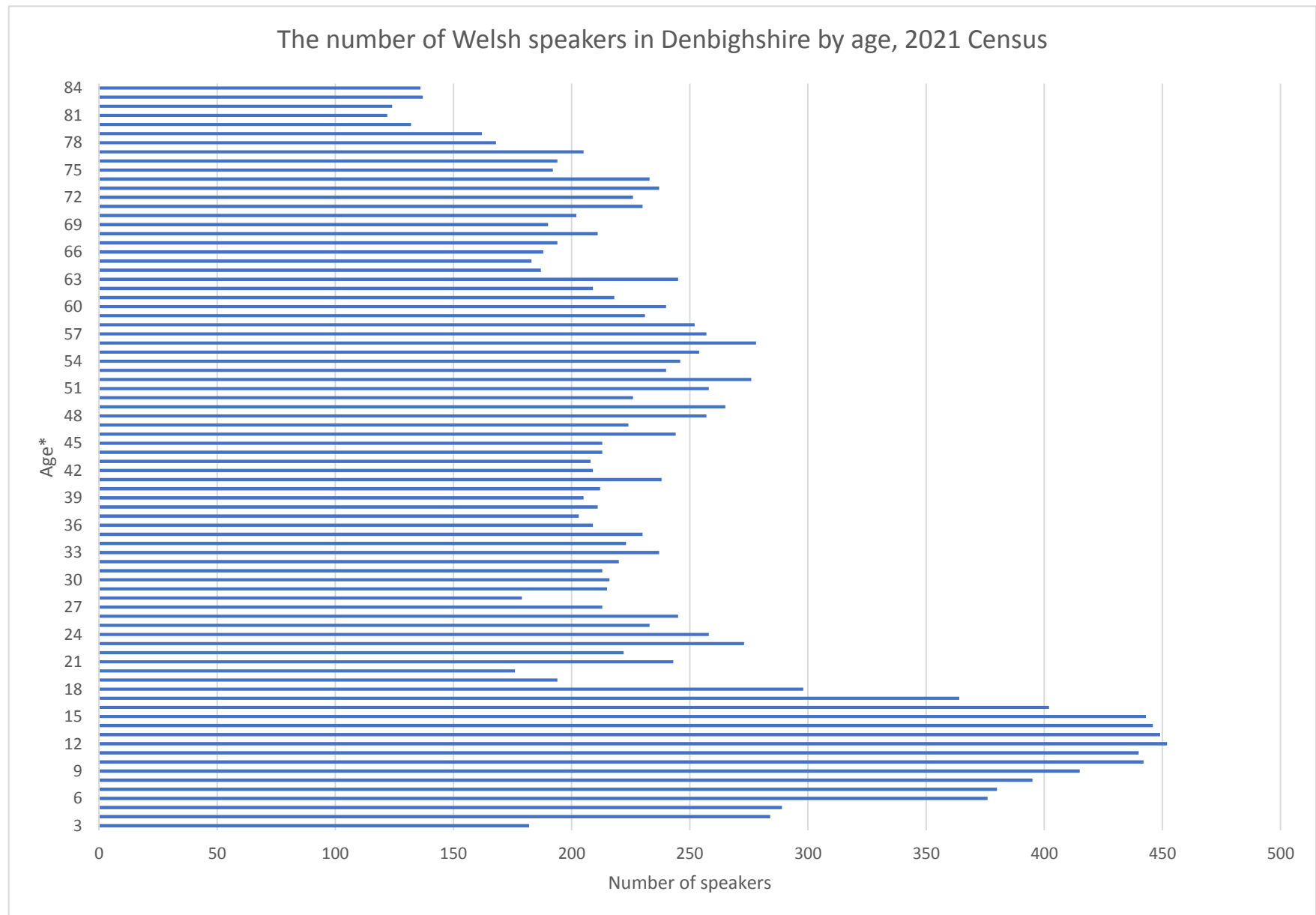
²¹ [welsh-speaker-estimates-2011-to-2050-technical-report.pdf](#) (gov.wales)

²² [welsh-speaker-estimates-2011-to-2050-technical-report.pdf](#) (gov.wales)

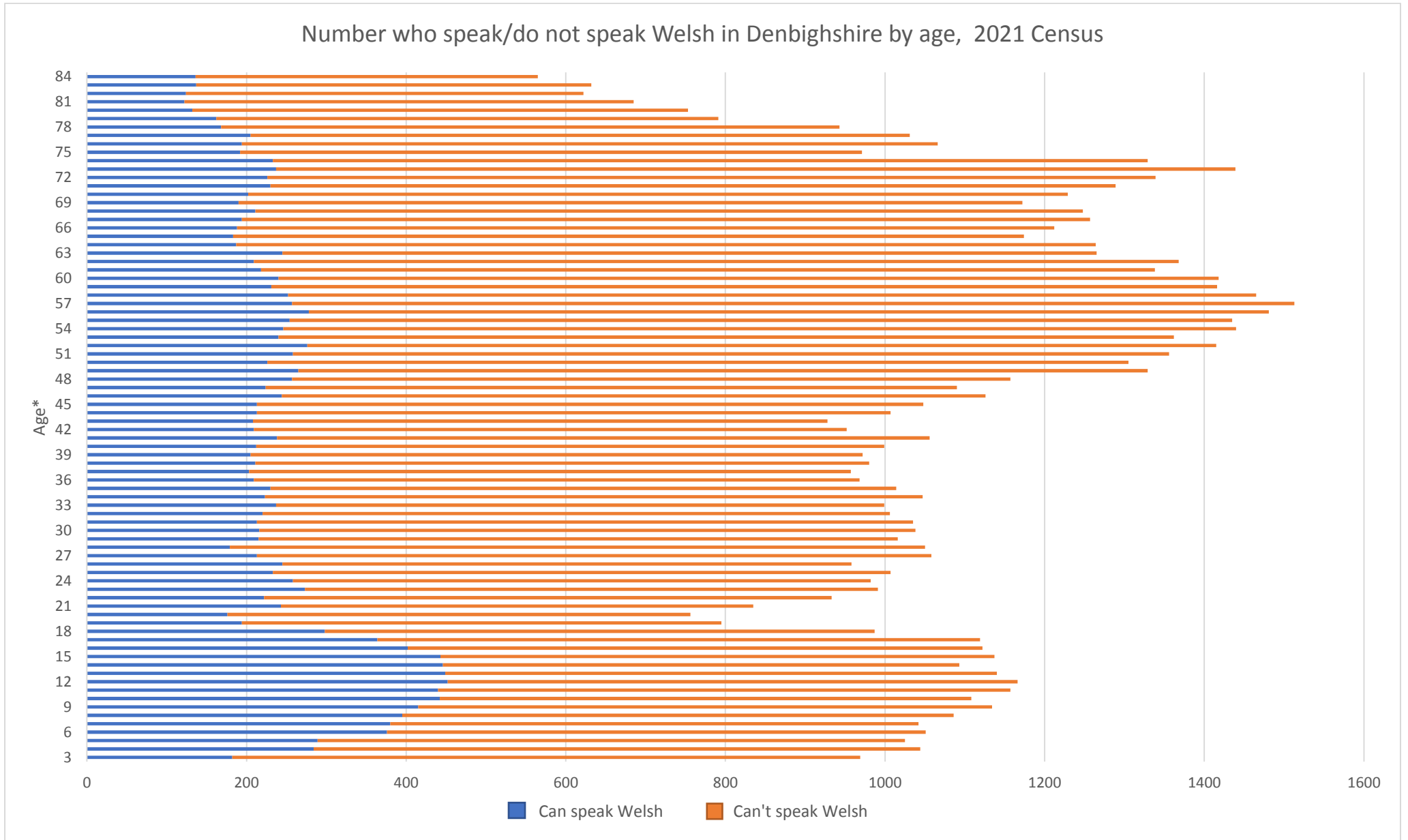
Recommendation 4: Include a statement that explains how it is intended to meet the target of increasing the number/percentage who can speak Welsh

It should be explained in detail how it is intended to meet the target through language planning, by drawing on data from the education system and from estimates of the number of speakers. This will ensure that the strategy meets the expectations of Standard 145.

3.2 The age profile of Welsh speakers in Denbighshire



*note that point 85 includes people aged 85 and over, therefore it is not included in this chart. There are 701 speakers in this category.



*note that point 85 includes people aged 85 and over, therefore it is not included in this chart.

Percentage who can/can't speak Welsh in Denbigshire by age, 2021 Census

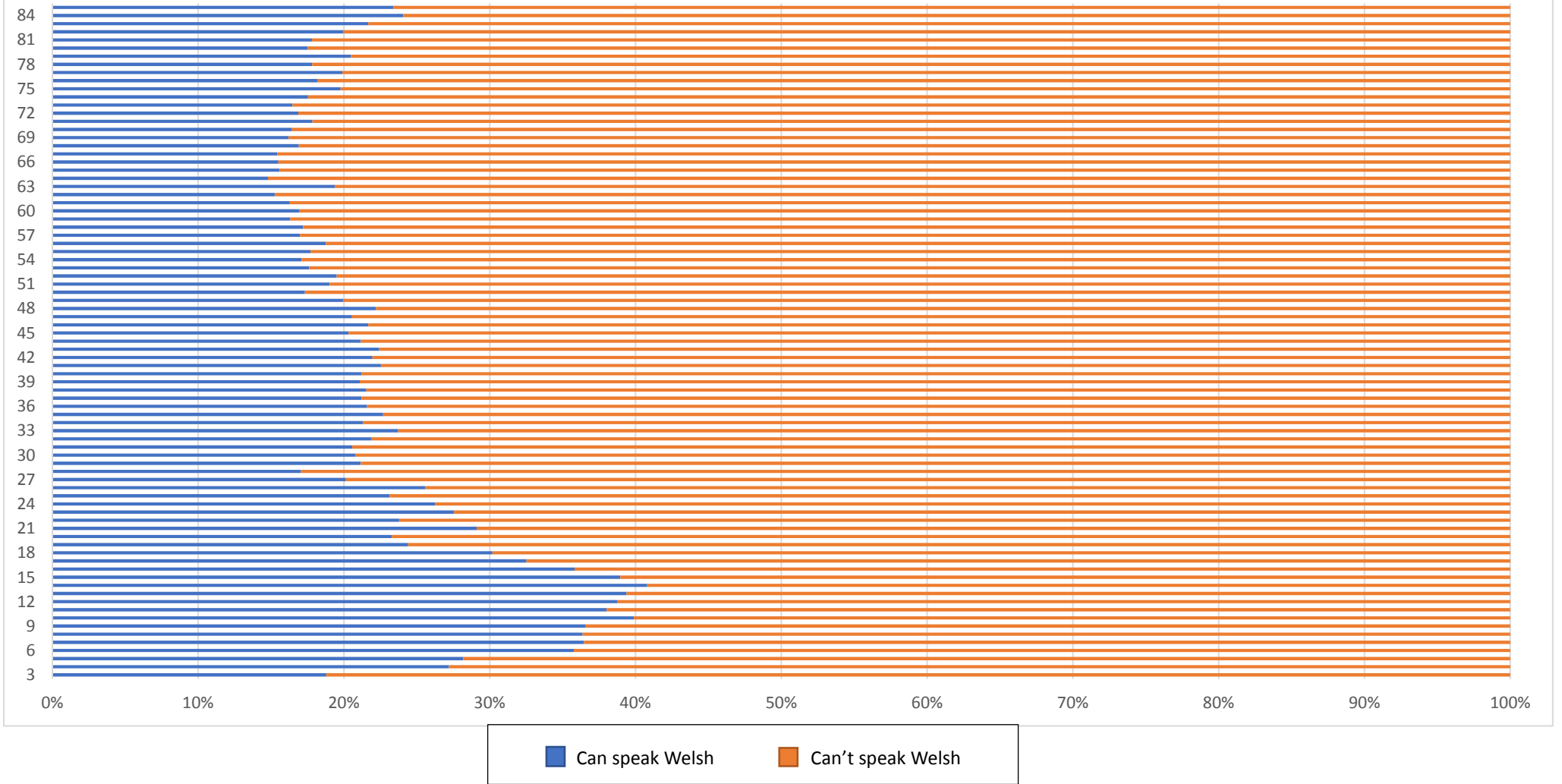


Table showing the percentage that can speak Welsh in Denbighshire by age, 2021 Census

Age	Percentage that can speak Welsh
3	18.8
4	27.2
5	28.2
6	35.8
7	36.5
8	36.4
9	36.6
10	39.9
11	38.0
12	38.8
13	39.4
14	40.8
15	39.0
16	35.8
17	32.5
18	30.2
19	24.4
20	23.3
21	29.1
22	23.8
23	27.5
24	26.3
25	23.1
26	25.6
27	20.1
28	17.0
29	21.2
30	20.8
31	20.6
32	21.9
33	23.7
34	21.3
35	22.7
36	21.6
37	21.2
38	21.5
39	21.1
40	21.2
41	22.5
42	22.0
43	22.4
44	21.2
45	20.3
46	21.7
47	20.6
48	22.2
49	19.9

50	17.3
51	19.0
52	19.5
53	17.6
54	17.1
55	17.7
56	18.8
57	17.0
58	17.2
59	16.3
60	16.9
61	16.3
62	15.3
63	19.4
64	14.8
65	15.6
66	15.5
67	15.4
68	16.9
69	16.2
70	16.4
71	17.8
72	16.9
73	16.5
74	17.5
75	19.8
76	18.2
77	19.9
78	17.8
79	20.5
80	17.5
81	17.8
82	19.9
83	21.7
84	24.1
85 and over	23.4

4. Promotional activities

In order to meet the requirements of Standard 146, a list must be included, as part of this report, of the activities that have been arranged or funded during the 5 years of the strategy in order to promote the use of the Welsh language. This section will identify the activities that have been arranged or funded by Denbighshire County Council over the period of the strategy. Please see Denbighshire County Council's annual monitoring report for further details.

Promotional activities 2017-2018

- Every partner on the County Language Forum advertises that Welsh language courses are available in the community.
- The Language Forum ensures attendance at key events across the county to promote the Welsh language. These include the Denbigh and Flint Show, town carnival shows and the Air Show.
- All partners cross-promote events via social media and their websites.
- The Welsh language courses from local providers and the Coleg Cymraeg Cenedlaethol are promoted to staff.
- Gloywi Iaith (Improving Welsh skills) sessions for staff were arranged.
- Sessions were held for businesses on how to increase their use of Welsh on social media.

Promotional activities 2018-2019

- The Council Eisteddfod
 - The Council held its first ever Eisteddfod on 1st March this year. The event was part of the Council's efforts to raise the profile and ensure a better understanding of the language, and to celebrate the culture of Wales, to accompany our Welsh Language Strategy. It comes at a time when the Welsh language is in the spotlight and the fact that the Urdd Eisteddfod is returning to the county in May 2020. We were pleased with the response and support received leading up to the event, and over 70 members of staff had registered to compete. The theme of the Eisteddfod was 'Cymru' and the competitions included limerick writing, cake decorating, judge's recipe (Welsh cakes), preparing a meal using leeks, knitting or sewing, photography, forming a sentence out of the word DEWI SANT, gargling the national anthem and the service Choir. Discussions have already begun for the 2020 Eisteddfod!
- Gloywi Iaith training.
 - Two Gloywi Iaith courses were provided in order to provide guidance to staff on how to write in Welsh more confidently, clearly and correctly. 13 members of staff attended the first session and 10 attended the second. There is demand for more Gloywi Iaith sessions, therefore arrangements are in place for that over the next year.
- Supporting Welsh learners

- We encourage employees to practice and we arrange a variety of informal support and opportunities throughout the year. These activities include:-
 - Clwb Cerdded Cymraeg (Welsh Walking Group) - Over the summer term, we have a Clwb Cerdded Cymraeg for Council staff where we go for a walk once a week during our lunch break. The purpose of the group is to give people the confidence to speak Welsh, meet new people which offers a social benefit, and get to know our beautiful countryside. The group is very popular amongst staff as it is an informal activity that doesn't put too much pressure on them in terms of Welsh.
 - Paned a Sgwrs session (Cuppa and Chat Session) - We have established a Paned a Sgwrs session in County Hall, Ruthin and Russell House, Rhyl, for staff who wish to practise their Welsh in an informal environment. Having a quick chat over a cup of coffee helps people to improve their social skills, form relationships and improve their mental and physical wellbeing. We meet once a week during lunch time for a variety of activities to encourage staff to use and nurture their Welsh language skills. We have a reading group once a month in the Paned a Sgwrs session where we read books from the 'Amdani' series, which are books for Welsh learners, and offer the opportunity to discuss the book and share their views in Welsh.
 - The Council Choir - A Council staff choir existed a few years ago and following consultation with staff members, a decision was made to re-establish it. The choir has been very popular over the past year, with over 20 members attending weekly. A vote was held on the choir name and the winning name was 'Côr Sain y Sir'. The choir is specifically for Welsh learners to give them the opportunity to practise their Welsh by learning traditional Welsh songs, but there are also members who are fluent Welsh speakers and help with the learning. They have performed in two events during the past year, which were the Council Carol Service in St Asaph Cathedral and the Social Housing Awards Evening at 1891 restaurant in Rhyl.
 - Welsh Language Standards – We have designed new phone stickers for every member of staff to remind them of the requirement to always answer the phone bilingually, with the Welsh greeting first. The stickers include the bilingual wording, with the Welsh greeting in phonetics to help the learner.
- Progress with the More Than Just Words framework
 - The Workforce Development team continue to support a Welsh Language Champion, who is also on the regional More Than Just Words group to support the work of implementing the framework strategically in the local authority.
 - During 2018 – 2019, this work has focussed on the continuation of an awareness raising activity around the 'active offer' and creating favourable conditions for using Welsh in social services and social care in Denbighshire. This was achieved by promoting specific cultural events such as 'Dydd Santes Dwynwen', Welsh Language Music Day and St David's Day.

- Welsh Language Champions have attended meetings and key groups within the local authority to promote the active offer, such as the event for providers,
- the managers and providers meeting and the RISCA task and finish group where attendees were made aware of basic principles and support which is available to implement the approach through the service, to include access to free Welsh courses funded by Social Care Wales. Welsh Language Promoters have also met with providers on a one-to-one basis as requested to outline the key duties and principles and to draw attention to the resources available to help to implement the active offer in their respective provisions.
- During 2018, 19 training sessions were held that promoted the active offer, including 2 half sessions of meeting and greeting the public in Welsh for front line staff, internal providers services and beyond. Participants varied from residential care services and included front line workers from point of access and single Gateway services.
- In addition, a further Welsh language taster course session was facilitated by the Welsh Language Champion. This was a popular course with 94% of places being taken up and it was opened to the whole sector once again. In addition, in order to enable those who wished to develop their current Welsh language skills to do so, a two day session called 'Rho Gynnig ar dy Gymraeg' (Rhowch gyfle i'ch Cymraeg / Give Welsh a Go) was commissioned via Coleg Cambria.
- An informal weekly Welsh group is now held at Russell House ('paned a sgwrs'). This is facilitated by the Council's Welsh Language Officer. In addition, staff have been informed of the opportunities to attend a free Welsh residential course at Nant Gwrtheyrn for those who wish to improve their Welsh language skills. Work has also been done with the Corporate Human Resources Department to identify Welsh courses that are available in order to produce a comprehensive database of the resources available to staff learning the language at all levels. This includes promoting Social Care Wales' 10 hour e-learning package (which introduces the Welsh language in the context of the care setting) and a Welsh language e-learning awareness package.
- Finally, there has been a strong focus on dementia care in the 2018/19 training plan and it has been possible to embed the language and culture of Wales within this provision. In conjunction with Catrin Hedd from the Dementia Services Development Centre at University of Wales Bangor, 4 courses were introduced on 'communication within dementia', which included a presentation on the bilingual context of Wales and the importance of the active offer within dementia care.
- Bookstart Denbighshire
 - The Denbighshire Libraries Service runs sessions in the libraries from Mondays to Thursdays throughout the year. The sessions are held in St Asaph, Rhuddlan, Rhyl, Denbigh and Prestatyn.
- Provide social opportunities to use Welsh
 - Urdd

- 7 Secondary school clubs are held by the Urdd staff – 3 Welsh medium, 2 bilingual and 2 English medium – to promote the use of Welsh.
 - 10 Community clubs are held either weekly or fortnightly across the county.
 - X5 Adran Gynradd, X3 Uwch Adran, X2 Dance Club.
 - Uwch Adran Llandrillo is new since October 2018 as well as a second language Adran in Denbigh.
 - We have visited a number of primary schools to support them with their Urdd after school clubs. A number have been organised for the new year. Ysgol y Parc Infants School, Denbigh, is a new club since January 2019.
 - Trips – 113 went to Alton Towers in 2018. 74 went on the annual Disneyland trip. 4 from Denbighshire have been on the Urdd trip to Patagonia back in October. 2 others have been successful for the 2019 trip.
- Menter Iaith
 - Summer Holidays Activities, Lego, Animation and Minecraft Workshops in Ruthin and Denbigh.
 - Secondary Welsh Clubs (15 Yr 7 pupils) in Ysgol Brynhyfryd every Tuesday and Ysgol Dinas Brân every Thursday (10 Yr 7 pupils). Aim to return to holding lunchtime activities in Glan Clwyd in the new year.
 - Sessions have been held with 6th Form Welsh second language A Level students to develop ideas and opportunities for them to build confidence and practise their Welsh skills.
- Develop the linguistic skills of specialist staff to respond to changing demand.
 - Collaborate with Cardiff University to promote opportunities.
 - An event was held jointly in Ruthin with Cardiff University to promote a career as an Educational Psychologist.
- Create opportunities to develop staff skills
 - Ensure availability of appropriate training up to Year 6, with an aftercare package. (Cat 4 & 5 schools).
 - A series of termly training courses for Early Years assistants up to Year 6. (Cat 4 & 5 schools).
 - A series of training sessions to develop activities such as Yard Games, Guided/Reciprocal Reading and Cross Curricular Learning Through The Medium of Welsh in the FP and KS 2. (Cat 4 & 5 schools).
 - The current training offer includes:
 - A series of termly training courses in order to promote appropriate methodologies and support with Welsh medium work plans for the Early Years up to Year 6, with an aftercare package (Cat 4 & 5 School Teachers).
 - A series of Welsh medium exemplary lessons (whole class) for Early Years teachers.

- Staff Eisteddfod
 - The Council held its second Eisteddfod on 6th March as part of the St David's Day celebrations. The event is part of the Council's efforts to raise the profile and ensure a better understanding of the language, and to celebrate the culture of Wales, to accompany our Welsh Language Strategy. It comes at a time when the Welsh language is in the spotlight and the fact that the Urdd Eisteddfod is now returning to the county in May 2021, as the 2020 Eisteddfod has been postponed. Once again this year, the response and support received has been fantastic, with 62 members of staff registered to compete. The competitions included limerick writing, cake decorating, judge's recipe (Bara Brith), preparing a meal using leeks, tapas using a Welsh ingredient, knitting or sewing, photography, forming a sentence out of the word CENNIN PEDR, flower arranging as well as two live competitions this year, Stori a Sain and the Choir.
- Council staff choir - Côr Sain y Sir
 - The choir continues to be very popular and 8 new members who are learning Welsh have joined over the past year, bringing the total to 22 members. The choir is mainly for Welsh learners, to promote the Welsh language and the culture of Wales, but specifically to give them the opportunity to practise their Welsh by learning traditional Welsh songs, but there are also members who are fluent Welsh speakers and help with the learning. They have performed in two events during the past year, which were the Council Carol Service in St Mary's Church, Denbigh and also opened the Staff Eisteddfod.
- Paned a Sgwrs
 - We have established a Paned a Sgwrs session in County Hall, Ruthin and Russell House, Rhyl, for staff who wish to practise their Welsh in an informal environment. Having a quick chat over a cup of coffee helps people to improve their social skills, form relationships and improve their mental and physical wellbeing. We meet once a week during lunch time for a variety of activities to encourage staff to use and nurture their Welsh language skills. We have a reading group once a month in the Paned a Sgwrs session where we read books from the 'Amdani' series, which are books for Welsh learners, and offer the opportunity to discuss the book and share their views in Welsh.
- Owain Glyndŵr Day
 - To celebrate Owain Glyndŵr Day this year, we created a video to show Glyndŵr's connections with Denbighshire and significant places within the county relating to his history. These places include Glyndyfrdwy, where one of Glyndŵr's two main courts were, as well as the fact that it is around these estates that Glyndŵr took his name; Mwnt in Llidiart-y-Parc near Glyndyfrdwy where he was proclaimed Prince of Wales; Bryn Saith Marchog where he had an altercation with Sir Reginald Grey (Lord of the Vale of Clwyd in Ruthin) relating to common land that developed to be a revolt for independence for Wales; Ruthin where the town was burnt to the ground apart from the castle; Denbigh and Ruthin were also attacked,

and there is a plaque on the old NatWest building in Ruthin that was unveiled by Dafydd Iwan in 2000 to commemorate 600 years since the instigation of Glyndŵr's revolt. We received very positive feedback from staff and many stated that they were not aware of how significant Denbighshire was in the history of Glyndŵr. We will share this video with staff annually on Owain Glyndŵr Day as well as sharing it on our social media. [Watch the Owain Glyndŵr video on YouTube here.](#)

- The Adventures of Cled y Corrach
 - Cled y Corrach Cymraeg (Cled the Welsh Elf) called by the Council this year to get everybody in the Christmas spirit. Cled was a Welsh version similar to Elf on the Shelf and he travelled around various locations in Denbighshire to promote the Welsh language. He began at County Hall, Ruthin, and whoever found him could take him for the day to take part in Welsh language activities. That member of staff then had to leave Cled somewhere for another member of staff to find him, leaving clues about his location on our daily newsletter. Cled had all kinds of adventures such as going on holiday to Aberdaron and Portmeirion, reading a Welsh book with a staff member's children, visiting care homes in the county, dealing with Welsh language enquiries in a leisure centre, helping to answer phone calls in Welsh in the Call Centre and much more. Very soon, Cled became very popular within the Council and a number of staff members were in touch to ask if they could have Cled for the day! A simple little activity but very effective. It is important to show staff that Welsh can be fun and that they do not see it as just a corporate language.
- 'Mae gen i hawl' campaign
 - For the first time this year, on 6 December 2019, public organisations across Wales held a 'Welsh Language Rights Day'. This is a day to celebrate the Welsh language services that organisations offer, and the rights that people have to use Welsh when dealing with them. It was an opportunity to promote Welsh language services and seek to increase the number of people who choose to use them. This was the first year that the national campaign was held. The date was chosen to note the date that the Welsh language legislation was passed by the Assembly in 2010. The aim is to make this an annual campaign. The marketing campaign mentions some of the rights that the public have, as well as Council staff. Rather than being a one day campaign, we decided to make it a week long campaign so that we did not share too much information at once as there was a risk that some of the messages would get lost.
 - We posted around 3 external messages on our social media channels every day and internal messages were shared with our staff, identifying the various rights that they have. One of the external messages that proved to be effective was a photo of a member of staff within various services who could speak Welsh. It was nice to read kind messages from the public about our staff within the Council, and how that member of staff has made their experience of using Welsh a positive one.
- Dydd Santes Dwynwen

- A competition was organised this year as part of Dydd Santes Dwynwen celebrations. We hid 6 hearts with a letter on them around the three main Council locations - County Hall, Caledfryn and Russell House - and the letters were an anagram of the word CARIAD (the same word in each location). Whoever got the correct word were in with a chance to win a prize. We had a very good response with more than 30 members of staff taking part in the competition. In addition, we had created posters with Welsh terms relating to Dydd Santes Dwynwen on them, with phonetics to correspond to the words.
- Welsh Learner of the Month
 - We have been choosing one Welsh Learner every month within the Council to talk about their language journey on video. They talk about what/who motivated them to learn Welsh as well as how speaking Welsh is an advantage to them in their role. Alongside the video, we include a biography of the learner, which shares their language journey in more detail. The intention of Welsh Learner of the Month is to inspire and encourage staff to learn Welsh and it has worked well so far, with other members of staff praising the Welsh learners. It is great to see staff praising and supporting each other.
- Shwmae Su'mae Day
 - Once again this year, we were part of the Shwmae Su'mae Day celebrations on 15 October. The purpose of the day is to promote the idea of starting every conversation with shwmae or su'mae. The aim of the day is to show that the Welsh language belongs to us all – fluent speakers, learners or those shy about their Welsh. This year, we created a video to go alongside the Rugby World Cup competition. We had a red dragon mascot costume called Dewi Draig who was filmed using the Council's Welsh language services. He also passed a rugby ball to other members of staff, saying "shwmae" or "su'mae" to them, and then they did the same whilst passing the ball on. The idea behind this was that the rugby ball represented the Welsh language and that we pass it on. [Watch the Shwmae Su'mae Day 2019 video on YouTube here](#)
- Welsh Language Music Day
 - We celebrated Welsh Language Music Day again this year, creating a special playlist of Welsh songs and encouraging staff to play them during the day in the office, the car and in reception areas. There is some incredible Welsh music being created and the day celebrates that.
 - Working in partnership
 - The Council is an active partner of Partnerlaith. The Forum includes a number of organisations, local and national, working towards promoting and developing the Welsh language strategically in Denbighshire.
 - During the past year, Partnerlaith has focussed its efforts on mapping Welsh activities across the county. This work was led by the Council and although it gave a clear picture that a number of events were located around the main towns, further research work was needed to identify activities in more rural communities. This would give a clear picture of where the

Partnerlaith should focus its efforts. We are in the process of creating a pilot scheme on Llangollen so that we can implement this same scheme in other areas.

- The Council continues to provide financial support to Menter Iaith Sir Ddinbych through an annual grant and the Urdd locally. The Urdd funding is used to employ an officer who helps the authority to organise activities for young people across the county.
- Welsh Lessons
 - Now, 10 hour Welsh taster courses are available online for those who want to start their language journey. These courses introduce every day vocabulary and phrases and they are available to everyone, free of charge. Some courses are tailored for various sectors, which are the health sector, care, public services, teachers, head teachers, tourism, retail, Welsh tourism, the Women's Institute and information about the Welsh language tailored for Childcare Providers.
- Increasing the use of Welsh across Social Care workplaces
 - A short Welsh taster course has been offered to Care workers, as well as a 'Give Welsh a Go' course which is tailored for Care staff who have received a bilingual education but who need to build confidence to use their Welsh.
 - 4 members of staff have attended a Residential course at Nant Gwrtheyrn. In addition, 'paned a sgwrs' sessions are held in order to offer internal staff opportunities to practise their Welsh.
- Various courses held in Welsh:
 - Welsh taster course
 - Greeting the public in Welsh course
 - Give Welsh a go (two day course)
 - Tweeting in Welsh
 - More Than Just Words – workshop for Community Support Services Managers and the Children's Department

Promotional activities 2020-2021

- The Council continues to provide financial support to Menter Iaith Sir Ddinbych through an annual grant and the Urdd locally. The Urdd funding is used to employ an officer who helps the authority to organise activities for young people across the county.
- We have been using national days as a focus point such as Dydd Santes Dwynwen, St David's Day, Shrove Tuesday, Mother's Day etc.
- Various courses held/completed in Welsh
 - Welsh taster Course
 - Greeting the public in Welsh
 - Give Welsh a go (two day course)

- Corporate Induction
- Equality
- Code of Conduct
- Whistleblowing
- Safeguarding Awareness
- Data Protection
- Modern Slavery
- Attendance at work
- List of activities
 - Staff Eisteddfod
 - The Council held its third Eisteddfod between 15th February and 1st March as part of the St David's Day celebrations. The event is part of the Council's efforts to raise the profile and ensure a better understanding of the language, and to celebrate the culture of Wales. It comes at a time when the Welsh language is in the spotlight and the fact that the Urdd Eisteddfod is returning to the county in May 2022. This year, as a result of COVID-19 and the fact that most of the staff are working from home, we had to be a bit more creative and the Eisteddfod went digital. Our private Facebook page for staff was used as a platform to hold the Eisteddfod and promote various categories for staff to compete in them by uploading a photo to correspond with each category. The categories included Lockdown Project, Lockdown Hair, Lockdown Cocktails, creating a sentence from the word PANDEMIG, before and after/old and new photos, preparing a meal which begins with the first letter of your name, most talented pet and much more. In order to encourage more people to take part in the Eisteddfod this year, a decision was made to appoint all the Council staff as judges. They were able to choose the winners by 'liking' the photos/videos on the Facebook page, and those with the highest number of votes were the winners. The response and support received was much higher than anticipated and there was a lot of engagement with staff. The digital Eisteddfod was very successful with 163 competitors and over 700 votes.
 - Paned a Sgwrs
 - As most of the staff are now working from home, the sessions are held virtually. We had a very good start to the virtual sessions with a number of members present, but the numbers have decreased over the past few months. The reason for this was that staff needed a break from their screens over lunchtime therefore the timing of the session was inconvenient compared to face to face sessions. The numbers have risen again recently as we have changed the time of the sessions and the feedback from staff has been positive. Even so, virtual Paned a Sgwrs sessions do not have the same effect as face to face sessions and we hope to return to face to face

sessions when it is safe to do so. Weekly written tasks were prepared for staff in order to develop their written skills.

- Owain Glyndŵr Day
 - To celebrate Owain Glyndŵr Day this year, we shared a video we made to show Glyndŵr's connections with Denbighshire and significant places within the County relating to his history. These places include Glyndyfrdwy, where one of Glyndŵr's two main courts were, as well as the fact that it is around these estates that Glyndŵr took his name; Mwnt in Llidiart-y-Parc near Glyndyfrdwy where he was proclaimed Prince of Wales; Bryn Saith Marchog where he had an altercation with Sir Reginald Grey (Lord of the Vale of Clwyd in Ruthin) relating to common land that developed to be a revolt for independence for Wales; Ruthin where the town was burnt to the ground apart from the castle; Denbigh and Ruthin were also attacked, and there is a plaque on the old NatWest building in Ruthin that was unveiled by Dafydd Iwan in 2000 to commemorate 600 years since the instigation of Glyndŵr's revolt. We received very positive feedback from staff and many stated that they were not aware of how significant Denbighshire was in the history of Glyndŵr. This video has had over 1,000 views. [Watch the Owain Glyndŵr video on YouTube here.](#)
- 'Mae gen i hawl' campaign
 - This is a national campaign to celebrate the Welsh language services that Local Authorities offer, and the rights that people have to use Welsh when dealing with them. It was an opportunity to promote Welsh language services in Denbighshire and seek to increase the number of people who choose to use them. The marketing campaign mentions some of the rights that the public have, as well as Council staff.
 - In September, external messages shared on our social media channels every week included photos of staff who speak Welsh or are leaning Welsh, stating their responsibilities and how Welsh is an advantage to them in their role. The messages have attracted a great deal of positive attention on our accounts, with people praising our staff. One of the posts on our corporate Welsh Facebook page reached 5,000 people, which is the highest reach ever.
- Dydd Santes Dwynwen
 - A quiz about the history of Santes Dwynwen was produced as part of the day's celebrations this year. It was shared internally and externally on our social media channels and over 30 people took part. We also produced a document containing relevant Welsh vocabulary with phonetics to help the Welsh learners.
- Shwmae Su'mae Day
 - Once again this year, we were part of the Shwmae Su'mae Day celebrations on 15 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. It was hard to create

something new because of the current situation with the pandemic therefore we shared some messages on our social accounts and shared the video that we created last year of the red dragon mascot (Dewi Draig) being filmed using the Council's Welsh language services. The dragon passed a rugby ball to other members of staff after saying "shwmae" or "su'mae", then those staff members did the same. The idea behind this was that the rugby ball represented the Welsh language and that we pass it on. [Watch the Shwmae Su'mae Day 2020 video on YouTube here](#)

- Welsh Language Music Day
 - A special playlist of Welsh songs was created to share with staff and encourage them to play them at home, at work, or when driving. We also promoted the new song for the Nerth Dy Ben campaign, "Byw i'r dydd", which is a campaign to remind each other of our strengths and courage, especially during this challenging and difficult time. It also shows the positive effect that music has on mental health, which is an important message as many staff members are working from home at the moment. Most of the artists included in the music video are ex-pupils of Ysgol Glan Clwyd.
- St David's Day
 - The staff Eisteddfod was the main event to celebrate St David's Day again this year, but we also shared information on our social media channels about the history of St David, relevant Welsh vocabulary with phonetics to help Welsh learners and the interesting facts about the reason why the leek and the Daffodil are the national symbols of Wales as well as the reason for wearing them on St David's Day.
- Promoting the Welsh Language Standards
 - We have produced documents to promote the Welsh Language Standards to share on the Council staff Facebook page, our daily newsletter, our intranet and our VisionTime system. It is a checklist for staff to ensure that they conform with the Standards and follow the guidelines issued. The templates include answering the phone bilingually, organising meetings and correspondence.
- Denbighshire Libraries Service Welsh Language Activities
 - Bookstart Denbighshire:
 - Rhymetime is live on Facebook every week since late March 2020. It is a bilingual activity that introduces Welsh to families. There are a total of 37 sessions and it has been viewed a total of 24,581 times, with 13,003 responses/comments and a reach of 54,812 over the year.
 - Our Rhymetime videos are now on YouTube, with 32 videos of rhymes and stories. Most are bilingual and some are only in Welsh. They have been viewed a total of 34,541 times over the year.
 - Siarad Babi Videos (Welsh) - A series of 9 videos sharing advice with parents on how to support the development of their babies' speech, reading and playing. These have

been viewed a total of 1,985 times over the year (double the amount for the corresponding English videos).

- Welsh reading groups
 - The Sgwrs a Sangria (Denbigh Library) and Llyfr a Llymed (Ruthin Library) groups have been meeting virtually since October 2020. Sgwrs a Sangria have met 4 times virtually with 25 people present. We visited the Pontio Arts and Innovation Centre in Bangor before the lockdown in 2020 to see the drama Llyfr Glas Nebo. Llyfr a Llymed have held 4 virtual meetings with 33 people present. An evening with the author Rebecca Roberts was held on 13th April (virtual), 23 members from various reading groups across the County were present including some learners.
- Increasing the use of Welsh by the social care workforce in Denbighshire and promoting the use of digital resources and online Welsh courses developed by Work Welsh.
 - All the Council's internal staff are expected to complete an e-learning module on Welsh Language Awareness and the staff who are new to the department are given a presentation on 'More Than Just Words' as part of their induction.
 - We have also shared information about the 10 hour free online course available to the care sector, along with the resources produced by Digital Communities Wales. In addition, in our monthly social care newsletter, we have shared details of a variety of Welsh resources with providers who promote and facilitate the use of Welsh. This has included a variety of language Apps and details of the new training resource from Social Care Wales to Support Bilingual Working for people who work in the health and social care field.
 - In addition, a specific online course has been commissioned for Denbighshire care staff across the Adult and Children's services. These have included a taster course and a short online Welsh workbook and also an online course suitable for staff who easily understand spoken Welsh but who do not have confidence when speaking Welsh.
- Welsh in Education Strategic Group Update
 - COVID-19 has had a significant impact on curriculum enrichment activities, and the Urdd Eisteddfod, which was a focus point for activities and which was due to be held in Denbigh, was postponed. Also, adjustments had to be made in terms of a number of Cymraeg i Blant activities and training, including the sabbatical course for teachers, to be virtual.

Promotional activities 2021-2022

- We have been using national days as a focus point such as Dydd Santes Dwynwen, St David's Day, Shrove Tuesday, Welsh Language Music Day, Mother's Day, Shwmae Su'mae etc.
- Various courses held/completed in Welsh (data only available since December 2021)
 - Data Protection
 - Modern Slavery
 - Behaviour
 - Equality

- Attendance at work
- Corporate Induction
- Mental Health Awareness
- Safeguarding Awareness
- List of activities
 - Staff Eisteddfod
 - The Council held its fourth Eisteddfod between 18th February and 1st March as part of the St David's Day celebrations. The event is part of the Council's efforts to raise the profile and ensure a better understanding of the language, and to celebrate the culture of Wales. It comes at a time when the Welsh language is in the spotlight and the fact that the Urdd Eisteddfod is returning to the county in May 2022. Once again this year, due to COVID-19, a digital Eisteddfod was held. Our private Facebook page for staff was used as a platform to hold the Eisteddfod and promote various categories for staff to compete in them by uploading a photo to correspond with each category. The categories included best kept pet, most talented pet, before and after/old and new, creating a sentence from the word DEWI SANT and much more. In order to encourage more people to take part in the Eisteddfod this year, a decision was made to appoint all the Council staff as judges. They were able to choose the winners by 'liking' the photos/videos on the Facebook page, and those with the highest number of votes were the winners. The response and support received was very encouraging again this year and there was a lot of engagement with staff.
 - The Urdd Eisteddfod Denbighshire
 - The Urdd Eisteddfod is returning to Denbighshire this year, on Kilford Farm on the outskirts of Denbigh. The preparations began in 2018, but due to the pandemic, the Eisteddfod was postponed twice. We resumed the planning in 2021 and we have had some very busy months leading up to the Eisteddfod.
 - Denbighshire County Council is one of the main sponsors of the Urdd Eisteddfod this year and we are also sponsors of the two shows – the primary schools show, 'Ni yw y byd' and the secondary schools show, 'Fi di Fi'.
 - We will have a marquee on the Eisteddfod field, with the theme 'Discovering Denbighshire'. We will have a number of different sections in the marquee:-
 - Theatre - For schools to rehearse before going on stage as there are no prelims in the Eisteddfod this year. The Urdd will also hold their receptions there every afternoon from Monday to Thursday; story session by Fiona Collins on Tuesday and Saturday; poem recitals by Hywel Griffith and Sian; silent disco with a meet and greet session with our mascot, Dewi Draig; entertainment by Ensemble Dyffryn Clwyd and much more.

- Business / Tourism – Here, there will be an opportunity for businesses in the county to promote their product/business such as One Planet, Ruthin Gaol and Nantclwyd y Dre, walks within the county, youth services with a physical activity and much more.
- Arts and crafts – The artist in residence, Mari Gwent, will hold an arts and crafts workshop throughout the week, using natural materials from the county. Work will be created throughout the week and there will be an opportunity for children to create a natural paint brush to take home.
- Countryside – There will be outdoor bike tracks at the back of our marquee, a wildflower meadow at the front and a sand pit for the children to play.
- There is a lot of excitement and build-up in the county for the Eisteddfod and we are looking forward to welcoming the whole of Wales to our glorious county.
- Paned a Sgwrs
 - The sessions continue to be held virtually. As the numbers have decreased over the past year as a result of the sessions being moved online, we have started a book club once a month, which is held face to face in our Libraries in Denbigh and Ruthin. Staff are given an opportunity to choose a book from the 'Amdani' series which is suitable for learners, and aim to read it by the next session. We will then discuss the book and offer them the opportunity to express their opinion through the medium of Welsh. These sessions have been very successful so far, with the staff preferring face to face sessions as the virtual Paned a Sgwrs sessions do not have the same effect as face to face sessions. Weekly written tasks were prepared for staff in order to develop their written skills.
- Owain Glyndŵr Day
 - We shared a video we made to show Glyndŵr's connections with Denbighshire and significant places within the county relating to his history. These places include Glyndyfrdwy, where one of Glyndŵr's two main courts were, as well as the fact that it is around these estates that Glyndŵr took his name; Mwnt in Llidiart-y-Parc near Glyndyfrdwy where he was proclaimed Prince of Wales; Bryn Saith Marchog where he had an altercation with Sir Reginald Grey (Lord of the Vale of Clwyd in Ruthin) relating to common land that developed to be a revolt for independence for Wales; Ruthin where the town was burnt to the ground apart from the castle; Denbigh and Ruthin were also attacked, and there is a plaque on the old NatWest building in Ruthin that was unveiled by Dafydd Iwan in 2000 to commemorate 600 years since the instigation of Glyndŵr's revolt. We received very positive feedback from staff and many stated that they were not aware of how significant Denbighshire was in the history of Glyndŵr. This video has had nearly 2,000 views. Watch the Owain Glyndŵr video on YouTube here.
- 'Mae gen i hawl' campaign

- This is a national campaign to celebrate the Welsh language services that Local Authorities offer, and the rights that people have to use Welsh when dealing with them. It was an opportunity to promote Welsh language services in Denbighshire and seek to increase the number of people who choose to use them. The marketing campaign mentions some of the rights that the public have, as well as Council staff.
 - In September, external messages shared on our social media channels every week included photos of staff who speak Welsh or are learning Welsh, stating their responsibilities and how Welsh is an advantage to them in their role. The messages have attracted a great deal of positive attention on our accounts, with people praising our staff.
- Dydd Santes Dwynwen
 - A quiz about the history of Santes Dwynwen was produced as part of the day's celebrations this year. It was shared internally and externally on our social media channels. We also produced a document containing relevant Welsh vocabulary with phonetics to help the Welsh learners.
- Shwmae Su'mae Day
 - Once again this year, we were part of the Shwmae Su'mae Day celebrations on 15 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. It was hard to create something new because of the current situation with the pandemic therefore we shared some messages on our social accounts and shared the video that we created last year of the red dragon mascot (Dewi Draig) being filmed using the Council's Welsh language services. The dragon passed a rugby ball to other members of staff after saying "shwmae" or "su'mae", then those staff members did the same. The idea behind this was that the rugby ball represented the Welsh language and that we pass it on. Watch the Shwmae Su'mae Day 2020 video on YouTube [here](#)
- Welsh Language Music Day
 - A special playlist of Welsh songs was created to share with staff and encourage them to play them at home, at work, or when driving. An emoji quiz was also created to guess the titles of Welsh songs. This was very popular on our staff Facebook page with a lot of engagement.
- St David's Day
 - The staff Eisteddfod was the main event to celebrate St David's Day again this year, but we also shared information on our social media channels about the history of St David, relevant Welsh vocabulary with phonetics to help Welsh learners and the interesting facts about the reason why the leek and the Daffodil are the national symbols of Wales as well as the reason for wearing them on St David's Day.
- Denbighshire Libraries Service Welsh Language Activities

- Bookstart Denbighshire:
 - Rhymetime is live on Facebook every week since late March. It is a bilingual activity that introduces Welsh to families. There are a total of 33 sessions which have been viewed a total of 12,763 times, with 5,936 responses/comments and a reach of 29,344 over the year.
 - Siarad Babi Videos (Welsh) on YouTube - a series of 9 videos sharing advice with parents on how to support the development of their babies' speech, reading and playing. Created in 2020, the usage continues to increase, and have been viewed a total of 7,191 times to the end of March 2022.
- Welsh reading groups
 - The Sgwrs a Sangria (Denbigh Library) and Llyfr a Llymed (Ruthin Library) groups have continued meeting virtually and are now resuming their meetings in the Libraries in 2022 every other month.
 - Glyndŵr Reading Group in Corwen had a break during the pandemic, since the start of 2022, they have started meeting every month in Corwen Library with a lot of fun and laughter during their sessions!
- Summer Reading Challenge 2021: Wild World Heroes
 - The full Challenge returned and 1,710 children took part in the bilingual challenge. A Welsh website was available to support the challenge again this year (funded by the Welsh Government) in order for children to take part virtually too.
- Winter of Wellbeing Campaign
 - A successful campaign was held in Denbighshire Libraries January – March 2022
 - 450 children from the County's Schools have visited their local libraries to see the In Character show which was based on the '10 Stories from Welsh History' book by Ifan Morgan Jones. 13 Welsh or bilingual sessions were held in five Libraries with 11 schools taking part in lively workshops with the character Hari Hanes. The programme was organised by Denbighshire Libraries in partnership with Menter Iaith Sir Ddinbych.
 - 24 art workshops were organised for families in seven Denbighshire Libraries and were led by seven local craftsmen/women and artists, with most being Welsh speaking. The Libraries Service provided the creative programme in conjunction with Denbighshire Active Communities Department.
 - Bilingual Lego workshops were held by Menter Iaith Sir Ddinbych in four libraries where children were offered an opportunity to recreate and learn about historical buildings in their areas - Corwen, Llangollen, Prestatyn and Rhyl. In addition, a host of virtual activities in Welsh and English were organised nationally with popular authors such as Manon Steffan Ros and Connor Allen.
- Empathy Lab

- The libraries have been a part of a joint scheme with a number of local schools to develop children's empathy skills using characters from books. Each member of staff received basic training and a number of school visits have also stemmed from the project. Head Librarian, Bethan Hughes, was one of the panel who selected the Welsh books for the scheme's new national list.
- Cymry Newydd (New Welsh Speakers)
 - A new discussion group was set up in Rhyl Library for Welsh learners to chat and practise the language. A Paned a Sgwrs group has resumed in Denbigh and Ruthin Libraries following a long period of virtual meetings, for Council staff.
- Courses for staff
 - 10 hour Welsh taster courses are available online for those who want to start their language journey. These courses introduce every day vocabulary and phrases and they are available to everyone, free of charge. Some courses are tailored for various sectors, which are the health sector, care, public services, teachers, head teachers, tourism, retail, Welsh tourism, the Women's Institute and information about the Welsh language tailored for Childcare Providers.
 - The courses:
 - Welcome
 - Welcome back
 - Improve your Work Welsh
 - Retail
 - Care Sector
 - Tourism
 - Public Services
 - Head teachers
 - Health Sector
 - Teachers

Recommendation 5: Amend the format of the monitoring reports in order to facilitate meeting the requirements of Standard 146

Standard 146 states that it is a requirement that this report contains 'a list of the activities that you have arranged or funded during the previous 5 years in order to promote the use of the Welsh language'. It should be made clear in the annual reports which activities were arranged and which activities were arranged in order to promote the use of the Welsh language.

Recommendation 6: Consider which activities are relevant to Standard 146 in order to streamline the monitoring process

Standard 146 states that it is a requirement that this report contains 'a list of the activities that you have arranged or funded during the previous 5 years in order to promote the use of the Welsh language'. This can include being more clear about the Council's internal activities or relevant partners' activities/activities funded by the Council. The effective practice advice documents to assess the achievements of the language strategies by the Welsh Language Commissioner offers guidance on this²³. It should be acknowledged that our understanding of an activity has possibly broadened as a result of the COVID-19 pandemic, and that it now includes virtual activities or online activities (e.g. videos). Even so, the main consideration of this recommendation is that the record of activities should be streamlined for the purpose of this report.

²³ <https://www.welshlanguagecommissioner.wales/media/tsmnvkfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf> (welshlanguagecommissioner.wales)

5. Thematic review of Denbighshire's Welsh Language Strategy 2017-2022

Denbighshire's Welsh Language Strategy 2017-2022 was structured on the basis of five interlinked themes:

- Theme 1: Strategic Planning of the Welsh Language in Denbighshire
- Theme 2: Education, Youth and Leisure Service
- Theme 3: The Community
- Theme 4: Business and the economy
- Theme 5: Council internal administration

Theme 1 looks at how Denbighshire County Council works with its key partners involved in delivering the Welsh language across the county and how they can work more strategically and plan 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. It also looks at improving opportunities for children and young people in social settings by working with our Youth and Leisure services.

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

Theme 4 looks at how Denbighshire County Council and its economic 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 Denbighshire County Council can promote the Welsh language through providing training to staff and enhancing the bilingual ethos of the authority through promoting the Welsh language.

These interlinked themes are cross-cutting across various departments of Denbighshire County Council. For this assurance report, thematic reporting templates were prepared for relevant operational partners of Denbighshire County Council. The themes are introduced one at a time, identifying the vision, the desired outcomes and the actions from the language strategy. For each theme, there is a response for any specific successes or challenges, and if relevant, the relevant performance indicators and their status are included. This information comes from the thematic reporting templates prepared for Denbighshire County Council's departments and operational partners as part of the work of this assurance report. This information is complemented by a series of interviews with key staff within the relevant services who were responsible for implementing relevant elements of the language strategy. Interviews were held with 11 key members of Council staff and the Council's partners as part of preparing this report.

Even so, it is necessary to consider the effectiveness of the reporting and monitoring procedures for the language strategy. The themes show that a number of gaps in data reporting make it difficult to report on the performance indicators. In addition, progress against the action points was not recorded. The Welsh Language Commissioner's²⁴ effective practice advice documents to assess the achievements of the language strategies should be considered the when producing the new language strategy and putting in place the procedures and processes that are essential in order to measure the performance and the impact effect of the strategy.

²⁴ <https://www.welshlanguagecommissioner.wales/media/tsmnykfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf>
([welshlanguagecommissioner.wales](https://www.welshlanguagecommissioner.wales))

Recommendation 7: Ensure that the action points match the vision and desired outcomes

The Welsh Language Commissioner's effective practice advice document to assess the achievements of the language strategies states that 'the development of a robust Theory of Change and evaluation framework would be a valuable asset in beginning to prepare new promotion strategies'²⁵. This should also lead to the setting of meaningful indicators and measures (see recommendation 9).

Recommendation 8: Ensure that it is possible to monitor the progress of the action points

Establish a procedure to regularly document progress against the action points during the period of the language strategy.

Recommendation 9: Ensure that the performance indicators and the process of monitoring and reporting on the performance indicators enables performance measuring against the objectives of the strategy

The essence of any steps to measure performance is to consider the evidence we have of the difference the activity makes to maintaining or increasing the number of Welsh speakers in the county or to increasing the use of the Welsh language in the area. Guidance should be taken from the Welsh Language Commissioner's effective practice advice document to assess the achievements of the language strategies when setting the performance indicators and the relevant procedures and monitoring process²⁶. The Commissioner's advice document contains model templates that can offer guidance on this (appendix 2). Section 7 of the Commissioner's advice document includes guidance on setting effective and meaningful indicators and measures.

²⁵ <https://www.welshlanguagecommissioner.wales/media/tsmnykfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf> (welshlanguagecommissioner.wales), p:23.

²⁶ <https://www.welshlanguagecommissioner.wales/media/tsmnykfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf> (welshlanguagecommissioner.wales)

Recommendation 10: Ensure that specific successes or challenges are regularly documented during the period of the strategy

This will strengthen the Council's activity monitoring process and respond to Standard 146 more effectively, offering an opportunity to record an activity that was not planned within the language strategy, but that is relevant. This will build on what is seen in this report, where there is evidence of the Council's ability to change the way of working in relation to the language strategy, as a result of the COVID-19 pandemic.

Recommendation 11: Consider appointing a specific officer who is responsible for implementing the language strategy within each service

The main purpose of this recommendation is to ensure consistency across services, facilitating the implementation and monitoring of the strategy and ensuring consistency where there is staff turnover. It became apparent during the interviews that staff turnover meant that there was not always consistency when contributing to and implementing the language strategy. Setting this as a specific duty for a specific and common officer within the various services would ensure consistency across the Council and over time.

Recommendation 12: Be more ambitious when measuring the impact effect of the strategy

Guidance should be sought from the effective practice advice document to assess the achievements of the language strategies by the Welsh Language Commissioner when considering how to measure the performance of the new language strategy. An implication of this is the need to consider the impact effect of the strategy as well as the implementation of the strategy. The Commissioner's advice document states that there is an expectation, when measuring the performance of the strategy, for the assessment to include quantitative indicators and qualitative evidence²⁷. As part of this, the performance indicators which are set for the new language strategy should be considered, taking guidance from section 8 and appendices 2 and 3 of the Commissioner's advice document²⁸.

²⁷ <https://www.welshlanguagecommissioner.wales/media/tsmrvkfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf> (welshlanguagecommissioner.wales), p: 16-18.

²⁸ <https://www.welshlanguagecommissioner.wales/media/tsmrvkfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf> (welshlanguagecommissioner.wales)

5.1 Theme 1: Strategic planning of the Welsh language

The vision:

- *A more co-ordinated approach to strategic language 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 work streams.*

Successes of Theme 1: Strategic Planning of the Welsh Language

Over the period of the language strategy, Denbighshire County Council has ensured a number of specific successes in relation to the strategic planning of the Welsh language:

- Ensuring a Welsh medium and bilingual provision at Coleg Llysfasi.
- Designing and preparing a complete and detailed county training programme for the attention of English medium primary schools to provide, learn and teach the Welsh language as a skill within their local Curriculum framework. Set an expectation for the Category 1 (Language Arrangement 2022) schools to teach 15% of their Curriculum through the medium of Welsh, with four primary schools beginning their 'transitional' journey in order to learn and teach bilingually by the end of the WESP period – 2031. The schools operate as a consistent and corresponding language network within their specific cluster.
- Discuss and agree terms of reference for the current Language Forum (Partnerlaith) during 2020-2022, with further developments planned following conversations with the Welsh in Education Strategic Plan Group, with the intention of creating another, more strategic layer, and rationalising a clear model for the various forums during 2023.
- Maintaining an annual contract with Menter Iaith Sir Ddinbych to contribute to funding the Menter's activities and to ensure that the work set is completed and the relevant targets are met. This has been a robust basis for collaboration between the Menter Iaith and the

Council, with a number of the Council's departments benefitting, e.g. joint projects and activities between the Menter Iaith and the Libraries, Countryside, Economy and Business departments and the Council's Corporate Communication department. The Portfolio Holder for the Welsh Language (the Council) is on the Menter Iaith Management Board which meets every quarter.

- Secure funding from the Council's Education Department for part-funding towards the Croesi'r Bont scheme (Mudiad Meithrin) to ensure a Language Immersion programme for the children and confirm the language of the Cylchoedd Meithrin in the area.
- Commission Popeth Cymraeg to carry out an analysis of the results of the 2011 and 2021 Census in regards to the Welsh language.

Challenges of Theme 1: Strategic Planning of the Welsh Language

Over the period of the language strategy, a number of challenges were identified in relation to the strategic planning of the Welsh Language:

- A decrease in the number of children attending Welsh medium education, with the implication that the number of pupils in English medium education is increasing. In relation to this, there are no formal opportunities to measure the success of the Welsh language in English medium schools.
- Losing the 'Athrawon Bro' network to assist, support, equip and train the workforce with language arrangements, pedagogy, methodology and learning and teaching methods.
- A reduction in funding for Welsh for Adults courses in the community since before lockdown. Along with this, an increase was seen in the costs to run courses which creates an economic challenge to run the courses. The result of this is that online courses are more viable if the classes include a fairly small number of learners (as can happen in rural areas of the county). Even though it is a valuable service for individuals who wish to learn Welsh, Welsh for Adults is not designed or funded to be able to generate a substantial increase in the number of Welsh speakers in the county.

Actions for Theme 1: Strategic Planning of the Welsh Language

Denbighshire County Council, the Welsh Government and other partners will be reconsidering the terms of reference and membership of the County's Welsh Language Forum in order to ensure a more strategic focus and better cooperation between partners.

Denbighshire County Council, the Welsh Government and other partners will be setting a clear methodology in order to monitor linguistic progress and measure linguistic outcomes in terms of local and county wide action plans. Increase the number and percentage of 16-19 year old students who receive part of their education through the medium of Welsh and/or bilingually.

Public bodies should respond positively to the Welsh Language Standards and give the language a status and high economic value by increasing the usage of the Welsh language within the workforce.

Denbighshire County Council, the Welsh Government and other partners will work with the Welsh Language Forum to reach an agreement regarding which organisation should lead on developing strategic plans in each action area.

5.2 Theme 2: Children and Young People

The vision:

- *Increasing the use of the Welsh language among children and young people by giving access to Welsh-medium education and community activities and promoting opportunities for social interaction in Welsh.*

Desired outcome:

- *Better attainment in Welsh and in other subjects through the medium of Welsh at every key stage in every school;*
- *More students aged 14-16 studying for qualifications through the medium of Welsh;*
- *More leisure and youth activities held through the medium of Welsh.*

Successes of Theme 2: Children and Young People

- Commence work on the Oak Tree Centre in Rhyl which will also provide a new site for a Cylch Meithrin in the building.
- Submit a grant application to the Welsh Government for funding to provide childcare facilities in Rhyl, Prestatyn and Ruthin.
- Increase the Welsh medium provision in the Youth Service by recruiting fluent Welsh speakers to the service as well as supporting and persuading staff to develop their language skills.
- Working with the Urdd and Menter Iaith to create an additional Welsh medium provision and increase the number of bilingual activities through the Welsh Government Youth Service Grant.
- Hold a meeting of the Welsh Medium Youth Service Strategic Group in 2017/18 to map the provision at the time and to identify any gaps in the Welsh medium provision. From this work, agreements were developed with external partners to provide and support the Youth Service's ability to work bilingually across the county.

Challenges of Theme 2: Children and Young People

- Implementing childcare schemes in Denbigh and Rhyl has faced a number of external barriers out of the Council's control. In particular, technical barriers in respect of a lack of capacity for draining surface water in Rhyl and a huge increase in building costs have meant delays on related projects.
- In February 2023, RL Davies went into administration and therefore there has been some delay to the completion of the extension at Oak Tree Centre, Rhyl.
- The governing body of one Category 4 school have voiced their objection to increasing their Welsh language provision.
- Recruiting staff is a challenge, especially when seeking to recruit staff who are trained for the youth service and who can speak Welsh.

Actions for Theme 2: Children and Young People

Denbighshire County Council will work closely with Mudiad Meithrin and private childcare providers to ensure that Welsh medium education is available in all parts of the county and that there is robust continuity for Welsh medium primary education.

The County Council and Mudiad Meithrin will work closely with schemes such as Flying Start which supports parents in disadvantaged areas, to ensure that Welsh is given a suitable place in the activities provided by them across the county.

The County Council will work with staff and governing bodies in English medium primary schools who make significant use of Welsh to ensure that the Foundation Phase curriculum is provided mainly through the medium of Welsh and to plan for suitable linguistic continuity in these schools in Key Stage 2.

The County Council will begin the process of earmarking English medium primary schools who are prepared to provide a higher percentage of the Foundation Phase curriculum through the medium of Welsh with the ultimate aim of expanding the provision and ensuring suitable linguistic continuity in Key Stage 2.

The County Council Education Department will be further developing the Siarter Iaith scheme, in order to promote Welsh medium activities in the school and raise awareness of the language among learners and Welsh speakers.

The County Council, in conjunction with Menter Iaith Sir Ddinbych and Rhieni Dros Addysg Gymraeg, will be running a continuous marketing campaign to promote Welsh medium education and the benefits of bilingualism for parents and pupils.

The County Council will be providing 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 extended across the county.

The County Council will conduct an audit of the language skills of staff within the Leisure Department in order to plan for the number of staff who can offer leisure services through the medium of Welsh.

The County Council will look at the need for lessons (swimming and fitness) through the medium of Welsh and will put plans in place to provide those lessons where there is demand.

The County Council Leisure Department will support staff to develop their language skills in order to offer bilingual sessions where there is demand.

The County Council will adopt a 'Language Champion' in each Leisure Centre to be responsible for promoting the use of the Welsh language and developing a Welsh ethos.


The County Council will support administrative and front line staff within the leisure service who can speak Welsh or who are learning Welsh in order to develop their language skills.



The County Council will increase the Welsh language provision within its youth service by recruiting more bilingual staff in future and supporting staff within the service to develop their skills to work through the medium of Welsh.




The County Council will continue to develop the partnership with the Urdd and other youth work providers in order to ensure that Welsh medium activities are available to the young people of Denbighshire in the short term.

The County Council will establish and facilitate a county strategic group of the main providers to develop and coordinate youth leisure activities for young people and children through the medium of Welsh.

Theme 2 Performance Indicators: Children and Young People

Performance Indicators	Subject/Data	Status
<p>More seven year olds educated through the medium of Welsh.</p>	<p>A scheme is included in Band B of the Sustainable Communities for Learning Programme to build an extension on Ysgol Gwernant.</p> <p>Ysgol Llanfair has increased the admissions number for children in the school. There are currently no deficit places in the county's Welsh medium schools.</p> <p>Schools have been informed of the authority's intention to change their language category. A number of meetings have been held between the county's officers and the schools' stakeholders to discuss the challenges and seek to map a practical pathway for the schools to change language category.</p>	<p style="text-align: center;"></p>

<p>More pupils continue to improve their Welsh language skills in the transition stage from primary school to secondary school.</p>	<p>Work is being done to establish a robust transition scheme between the primary and secondary schools. The secondary schools will organise interesting transitional activities and engage more with Year 5 children and parents.</p> <p>The county officers will continue to monitor Welsh provision in Brynhyfryd and Dinas Brân schools.</p>	
<p>More students aged 14-16 studying for qualifications through the medium of Welsh</p>	<p>Work is planned to identify other English medium primary schools to strengthen the transition relationship and offer activities and taster sessions with the children to attract them to the immersion class.</p> <p>An officer has been appointed to the authority and is working with and supporting Ysgol Glan Clwyd.</p> <p>Provide module units through the medium of Welsh in Welsh medium secondary schools.</p>	

<p>More students aged 14-19 studying through the medium of Welsh in schools, colleges and work based learning.</p>	<p>Work is in progress during spring / summer 2023 to create a robust cross-county transition programme with Year 5 parents in regards to which stream the pupils choose and to promote opportunities.</p> <p>Provide an alternative education programme in secondary schools through the Youth Work Education Offer.</p>	
<p>More students with higher level Welsh skills.</p>	<p>Officers from the Council will work with schools to ensure that they understand the requirements of the new GCSE qualifications as a result of the Curriculum for Wales.</p>	
<p>Increase in the number of bilingual youth work sessions.</p>	<p>Two Welsh speakers were appointed to new Youth Work posts in schools.</p> <p>Additional partnership arrangements for Welsh through Sports have been commissioned.</p>	

<p>Increase in the number of youth service staff who speak/are learning Welsh</p>	<p>The percentage of Welsh medium staff hours increased from 35% in 2021-22 to 40% in 2022-2023.</p> <p>Encourage staff to register on Welsh courses to improve their skills.</p> <p>Every member of staff in the Youth Service uses Welsh every day where possible when greeting or in sessions with young people.</p>	<p style="text-align: center;">↑</p>
<p> ↑ PI has improved ↓ PI has slipped ↔ PI remains the same or has not changed • No comparison available </p>		

5.3 Theme 3: The community

The vision:

- *Increasing the use of the Welsh language among children and young people by giving access to Welsh-medium education and community activities and promoting opportunities for social interaction in Welsh.*

Desired outcome:

- *Better attainment in Welsh and in other subjects through the medium of Welsh at every key stage in every school;*
- *More students aged 14-16 studying for qualifications through the medium of Welsh;*
- *More leisure and youth activities held through the medium of Welsh.*

Successes of Theme 3: The community

- Work Welsh staff courses.
- Welsh for Adults courses, with events and activities for our learners.
- Llysfasi community Hub hold activities and events for the community.
- Work with Popeth Cymraeg and community volunteers to hold activities to span experienced and new Welsh speakers.
- Information packs for new residents in the County regarding the importance of bilingualism are being prepared, thanks to a joint project between the Council, Menter Iaith and local housing agencies.
- Annual stall at the Denbigh and Flint Show to promote services, projects and Welsh and bilingual events.
- The Urdd Eisteddfod 2022 was held in Denbighshire, and the Council is one of the main sponsors. The Council had a marquee on the Eisteddfod field, with the theme 'Discovering Denbighshire'. The partners of the Welsh Language Forum were all present in one way or another.

- The Council has presence in community events (such as festivals, carnivals) and these are sometimes jointly with relevant partners, e.g. Cymraeg i Blant, Popeth Cymraeg and Menter Iaith worked together at Denbigh Carnival to promote the Welsh language to young families.
- The partners of the Language Forum are proactive when collaborating where needed. This includes taking advantage of national events and marketing on social media, e.g. Owain Glyndŵr Day, Shwmae Su'mae etc.
- Working together with Popeth Cymraeg and Menter Iaith Sir Ddinbych in a number of events to market Welsh for Adults courses or to arrange social activities for learners or for learners and fluent Welsh speakers together.
- Work is being done to review the policy approach on the Welsh language and culture with different options for the local development plan being discussed by the Strategic Planning Group and the Welsh Language Steering Group.
- Establishing a local action group including managers, Councillors and staff from the Community Support Department and the Children's Service to implement the More Than Just Words framework. Also members of the Regional More Than Just Words Forum.
- Distribute a newsletter to the independent care workplace to promote and facilitate the use of Welsh. This includes promoting the We Care Wales campaign and the importance of Welsh in care.
- Organise individual visits with each team in order to promote the Welsh language and the active offer. Work with the Health Board when communicating the More Than Just Words messages and the active offer within the integrated teams.
- One of the residential homes in the county is taking part in the ARFer pilot scheme with Bangor University.
- A Welsh Language Officer was appointed in 2018. This has led to a positive ethos within the Council with the Welsh language going from strength to strength sparking the interest of staff to learn the language or to be a part of the national Welsh celebrations. From year to year, the Council has celebrated events such as Dydd Santes Dwynwen, Owain Glyndŵr Day, St David's Day, the 6 Nations Rugby Tournament, The Council Staff Eisteddfod, Shwmae Su'mae Day, Welsh Language Music Day and much more.

Challenges of Theme 3: The community

- All Welsh for Adults classes were moved online as a result of the COVID-19 pandemic. Due to the ease of access online, this meant that many learners from outside the county (and outside the UK) had been added to the local learners in the classes. A considerable increase was seen in the number of registrations during lockdown, the biggest increase in Wales by percentage by any provider. All supplementary courses (Sadwrn Siarad, New Year, Easter, Summer) and the conversational sessions were also moved online. Due to the geographical breadth of our learners, we now have a dual stream provision – some classes are held face to face but currently, most are still online. We foresee that local face to face provision will resume, but the online provision is now an essential part of our provision as learners from all parts of the UK and beyond can join local learners in virtual classes.
- The homeworking arrangements during the COVID-19 pandemic have made it difficult to measure the implementation of the Welsh Language Standards. We send out staff messages regularly to remind them of the requirements. We are reconsidering the induction package for new staff in response to this challenge.
- Recruiting and retaining staff across the care sector is a challenge, including administrative staff, care staff, social workers and team managers who have bilingual language skills.
- The use of English as an administration language is a challenge when using the PARIS system to record information. There are cases of staff interacting with care residents in Welsh but inputting the information on PARIS in English.
- A change in work patterns during and due to the COVID-19 pandemic has presented a challenge in maintaining the momentum of staff who are learning Welsh. There was a big effort to create opportunities for staff to use Welsh socially and virtually during the pandemic period but the decrease in face to face contact meant that many staff members lost momentum when learning the language as they did not hear or see as much Welsh as they would have whilst working in offices.

Actions for Theme 3: The community

Consider the impact of policy/decision making on the Welsh language and communities.

The Local Development Plan asks for community and language statements to go alongside planning applications for smaller developments in villages and open countryside, i.e. developments of 5 or more homes; a commercial, industrial, tourism/leisure development of 1,000m² or more floor space; developments that are likely to lead to the loss of community facilities or work opportunities; infrastructure projects with long-term community impact. A Welsh language impact assessment should be carried out on any large development.

The Local Development Plan asks for Community and Language Statements to go alongside planning applications for larger developments in each area, (i.e. developments of more than 20 houses; a commercial, industrial, tourism/leisure development of 1,000m² or more floor space; developments that are likely to lead to the loss of community facilities or work opportunities; infrastructure projects with long-term community impact).

As part of the review of the Local Development Plan, a sustainability appraisal and related assessment processes will assess the effect of the spatial strategy of the scheme, policies and allocations on the Welsh language. Where evidence shows an adverse impact, changes or mitigation measures will be identified.

Increase the marketing of Welsh courses available in the community.

Launch a community buddy scheme.

Information packs for new residents in the County regarding the importance of bilingualism (in conjunction with estate agents and letting agencies).
Attendance at key county events in order to promote the Welsh language.
Co-promote Welsh language events on partners' websites and social media.
Facilitate and support events of national importance which promote the Welsh Language and culture.
A joint marketing campaign to promote the Welsh language.
Implementing the More Than Just Words Framework.

<i>Theme 3 Performance Indicators: The community</i>		
Performance Indicators	Subject/Data	Status
An increase in the number of people moving to Denbighshire who access information about bilingualism	Popeth Cymraeg has run many marketing campaigns through the Daily Post and online to promote its Welsh for Adults classes. These campaigns have attracted adults to	↑

	<p>our classes from many places, not only Denbighshire. However, we have targeted local residents in particular, by distributing more than 30,000 leaflets locally and advertising in the printed versions of the Rhyl Journal and the Denbighshire Free Press. We also contact all schools in the area annually to promote opportunities to learn Welsh. Through its contacts and community campaigns, Menter Iaith Sir Ddinbych has helped us to reach target groups for our Welsh for Adults offer.</p>	
<p>The number of Council policy decisions where the impact on the Welsh language was considered.</p>	<p>32</p>	<p>●</p>
<p> ↑ PI has improved ↓ PI has slipped ↔ PI remains the same or has not changed ● No comparison available </p>		

5.4 Theme 4: Business and the economy

The vision:

- *Recognising the importance of a prosperous economy for 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 for prosperous communities and should produce strategies to ensure that young people in particular have the opportunity to live and work in their local communities and contribute to their prosperity.*

Successes of Theme 4: Business and the economy

- Running the Welsh in Business pilot scheme.
- Distributing the Benefits of Bilingualism booklet.
- Promoting the use of Welsh through social media.
- Promoting Welsh language tools to businesses, such as Helo Blod.
- Identifying and promoting case studies that can offer good practice lessons.
- Creating and establishing a policy on awarding grants to assist officers to comply with the requirements of The Welsh Language Standards (No. 1) Regulations 2015 when awarding grants on behalf of the Council.

Challenges of Theme 4: Business and the economy

- Budgetary constraints have had an impact effect on promoting Welsh as a skill. This was supposed to be part of a grant scheme but it was not funded.
- It can be difficult to provide evidence of the benefits of bilingualism to businesses, especially where business want to see financial returns on any investment (be it time or financial investment).

- Failure to identify business champions in every town in the county.

<i>Actions for Theme 4: Business and the economy</i>
Provide a pilot training programme for local businesses in Denbighshire on bilingualism.
Introduce more training for businesses if there is demand.
Arrange sessions for businesses to see how they can increase their use of Welsh on social media.
Provide a briefing document for businesses on the benefits of bilingualism.
Share good practice between businesses on the benefits of bilingualism.
Provide Siarad Cymraeg badges to businesses.
Raise awareness of learning Welsh courses for adults in the community.
Provide a newsletter for the business community on what kind of business support is available to promote the Welsh language.

- Allocate business champions in every main town to act as ambassadors for the Welsh language.
- Encourage businesses in Denbighshire to include the Welsh language as an additional skill when recruiting new staff.
- Ensure that each contract produced by the Council adheres to the conditions of the Welsh Language Standards.

<i>Theme 4 Performance Indicators: Business and the economy</i>		
Performance Indicators	Subject/Data	Status
The number of businesses in Denbighshire receiving training on the benefits of bilingualism through a targeted campaign	<p>36 businesses were part of the pilot scheme. Only a handful of businesses continued beyond the initial workshops as they were not able to recognise the financial value to their businesses of continuing.</p> <p>The Benefits of Bilingualism leaflet has been distributed to 1,000 businesses.</p>	●

<p>The number of businesses displaying Welsh promotional signs / materials within their business through a targeted campaign.</p>	<p>We distribute a monthly newsletter to businesses with an audience of 3,500. Specific content promotes the use of Welsh and the support services available. Examples include the Helo Blod campaign and funded Welsh lessons.</p>	<p style="text-align: center;">●</p>
<p>The number of opportunities for young people to access work locally</p>	<p>As a result of financial constraints, the grant scheme that would have monitored the effect on recruitment was not funded.</p>	<p style="text-align: center;">●</p>
<p style="text-align: center;"> ↑ PI has improved ↓ PI has slipped ↔ PI remains the same or has not changed ● No comparison available </p>		

5.5 Theme 5: Council internal administration

The vision:

- *More opportunities to use Welsh in the workplace, with more emphasis on including specific Welsh language needs for new posts.*

Desired outcome:

- *More staff using their Welsh language skills in their day to day work;*
- *Provide more training opportunities (training and formal mentoring);*
- *A more positive bilingual culture within the organisation.*

Successes of Theme 5: Council internal administration

- Establishing an internal procedure for monitoring the language skills of staff annually. Monitoring language skills assists with determining which language courses need to be offered to staff.
- Introducing a Level 1 Course mandatory e-module for staff to confirm their posts following a probationary period.
- Promoting the learning Welsh Level 1 course module for care staff.
- Maintaining a network of Welsh Language Champions within each Service in the Council who meet every three months to monitor progress with the Standards along with sharing best practice as a critical friend. This has nurtured a thorough understanding of the Standards and the related strategy and has led to holding awareness raising and mystery shopper sessions.
- Working together within the Council under the guidance of the Welsh Language Officer to set the aim that everyone within the Council completes a Level 1 Course so that all members of staff within the Council have basic/courtesy level skills in Welsh.
- Including a language skills levels procedure on job application forms, moving away from advertising posts as being 'Welsh essential', 'Welsh desirable' etc, and moving towards advertising according to ability in specific language skills.
- Ensuring that the Council's intranet is fully bilingual.
- Creating a 'Welsh in the workplace' page on the Council's intranet which includes useful resources for staff.

- Holding Gloywi Iaith sessions with 50 members of staff attending the training. Gloywi Iaith sessions are now available through the Work Welsh scheme.
- Installing the Cysgeir software on all Council computers. This replaces the previous way of working where staff had to request the software. We have also offered training for staff to be able to make the most of the software.

Challenges of Theme 5: Council internal administration

- Within the Youth Service, it can be difficult to develop the staff's Welsh language skills as many of them are only contracted for a small number of hours a week to work within our youth centres.
- Resource challenges have made it difficult to implement the mandatory Level 1 Course module.
- Changes in work patterns due to the COVID-19 pandemic mean that staff's patterns in regards to using the Welsh language have changed. This is a challenge to staff's use of Welsh as they would, previously, have heard and used Welsh naturally in the office.
- It can be challenging to encourage staff to make the most of the language skills that they already have, especially within the Social Care/Community Support Service and Children's Services.

Actions for Theme 5: Council internal administration

Introduce language requirements for every new post – where staff will need to complete Level 1 basic skills in Welsh prior to commencing employment.

Review the Council's Welsh language staffing resource, in order to increase capacity within the organisation.

Relaunch the Council's buddy and monitoring scheme.

Promote and market Welsh language courses.

Assess the language skills of staff annually and feeding this information into the annual service planning process.

Ensure that every new member of staff who speak Welsh have access to Cysgeir / Cysill Microsoft Word packages.

Ensure that all staff complete an e-learning module on the Welsh Language.



Arrange Gloywi Iaith sessions for staff to increase their confidence to work through the medium of Welsh.

Produce all intranet pages in Welsh.

Organise national annual days that celebrate the Welsh Language - e.g. Shwmae Su'mae Day.

Theme 5 Performance Indicators: Council internal administration

Performance Indicators	Subject/Data	Status
<p>% increase in the number of staff who learn Welsh in the workplace</p>	<p>Vast number of opportunities available and these are advertised to staff. Staff are encouraged to learn Welsh through the internal courses that are available thanks to the 1 to 1 process.</p> <p>Number of staff who complete online courses through the Work Welsh scheme and Welsh lessons via Coleg Cambria:</p> <p>2017 to 2018: 39</p> <p>2018 to 2019: 37</p> <p>2019 to 2020: 84</p> <p>2020 to 2021: 16 (impacted by COVID-19)</p> <p>2021 to 2022: 85</p>	<p style="text-align: center;">↑</p>

<p>% increase in the number of staff who are mentored / buddied in the workplace</p>	<p>Panel a Sgwrs sessions have offered staff the opportunity to have a quick chat over a cup of coffee. This helps people to improve their social skills, form relationships and improve their mental and physical wellbeing. We meet once a week during lunch time for a variety of activities to encourage staff to use and nurture their Welsh language skills. It was challenging holding these sessions during the COVID-19 pandemic (especially the opportunity for staff to interact in a way that nurtured a mentoring/buddying relationship), but the sessions have resumed recently.</p>	
<p>More opportunities for staff to use Welsh socially in the workplace.</p>	<p>This proved to be challenging as staff are continuing to work from home therefore there are fewer opportunities to hear and use Welsh in the office. Previously, a number of conversations would happen naturally in Welsh in the workplace.</p>	

	<p>Another challenge is that staff can have different language skills to each other.</p> <p>Staff days encourage staff to socialise and network in their chosen language.</p>	
<p>↑ PI has improved ↓ PI has slipped ↔ PI remains the same or has not changed • No comparison available</p>		

6. Conclusion

This assurance report meets the requirements of Standard 145 and Standard 146 (The Welsh Language Standards (No. 1) Regulations 2015). In order to meet Standard 146 specifically, the report:

- assesses to what extent Denbighshire County Council has followed the Welsh Language Strategy for the period 2017-2022 (see section 5);
- includes information on the number of Welsh speakers in the county, and the age of those speakers (see section 3);
- includes a list of the activities arranged or funded by Denbighshire County Council during the period of the Strategy (see section 4).

It must be noted that the period of the language strategy has been impacted by the COVID-19 pandemic. The impact of the pandemic can be seen on the implementation of the strategy and in the associated activities. Whilst presenting a number of challenges (e.g. in terms of the use of Welsh internally), it also created the need to operate flexibly and creatively and there is evidence of this in this report.

This is the first assurance report (on the first language strategy) which has been prepared for Denbighshire County Council to meet the requirements of the Welsh Language Standards. Bearing this in mind, it is expected that there will be some fine tuning to the process of producing the strategy and evaluating it with successive iterations. A number of the recommendations discuss this context, drawing extensively on the Welsh Language Commissioner's advice documents on producing and assessing the achievements of the strategy.

It becomes apparent in the report the importance of working within the national and local policy landscape and taking advantage of the opportunities to work together in terms of the WESP, the Cymraeg 2050 Strategy, the Wellbeing Act 2015, More Than Just Words etc. It is evident that the work of some departments in Denbighshire County Council is driven by these strategies and therefore it is essential to consider this when producing the new strategy. It was seen that the strategy sits side by side within the policy landscape during this period.

Perhaps the main consideration when producing the new strategy should be the Cymraeg 2050 Strategy, with priority being placed on increasing the number of Welsh speakers and also increasing the use of Welsh. Recommendations 1, 2 and 3 offer guidance on this in

terms of setting a target to increase the number of Welsh speakers and therefore meeting the requirements of Standard 145. Recommendation 7 identifies the need to ensure that the action points match the vision for the strategy, with scope to be more ambitious whilst ensuring that the actions contribute clearly to reaching the target in terms of increasing the number of Welsh speakers (recommendation 5). Recommendations 5, 8, 9, 10 and 11 all relate to the implementation and performance measuring of the strategy. A discussion on recommendation 12 is included in point 2 below.

From this report, and considering the Welsh Language Commissioner's guidelines, two specific challenges present themselves for the period of the next strategy:

1. Developing the work of partner organisations as they also take ownership of delivering the strategy.

A clear characteristic in the vast majority of the 5 year strategies is acknowledgement of the importance of internal and external partnerships to deliver the work²⁹. The Welsh Language Commissioner's advice document makes it clear that there is a need for close collaboration with partners in order to achieve the aims and objectives of the strategy, with the support of key stakeholders meaning that everyone will share the burden and work towards the same aim³⁰. A key component in this is the Language Forum.

It is unclear which activities from the strategy have been completed by organisations apart from Denbighshire County Council. Therefore, the new strategy should follow the Welsh Language Commissioner's advice and good practice by ensuring that the Language Forum (and members of the Forum) act to regenerate the Welsh language in Denbighshire³¹. The Language Forum should facilitate collaboration with partners and ensure that the new language strategy is implemented across the Language Forum partners. This can also offer an opportunity to create regional connections where appropriate.³²

²⁹ <https://www.welshlanguagecommissioner.wales/media/g5ugf2kz/20181031-gc-standards-relating-to-promoting-the-welsh-language-s-final.pdf> (welshlanguagecommissioner.wales), p: 30.

³⁰ <https://www.welshlanguagecommissioner.wales/media/g5ugf2kz/20181031-gc-standards-relating-to-promoting-the-welsh-language-s-final.pdf%20%20> (welshlanguagecommissioner.wales), p: 31.

³¹ <https://www.welshlanguagecommissioner.wales/media/tsmrvkfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf> (welshlanguagecommissioner.wales), p:21.

³² <https://www.welshlanguagecommissioner.wales/media/g5ugf2kz/20181031-gc-standards-relating-to-promoting-the-welsh-language-s-final.pdf> (welshlanguagecommissioner.wales), p: 30-39.

2. Developing the use of methods to measure the performance and achievements of the strategy, as well as the procedures to evaluate the implementation of the strategy (see also recommendation 12).

There is guidance in the Welsh Language Commissioner’s advice documents which states that it would be good to consider the wider approach for evaluating the impact of the strategy as a whole or elements of it³³. This is in addition to the task of evaluating the implementation of the strategy, and it includes the need to evaluate the impact of the strategy. This should be considered when producing the new strategy, partly in order to facilitate the process of determining indicators and to feed into the strategy’s action plan but also to ensure that the task of seeking to measure the impact effect of the strategy is considered and planned from the very start. See the Welsh Language Commissioner’s advice document on guidance on methodologies to measure the performance and achievements of the language strategies³⁴

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³³ <https://www.welshlanguagecommissioner.wales/media/tsmnvkfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf> (welshlanguagecommissioner.wales), p:29.

³⁴ <https://www.welshlanguagecommissioner.wales/media/tsmnvkfc/20210407-dg-s-cyngor-ar-asesu-cyrhaeddiad-y-strategaethau-hybu.pdf> (welshlanguagecommissioner.wales), p:12.

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