



Flintshire County Council

**Five Year Welsh Language Promotion
Strategy**

Welsh Language Promotion Strategy 2019 – 2024

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Foreword

Welcome to Flintshire County Council's Welsh Language Promotion Strategy 2019 – 2024. Welsh language is an important part of Flintshire's cultural identity and we have been proud to celebrate our linguistic heritage, hosting one of the most successful Urdd Eisteddfod's in 2016.

We are fully committed to supporting the Welsh language and continue to provide grants to, and work in partnership with, the Urdd, Menter Iaith and Mudiad Meithrin. This partnership approach has meant that a new Welsh medium foundation phase school, Ysgol Croes Atti - Glannau Dyfrdwy, opened in 2014 in Deeside. This provides an exciting opportunity for families in the Deeside area to access local Welsh medium education. The Council was also successful in securing Welsh Government funding to increase capacity at Ysgol Glanrafon, Welsh medium primary school, in Mold. The increase in opportunities to access Welsh medium education will make significant contributions to this Welsh Language Promotion Strategy.

Our work in providing bilingual services has been recognised externally. Social Services were nominated for an award at the Welsh Language in Health, Social Services and Social Care Awards. They received a special recognition award for their work in promoting and providing Welsh language services for residents of Llys Jasmine, extra care housing accommodation. They were also runner up in the Minister's Special Award for providing bilingual services.

We believe that we have been making steady progress to provide bilingual services, however developing and implementing a Welsh Language Promotion Strategy for the county presents a new ambitious, challenge for the Council. Setting targets to maintain or increase the number of Welsh speakers for the county as required by the Welsh Language Standards, against a backdrop of reducing numbers of Welsh speakers, cannot be achieved by the Council alone. We need to work closely with our partners and take a stepped approach to create long term, generational change. The involvement of Coleg Cambria, Menter Iaith, Mudiad Meithrin and the Urdd in developing this draft Strategy has been invaluable; we would like to thank them for their contribution and look forward to their continued support.

Your support and commitment to this strategy is critical, whether you are a Welsh speaker, a Welsh learner or do not speak any Welsh, we would like to hear your views. We want to know what you think and what actions we can take in the future to raise the visibility and profile of the Welsh language to safeguard its future.

Colin Everett
Chief Executive

Cllr Billy Mullin
Cabinet Member for Corporate Management

Welsh Language Promotion Strategy 2019/24

1. Introduction

1.1. Flintshire County Council set out its commitment to the Welsh Language in its former Welsh Language Schemes. The Welsh Language Schemes have now been replaced by the Welsh Language Standards. Flintshire County Council is required to comply with Standards set under the Welsh Language (Wales) Measure 2011; the Measure gives the Welsh language official status in Wales.

The aim of the Standards is to continue and develop the work of Welsh Language Schemes:

- improving the services Welsh-speakers can expect to receive from organisations in Welsh
- increasing the use people make of Welsh-language services
- making it clear to organisations what they need to do in terms of the Welsh language

Standard 145 requires the Council to develop a Welsh Language Promotion Strategy which sets out how we will promote the Welsh language and facilitate the use of the language. We are also required to set targets to maintain or increase the number of Welsh speakers in the county.

1.3 As a local authority, we recognise that we have a responsibility and a duty as a community leader to promote, support and safeguard the Welsh language for the benefit of present and future generations. We are committed to taking action to achieve this and are confident that the Welsh language in Flintshire has a prosperous future. This Welsh Language Promotion Strategy sets out how we will do this.

1.4 Being able to use Welsh is important. It gives businesses who can offer bilingual services an advantage over their competitors and gives Welsh speaking job applicants an additional skill. Welsh speakers also have the opportunity to experience two different cultures.

1.5 Developing a Welsh Language Promotion Strategy for Flintshire is critical to supporting the Welsh Government achieve its aim of one million Welsh speakers by 2050. Welsh language is an important part of our identity and we are proud of our heritage. It is one of the strongest minority languages in Europe and is believed to be the oldest surviving language in Europe. The Welsh language is a vibrant language and can be heard in the workplace, in schools and shops in Flintshire.

1.6 Figures from the Census 2011 showed that the proportion of residents in Flintshire who speak Welsh fell slightly to 13.2% (19,343 people) in 2011 compared to 14.4% (20,599 people) in 2001. It is important that there is no further reduction in the percentage of Welsh speakers in the county; therefore during the first five years of the Strategy we will aim to increase the percentage of Welsh speakers in the county.

1.7 It can take up to six/seven years for a learner to be able to converse confidently and as approximately 5% of all school pupils attend our single Welsh medium secondary school, increasing the number of Welsh speakers will be an incremental and generational change.

2. Aim

2.1 The aim of the Flintshire Welsh Language Promotion Strategy for the period 2019/24 is to promote, support and safeguard the Welsh language for the benefit of present and future generations. We will support an **increase** of the current level of Welsh speakers from (13.2%/ 19,343) within the county to 21,891 (15%) during this period. This equates to an increase of approximately 2548 Welsh speakers (over the age of three years) over the next five years. This takes into account the increase in children attending Welsh medium education as identified in the Welsh in Education Strategic Plan as well as an increase in the number of adults learning Welsh. Our longer term vision, post 2024, is to increase the number of Welsh speakers to create a bilingual county where Welsh language is a natural part of everyday life.

2.2 We will do this by achieving the following objectives

- i) Increasing the number of Welsh speakers in the county.
- ii) Increasing the use of Welsh within the county.
- iii) Creating favourable condition for the language to flourish.

2.3 Target and measuring progress

Our target during the next five years is to support the **increase in** the number of the population in Flintshire who report that they speak Welsh. Our ambition for the longer term period is to increase the number and percentage of Welsh speakers in the county to eventually create a bilingual county and support Welsh Government achieve one million Welsh speakers in Wales by 2050.

We will measure progress through monitoring the:

- number of pupils being taught through the medium of Welsh
- number of Welsh speakers in the county (Census 2011 and Census 2021)
- number of people with no knowledge of Welsh (Census 2011 and Census 2021)
- number of adults who are learning Welsh in the county
- number and percentage of Flintshire County Council employees who report that their Welsh skills are at level 4 (advanced) and level 5 (proficient)

2.4 The number of Welsh speakers in the county is influenced by several factors: the number of pupils who attend Welsh medium education, the number of adults who choose to learn Welsh and the number of Welsh speakers and non - Welsh speakers who move in and out of the area. Flintshire is a border county and with excellent transport links to Cheshire, Wirral, Manchester and Shropshire resulting in continual inward and outward migration. The housing growth set out in the Local Development Plan is an opportunity to encourage new homeowners to learn Welsh, take advantage of Welsh medium education and use their Welsh language skills.

2.5 We cannot achieve this strategy alone; we are dependent upon working closely with our partners in education and the voluntary sector to ensure that training is available alongside opportunities to use Welsh in everyday life. This will mean that there will be:

- sufficient opportunities need to be available for parents to access Welsh medium childcare and education services;
- enough learning opportunities at the right time and right level to meet learners' needs;

- opportunities to use Welsh skills and increase confidence in different settings;
- opportunities for young Welsh people leaving school to continue using their Welsh skills socially, through vocational and academic training and at work; and
- more bilingual services

2.6 The impact of this Strategy will be strengthened by the national and local policy context:

- Flintshire County Council's [Welsh in Education Strategic Plan](#) (2017/2020), this plan sets out the Council's commitment to supporting, expanding and promoting Welsh-medium education within the whole community and increasing the number and percentage of pupils receiving Welsh-medium education to develop learners who are fully bilingual (i.e. fluent in both English and Welsh).
- Flintshire County Council's Welsh in the Workplace policy which will encourage employees to use Welsh at work, whatever their level of Welsh
- Flintshire Local Development Plan which may require that language impact assessments are undertaken on new developments
- The Welsh Government Strategy: [a million Welsh speakers by 2050](#) which aims to have a million Welsh speakers by 2050, more children in Welsh-medium education, better planning in relation to how people learn the language, more easy-to-access opportunities for people to use the language, a stronger infrastructure and a revolution to improve digital provision in Welsh, and a sea change in the way we speak about the language.
- [Mwy na Geiriau](#) the Welsh Government Framework to strengthen Welsh language services in health, social services and social care.
- [Well-being of Future Generations \(Wales\) Act 2015](#) aims to improve the social, economic, environmental and cultural well-being of Wales. This requires public bodies to work together to meet seven well-being goals, one of which is:
A Wales of vibrant culture and thriving Welsh language.

3. **Current position- Welsh speakers in Flintshire**

Details about the profile of Welsh speakers in the county can be found in Appendix 1. The Table below shows that the number of people who report that they can speak Welsh in Flintshire is decreasing. In 2001, 14.4% people reported that they could speak Welsh compared to 13.2% in 2011. Prior to this the Census reports from 1981 and 1991 showed a steady increase in the percentage of people who spoke Welsh, rising from 12.66% in 1981 to 13% people reporting they could speak Welsh in 1991. This increased to 14.4% in 2001.

There are seven wards in Flintshire where over 20% of the residents report that they speak Welsh and there are fifteen wards where less than 10% of people report that they can speak Welsh. These are set out in the Tables overleaf:

Profile of wards with the highest percentage of Welsh speakers
Source: Census 2011

Ward	%
Mold South	30.6
Trelawnyd and Gwaenysgor	26.2
Treuddyn	24.4
Ffynonngroyw	22.9
Halkyn	20.7
Whitford	20.7
Caerwys	20.3

Profile of wards with lowest percentage (less than 10%) of Welsh speakers
Source: Census 2011

Ward	%
Saltney Stonebridge	6.1
Sealand	7.5
Saltney Mold Junction	7.8
Broughton North East	8.5
Shotton East	8.7
Connah's Quay Central	8.7
Queensferry	9.0
Connah's Quay Wepre	9.1
Broughton South	9.3
Buckley Bistre East	9.3
Shotton West	9.4
Mancot	9.5
Aston	9.6
Shotton Higher	9.9
Buckley Bistre West	9.9

4. Welsh medium education provision

Flintshire currently has five primary schools and one Welsh secondary school delivering Welsh medium education spread geographically across the authority:

- Ysgol Mornant, Gwespyr Picton ^{1*}
- Ysgol Gwenffrwd, Holywell
- Ysgol Croes Atti Flint including the Glannau Dyfrdwy satellite in Shotton
- Ysgol Glanrafon, Mold
- Ysgol Terrig, Treuddyn
- Ysgol Maes Garmon, Mold (secondary)

The current profile of pupils attending Welsh medium schools is:

Primary School pupils - 869 pupils equivalent to 6.22% of all primary school pupils.

Secondary School pupils - 531 equivalent to a percentage of 5.71% of all secondary school pupils.

The Council's [Welsh in Education Strategic Plan \(WESP\) 2017/2020](#) sets out how we will support, expand and promote Welsh medium education. The outcomes include:

Outcome 1: More seven-year-old children being taught through the medium of Welsh

Outcome 2: More learners continuing to improve their language skills on transfer from primary to secondary school

Outcome 3: More students aged 14-16 studying for qualifications through the medium of Welsh.

Outcome 4: More students aged 14-19 in study subjects through the medium of Welsh, in schools, colleges and work-based learning.

All Welsh medium primary schools in Flintshire have been awarded Siarter Iaith Silver award for their increased use of Welsh in a social context and two schools have achieved the Gold award. 45 English medium primary schools are engaged in the Cymraeg Campus project and are working towards the Bronze Award.

Good Practice



¹ Ysgol Mornant and Ysgol Maes Garmon created a federation – Cwlwm – to protect and strengthen Welsh medium provision in the rural north area of Flintshire.

5. Learning Welsh - Adults

The official provider for Welsh for adult learners in North East Wales is [Coleg Cambria](#). They provide a range of Welsh courses language courses for those who are complete beginners to advanced courses. The figures for the number of adults currently learning Welsh in the county are

Title of course	Numbers enrolled 2018/19
Beginners Entry	147
Foundation Level	58
Intermediate Level	61
Advanced	51
Proficiency	73
Total	390

Council employees

There are 64 employees learning Welsh (2018/19) in the Council

Title of course	Numbers enrolled 2017	Number enrolled 2018
Basic language skills	48	
Pre entry		1
Mynediad / Entry	50	34
Sylfaen / Foundation	7	12
Canolradd/Intermediate	23	3
Uwch/Advanced	1	9
Hyfrededd /Proficient	10	5
Total	139	64

Good Practice

Some Teams encourage Welsh learners to practice their Welsh by spending 10 minutes once a week where everyone talks in Welsh- whatever their skill level.

6. Partnership working

The Council cannot achieve these targets for increasing the number of Welsh speakers in the county without the support and involvement from our partners.

Through the County Forum, the Council works with Town and Community Councils and together have published a Charter which sets out how we aim to work together for the benefit of local communities whilst recognising our respective responsibilities as autonomous, democratically elected statutory bodies. Welsh language is an important component of the charter, working together to promote Welsh language and culture.

Every local council area in Wales is legally required to have a Public Services Board (PSB) whose purpose is to work collectively to improve local social, economic, environmental and cultural well-being. The Flintshire PSB is made up of senior leaders from a number of public and voluntary organisations. Engagement and commitment to this Strategy from the PSB is essential if its aim is to be realised. Flintshire has a longstanding and proud track record of partnership working. The communities it serves expect statutory and third sector partners to work together to manage shared priorities through collaboration. The Flintshire Public Services Board (PSB) is at the heart of promoting a positive culture of working together and concentrates energy, effort and resources on providing efficient and effective services to local communities.

The Fforwm Sirol Fflint a Wrecsam is a group facilitated by Menter Iaith and comprises organisations who offer Welsh medium services and activities across Flintshire and Wrexham. Examples of organisations represented include the Urdd, Coleg Cambria, Mudiad Meithrin and the two local authorities. This Fforwm is an opportunity to collaborate with key partners to achieve the increase in the number of Welsh speakers in both Wrexham and Flintshire.

Good Practice

Commitments to the Welsh language are included within the Flintshire County Forum Charter

7. Role and contribution of national bodies

Welsh Government

The Welsh Government has a key role in supporting the Council achieve its aim to increase the number of Welsh speakers. They contribute in different ways:

- leading by example and promoting Welsh language and culture in all that it does;
- ensuring technology that is compatible with the Welsh language is available in Wales, for example, the Planning portal for Wales;

- developing resources to support local authorities promote the Welsh language;
- supporting the development of resources for Welsh learners and Welsh speakers who wish to continue developing their skills;
- influencing the private and voluntary sectors to embrace the Welsh language.

National Centre for Learning Welsh

The National Centre for Learning Welsh is funded by Welsh Government and is responsible for all aspects of the Welsh for Adults education programme. This includes the curriculum and course development, resources for tutors, research, marketing and e-learning. The purpose of the Centre is to increase the numbers of people learning and using Welsh. A network of 11 providers deliver courses on its behalf. Coleg Cambria is the provider for North East Wales.

The National Centre for Learning Welsh has a key role in ensuring that flexible opportunities to learn Welsh are in place, including supporting adult learners to develop skills for the workplace.

Institutions of Further and Higher Education

Developing opportunities to study vocational and academic courses through the medium of Welsh is the responsibility of institutes for further and higher education, these contribute to not only developing the skills of teachers within schools but prepare the future workforce who can provide services through the medium of Welsh.

8. Opportunities to use Welsh in the community- currently and in the future

There are a variety of opportunities to use Welsh in the county of Flintshire.

Early Years provision

To promote the use of the Welsh language in early years and childcare provision there is a strong partnership between the Council and [Mudiad Meithrin](#) (MM). MM is provided with grants to deliver the following:-

- Welsh medium childcare for the Flying Start Project
- Welsh medium childcare for children in high level social need such as Communities First areas.
- Welsh medium early years education in the non-maintained sector
- Provision of assisted places in Welsh medium childcare

The county association of MM are also awarded grants from Flintshire County Council to deliver training to workers/volunteers in the *Cylchoedd Meithrin* and *Ti a Fi* groups.

Leisure and Library Services

Aura is a charitable, not-for-profit, organisation which is responsible for managing the majority of leisure centres and libraries previously operated directly by Flintshire County Council. Aura provides swimming lessons through the medium of Welsh at different centres throughout the county. Within the library service managed by Aura:

- all categories of stock provided in English and Welsh (books, CDs, DVDs, audio books, eBooks) as per stock policy;
- Reading groups, Rhymetimes, story times and activities for children, school visits, author visits are available in Welsh;
- bilingual libraries facebook page;
- Reading promotions, for example, the Summer Reading Challenge are available in Welsh.

Menter Iaith

Menter Iaith Fflint a Wrecsam is a not for profit organisation and works to promote and increase the use of the Welsh language on a community basis in the county, ensuring that the language becomes a central part of life in Flintshire and that the responsibility for its future is shared by every citizen.

It does this mainly through:

- organising activities for families, children and young people, community groups and learners;
- working with businesses to raise awareness of the value of the Welsh language and the bilingual skills of their employees;
- encouraging individuals to use their Welsh;
- supporting those who are keen to pass on the language to others, especially within the family.
- working with the community to raise awareness and improve understanding of the rights of Welsh speakers under current legislation and encouraging Welsh speakers to use the services available to them.

Planning

The Council's Planning Service is working with Developers to identify opportunities for promoting Welsh language to people on new housing developments. Specific policies also reflect Welsh language requirements, for example, Street Naming Policy

Play

The Council's Play Team, in partnership with Urdd Gobaith Cymru, deliver play schemes through the medium of Welsh, during the summer holidays at different locations throughout Flintshire.

Schools catering service- NEWydd- provides a bilingual catering service to schools. NEWydd is a local authority Trading Company.

Theatr Clwyd

Theatr Clwyd offer a variety of activities which raise the visibility and audibility of Welsh:

- Introduced a bilingual playlist for Front of House music.
- Offer varied programmes through the medium of Welsh including cinema, music and theatre.
- Produced and co-produced several Welsh language shows in recent years, with one show "Mimosa", touring across Wales and Patagonia in 2015.

- As part of the Welsh Government Healthy Relationships Programme the Creative Engagement Team partnered with the Council's Integrated Youth Service to create and deliver an educational project on the challenging issues around Consent which is available in the Welsh language.
- Offer half hour conversational Welsh lessons to our Bilingual Youth Theatre group "Cwmni 25" prior to the start of their weekly sessions.
- Set up a Clwb Teulu for Welsh speaking families, Welsh learners and English speaking parents of children in Welsh language schools.

Youth Services

Youth Service funded a two year part time post, to work with English medium schools to engage them in the Urdd Eisteddfod which was held in Flint during May 2016.

Urdd

The Urdd provide Welsh lunchtime clubs running during school hours in secondary and primary schools in Flintshire.

Good Practice

Theatr Clwyd are implementing bilingual talk backs to offer audiences the opportunity to discuss their productions in both languages

The Council's **Play Team**, in partnership with Urdd Gobaith Cymru, deliver play schemes through the medium of Welsh.

In the workplace

Employees are encouraged to use their Welsh skills in the workplace as often as they can, and whatever the level of their skill. They have been provided with access to Cysill (Welsh spell checker) and Cysgeir (Welsh dictionary).

The Council promotes the use of Welsh through encouraging employees to wear the laith Gwaith badges and posters. Employees include the logo on their e-mail signatures; "Siaradwr Cymraeg" is included on email addresses of Welsh speakers. The purpose of this is to easily identify Welsh speakers and encourage employees to use Welsh with each other and with other organisations.

Employees can access Welsh language training at all levels and are supported to attend residential courses at Nant Gwrtheyrn.

In addition, Social Services facilitate two "Paned a Sgwrs" groups, both meet monthly to provide employees with opportunities to practise their Welsh skills.

laith Gwaith posters are on display in all reception areas, Welsh speaking employees and Welsh learners wear the laith Gwaith lanyards and/or badge.

The Council's website, Apps and self-service machines are bilingual as is the Council's Twitter page. The Council's Social Media Policy includes a requirement to comply with the Welsh Language Standards.

9. Procurement

The Welsh Language Standards have been incorporated within the Contract Procedure Rules and sample clauses are available to commissioning officers to incorporate within contracts.

Commitment to the Welsh language is also included within grants guidance, encouraging grant recipients to promote the Welsh language.

10. Celebrating Welsh Culture

The Council provides some financial support to Menter Iaith to celebrate St David's Day within town centres in Flintshire; activities include window dressing competitions and Welsh singing. Local schools also participate in these events.

Within the Council a Welsh themed menu is provided for employees in the staff bistro and workforce news items and social media messages are also published. Staff are encouraged to speak Welsh and start conversations in Welsh whatever their skill level.

Other events celebrated in addition to St David's Day include:

- Welsh Music Day - encouraging employees, school pupils and members of the public to listen to Welsh music.
- Saint Dwynwen's Day- the Welsh Valentine's day
- Su'mae Day – encourages everyone to speak some Welsh

Social Services run a Welsh Language promotional event for employees and services users on St David's Day. Children and adults are invited into services and discuss the importance of language in care settings as well as encouraging the use of Welsh and participating in cultural activities.

Good Practice

Social Services has developed a Welsh Language Reminiscence initiative for Welsh speaking people with dementia and their families. As part of the initiative reminiscences boxes have been designed for Welsh speakers and Welsh people or people who may have grown up or have strong links with Wales. The boxes contain sensory and memory aids and written material in Welsh. They are also specifically designed for Flintshire which means they have been developed in line with local Welsh cultures, traditions and heritage.

11. Monitoring and review

Actions and measures from this Strategy will be incorporated into the Council's performance management system and progress will be reported to Cabinet annually and as when needed. A summary of progress being made will be included within the annual Welsh Language Standards Monitoring Report. Progress will be monitored through the Chief Officer Team, Cabinet, relevant Overview and Scrutiny Committees and Welsh Language Network.

12. Conclusion

Developing this Strategy represents the start of our journey to promote and raise the visibility of Welsh language and eventually increase the number of Welsh speakers in the county. We recognise that we have a long and challenging road ahead, however, we believe that by working closely with our partners to implement this five year Strategy we will set a firm foundation upon which we can create long term, sustainable change.

We welcome your views, comments and suggestions for this Strategy

Please contact us on: Tel:  01352 702122

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Appendix 1

Profile of Welsh speakers in the county

Table 1: Knowledge of Welsh (2001 & 2011)

Source: Census 2011 table KS207WA & Census 2001 table KS025

	Flintshire			Wales	
	2001 Census	2011 Census		2001 Census	2011 Census
	%	No.	%	%	%
All aged 3+	-	146,940	-	-	-
No knowledge of Welsh	78.6%	116,736	79.4%	71.6%	73.3%
Understands spoken Welsh only	4.4%	7,503	5.1%	4.9%	5.3%
All Welsh speakers	14.4%	19,343	13.2%	20.5%	19.0%
Speaks, reads and writes Welsh	10.9%	13,650	9.3%	16.3%	14.6%

Table 2: Profile of Welsh Language skills by age

Source: Census 2011 table KS207WA & Census 2001

Age	Number able to speak Welsh	% able to speak Welsh	Not able to speak Welsh	Total
3-4	545	14.4	3238	3,783
5-9	2,768	33.1	5,605	8,373
10- 14	3,499	38.9	5,498	8,997
15 -19	2,298	24.2	7,199	9,497
20- 24	1,152	12.8	7,818	8,970
25-29	892	10.4	7,655	8,547
30-34	938	11.2	7,439	8,377
35-39	1,009	10.4	8,715	9,724
40-44	1,005	8.8	10,470	11,475
45-49	939	8.0	10,776	11,715
50- 54	767	7.6	9,346	10,113
55-59	674	7.1	8,830	9,504
60- 64	721	6.5	10,308	11,029
65- 69	597	7.1	7,858	8,455
70-74	476	7.0	6,368	6,844
75- 79	426	8.6	4,503	4,929
80 -84	324	9.4	3,131	3,455
85 +	313	9.9	2840	3,153
Total	19,343		127,597	146,940

Table 3: Country of birth (2001 & 2011)

Source: Census 2011 table KS204EW & Census 2001 table KS005

	Flintshire			Wales	
	2001 Census	2011 Census		2001 Census	2011 Census
	%	No.	%	%	%
All people	-	152,506	-	-	-
People born in Wales	51.1%	76,243	50%	75.4%	72.7%
People born in England	44.7%	67,578	44.3%	20.3%	20.8%
People born in Scotland		1,673	1.1%	0.8%	0.8%
People born in Northern Ireland		548	0.4%	0.3%	0.3%
People born in Republic of Ireland		633	0.4%	0.4%	0.4%
People born in other EU countries, members 2001*	1.3%	1,234	0.8%	0.8%	0.9%
People born in other EU countries, accession countries**	-	2,198	1.4%	-	0.9%
People born elsewhere		2,363	1.5%	1.9%	3.3%

Table 4: Profile of Flintshire County Council Welsh speaking employees November 2018.

Portfolio	Level 0	Level 1	Level 2	Level 3	Level 4	Level 5	Total
Chief Executives	8	12	10	3	3	5	41
Community and Enterprise	151	123	35	16	10	12	347
Education and Youth	56	80	42	7	12	11	208
Governance	41	50	14	2	4	3	114
Org Change 1	24	35	13	1	8	11	92
Org Change 2	15	15	4	1	1	0	36
People and Resources	41	83	27	6	8	3	168
Planning and Environment	52	61	17	6	12	5	153
Social Services	379	315	123	26	25	26	894
Streetscene and Transportation	197	159	35	7	11	9	418
TOTAL	964	933	320	75	94	85	2,471

Appendix 2 Action Plan – How we will achieve our objectives

Objectives: Increasing the number of Welsh speakers in the county.				
Actions	Responsibility	Timeframe	Output/ Outcome	Progress
Implement Welsh in Education Strategic Plan	Education and Youth	On-going	Increased number of children and young people access Welsh medium education. Increased use of Welsh within English medium schools.	
Implement Siarter Iaith across all Welsh medium Schools and work towards achieving Gold status	Education and Youth	On -going	The use of Welsh increases within the school and outside the school	
Work with Fforwm Sirol to develop a plan to promote Welsh language training and increase number of adults in the county learning Welsh.	Strategic Policy Advisor	July 2019	Plan in place and increased registrations for Welsh language courses	
Produce leaflet about importance of Welsh language for residents of Flintshire	Strategic Policy Advisor in partnership with Coleg Cambria, Menter Iaith Fflint a Wrecsam and Wrexham County Borough Council	April 2019	Leaflet published and promoted	
Use the Council's website and social media to promote importance of learning the Welsh language and access to resources for learners	Strategic Policy Advisor	On-going	Council demonstrates its commitment to the Welsh language.	
Objective: Increasing the use of Welsh within the county- using services, socially and in the workplace				

Actions	Responsibility	Timeframe	Output/ Outcome	Progress
Services				
Promote this Strategy to the Public Services Board (PSB) and encourage them to identify actions they can take which will contribute to the outcomes of this Strategy	Corporate Business and Communications Executive Officer	December 2019	Increased number of Welsh speakers Increased number of opportunities to use Welsh	
Share Strategy with Public Services Board to identify opportunities for joint working	Corporate Business and Communications Executive Officer	December 2019	Public Service Board works together to promote the visibility and audibility of Welsh language in Flintshire	
Include Welsh language within the Charter between the Council and Town and Community Councils	Business and Communications Executive Officer	Complete	Town and Community Councils include Welsh language as a natural part of their everyday work	
Implement "More than Words" framework	Social Services	On-going	Increased use of Welsh in the care sector	
Services adopt the "Active Offer" principle	Welsh language leads network	December 2019	Services actively promote Welsh language services. Increased take-up of Welsh services Increased use of Iaith Gwaith logo	
Work with Flintshire Local Voluntary Council to identify initiatives that encourage the voluntary sector to promote the Welsh language.	Strategic Policy Advisor	March 2020	More voluntary sector organisations promote the Welsh language and participate in initiatives to celebrate Welsh culture.	
Develop plan to encourage more customers to use on-	Welsh Language Leads Network in	December 2019	Numbers of people using Welsh pages of website and social	

line services in Welsh	partnership with Fforwm Sirol		media sites increases	
Ensure all employees at reception desks and on main switchboards provide bilingual greetings and have basic Welsh skills	Managers	On-going	Number and percentage of employees on reception points and main switchboard and contact centres who can speak Welsh	
Ensure all signage, publication, promotional materials, email signatures position Welsh so that it read first to encourage Welsh speakers and learners to use their Welsh.	Welsh Language Leads Network	September 2019	Increased visibility of the Welsh language	
Identify opportunities for services to deliver Welsh/bilingual services	Welsh Language Leads Network	On -going	Increased number of bilingual services available	
Socially				
Start a new Welsh language drama group for children aged 6 – 11 years.	Theatr Clwyd Director of Creative Engagement	On -going	Increased opportunities for children to use Welsh outside of school	
Develop a Welsh language Youth group to develop young Welsh theatre makers	Theatr Clwyd Director of Creative Engagement	On-going	More opportunities to hear Welsh and increase the visibility of Welsh	
Develop more plays in the Welsh language	Theatr Clwyd – Artistic Director / Associate Producer	On-going	Increased opportunities to hear Welsh	
Develop more writers who can work through the medium of Welsh	Theatr Clwyd- Director of Creative Engagement	On-going	Increased Welsh language productions	
Create a leaflet aimed	Strategic Policy	September 2019	Increased visibility and audibility	

specifically at shops and business to promote the advantages of providing services bilingually and to increase use of Welsh	Advisor, Menter Iaith Fflint a Wrecsam and Wrexham County Borough Council		of Welsh language	
Encourage shops and businesses to look at opportunities to use Welsh	Business Development and "Cymraeg Byd" Development officer	On-going	Increased visibility and audibility of Welsh in the county i.e. increased use of bilingual menus in cafes	
Work with Menter Iaith, PSB and County Forum to promote Welsh language social activities	Corporate Business and Communications Executive Officer /Strategic Policy Advisor	On-going	Increased take-up of Welsh medium social activities Increased opportunities for Welsh learners to develop their skills	
In the workplace				
Employees complete Welsh language skills audit	Welsh Language Leads Network	July 2019	100% employees complete skills audit	
Agree and implement plan to develop Welsh language skills of employees and reduce the number of employees who have no Welsh language skills	Welsh Language Leads Network, Learning and Development	September 2019	Number and % of employees who report that they have no Welsh language skills decreases	
Identify opportunities to celebrate the achievements of Welsh learners	Welsh Language Leads Network, Learning and Development	April 2019	Employees are encouraged to learn Welsh	
New employees learn basic Welsh standard phrases in Welsh as part of their induction	Learning and Development	March 2020	Course developed Number of employees who complete the training	
Encourage managers to open and close meetings	Strategic Policy Advisor	April 2020	Increased use of Welsh in the workplace	

bilingually				
Consider opening and closing Council meetings bilingually	Corporate Business and Communications Executive Officer	September 2019	Increased audibility of Welsh	
Review recruitment and selection processes to identify and address issues recruiting Welsh speakers to Welsh essential posts	Strategic Policy Policy/Human Resources	On-going	New employees understand the Council's commitment to the Welsh language and are willing to learn Welsh if necessary Increased number of Welsh speaking job applicants	
All employees complete Welsh language awareness e-learning modules	Strategic Policy Advisor	March 2021	100% employees complete the Welsh language awareness e-learning module Employees understand the importance of the Welsh language	
Monitor implementation of the Welsh in the Workplace Policy	Welsh Language Leads Network	On-going	Increased visibility and audibility of Welsh language	
Objective: Creating favourable condition for the language to flourish.				
Actions	Responsibility	Time frame	Outcome	Progress
Participate in Shwmae /Su'mae Day and promote via the Council website and social media sites	Strategic Policy Advisor in partnership with Menter Iaith	Annually	Increased positive attitudes to Welsh language and pride in Welsh culture. Increased use of Welsh	
Develop plan to celebrate St David's Day in the county involving Council services	Strategic Policy Advisor in partnership with	December 2019	Increased positive attitudes to Welsh language and pride in Welsh culture	

and partners	Menter Iaith			
Encourage Town and Community Councils to celebrate St David's Day and other Welsh cultural events, such as Su'mae day.	Strategic Policy Advisor	March 2019	Increased number of activities on St David's Day and throughout the year	
Raise the profile of national initiatives e.g. rugby, football matches to increase feelings of pride and sense of belonging.	Strategic Policy Advisor in conjunction with partners	On-going	Increased number of promotional activities	
Explore opportunities to include Welsh language within Community Benefits clauses	Strategic Policy Advisor/Procurement	September 2019	Council contractors promote and support Welsh culture e.g. contributing to initiatives for St David's Day celebrations.	
Review procurement and contract process to ensure contractors comply with Welsh language standards.	Strategic Policy Advisor/Procurement	March 2020	Contractors comply with Welsh Language Standards	
Work in partnership with Fforwm Sirol to identify opportunities for joint working and a co-ordinated approach to promote the Welsh language	Strategic Policy Advisor Fforwm Sirol	On-going	A partnership approach is taken to promote the Welsh language-increasing capacity and avoiding duplication of effort.	
Work with Fforwm Sirol to monitor and review Welsh language Promotion Strategy targets	Strategic Policy Advisor	On-going	Targets monitored and reviewed regularly. Joint interventions identified and action taken to address progress issues.	
Review policies and planning guidance to identify opportunities to safeguard the Welsh language through the	Planning	December 2019	Negative impact on Welsh language is reduced	

planning process				
Promote Welsh language awareness during annual Business Week	Strategic Policy Advisor in partnership with Coleg Cambria and Menter Iaith Fflint a Wrecsam	Annually September /October	Business understand the importance of Welsh language	
Work with Flintshire Local Voluntary Council to identify initiatives that encourage the voluntary sector to promote the Welsh language.	Strategic Policy Advisor	March 2019	More voluntary sector organisations promote the Welsh language and participate in initiatives to celebrate Welsh culture.	
Identify opportunities to promote Welsh language and culture through the Well-being Plan for Flintshire.	Corporate Business and Communications Executive Officer	March 2019	The PSB and Council services contribute to the Welsh Government's Well-being goal "A Wales of vibrant culture and thriving Welsh Language"	