

***Pembrokeshire Coast  
National Park Authority***



**WELSH LANGUAGE STRATEGY  
2017 – 2022**

**This document is also available in Welsh**

## **1 INTRODUCTION**

The Welsh language, as one of the oldest and most robust of the living minority languages in Europe, is central to Wales's cultural heritage. However, this does not mean that the language is thriving, as the 2011 Census highlights that numbers of Welsh speakers have declined.

Historically, Pembrokeshire has experienced a unique linguistic heritage, with the north of the county, including the majority of the land area of the National Park, considered an area where Welsh has traditionally been spoken, while the southern part of the county being more anglicised with a lower proportion of Welsh speakers. However, although the number of Welsh speakers overall has declined, it can be seen from the tables below that the number of Welsh speakers in the south are increasing gradually. The development of new Welsh-medium schools in the county will consolidate and increase the number of Welsh speakers.

## **2 POLICY CONTEXT**

### **2.1 National Park Purposes**

The Purposes of the National Park are defined in the Environment Act, 1995 as:

- To conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park, and
- To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.

When National Park Authorities carry out these purposes they also have a duty to:

Seek to foster the economic and social well-being of local communities within the National Park.

The responsibility to conserve and enhance the Cultural Heritage of the area highlights the responsibility of the Authority to conserve and enhance the Welsh Language. In this regard, the Pembrokeshire Coast Local Development Plan 2010 – 2021 identifies the Welsh Language as a Special Quality of the National Park.

### **2.2 “Cymraeg 2050: A million Welsh speakers”**

The above-mentioned Strategy sets out the Welsh Government's long-term approach to achieving the target of a million Welsh speakers by 2050. The Strategy supersedes “A living language: a language for living – Welsh Language Strategy 2012-17” and its associated policy statement “A living language: a language for living – Moving forward”. The Strategy's vision states:

*“The year 2050: The Welsh language is thriving, the number of speakers has reached a million, and it is used in every aspect of life. Among those who do not speak Welsh there is goodwill and a sense of ownership towards the language and a recognition by all of its contribution to the culture, society and economy of Wales.”*

The Strategy identifies three inter-dependent strategic themes:

- increasing the number of Welsh speakers
- increasing the use of Welsh
- creating favourable conditions – infrastructure and content.

These themes contribute to the following targets in the Welsh Government’s corresponding Work Programme 2017-21:

- the number of Welsh speakers to reach 1 million by 2050
- the percentage of the population that speak Welsh daily, and can speak more than just a few words of Welsh, to increase from 10% (in 2013-15) to 20% (2050)

The Authority’s Welsh Language Strategy focuses on how we can contribute to the Welsh Government’s vision and targets.

### **2.3 The Well-Being of Future Generations (Wales) Act 2015**

The Authority is one of the forty-four public bodies that are required to meet the provisions of the Well-Being of Future Generations (Wales) Act 2015, which seeks to improve the social, economic, environmental and cultural well-being of Wales. The Act identifies seven Well-being Goals, and forty-six Well-being Indicators have been highlighted for the purpose of measuring progress towards the achievement of those Goals. One of the Goals is “A Wales of vibrant culture and thriving Welsh Language”, two of the Indicators for which are:

- Percentage of people who speak Welsh daily and can speak more than just a few words of Welsh, and
- Percentage of people who can speak Welsh.

The Authority is a member of the Pembrokeshire Public Services Board (PSB), which is required under the Act to prepare a Well-being Assessment for the area and, by May 2018, publish a Well-being Plan that sets out how the Well-being Goals will be met.

### **2.4 The Welsh Language (Wales) Measure 2011 and Welsh Language Standards**

The Welsh Language (Wales) Measure 2011 was introduced to promote the use of the Welsh language and to ensure that the Welsh language is not treated less favourably than the English language. In order to achieve this, a

number of Welsh Language Standards have been introduced, which place a duty on organisations within Wales to place more emphasis on the Welsh language by promoting it in everything that they do.

The Authority is amongst the first twenty-five public bodies in Wales to be required to comply with the Welsh Language Standards. We are committed to complying with the Standards and continue to take action to ensure that users are able to access our services through the medium of Welsh.

## **2.5 Impact of Planning Policy**

Planning Policy in the National Park is outlined in the Pembrokeshire Coast Local Development Plan (LDP) 2010 – 2021. Policy 12 of the LDP states that:

*“Development of a nature, type or scale that is likely to prejudice the interests of the Welsh language within the community will not be permitted.”*

Planning Policy in the National Park is also influenced by National Planning Policy, in particular Planning Policy Wales and Technical Advice Note 20 – Planning and the Welsh Language.

As stated previously, the Welsh Language Standards also place a duty on the Authority to consider how the use of the Welsh language can be promoted and facilitated in any new policies that are introduced, or when current policies are reviewed. We are required to assess the impact – whether positive or adverse – any new or revised policies will have on the Welsh language and, wherever possible, to increase opportunities for people to use the Welsh language in their everyday lives.

Such impact assessments are being undertaken as part of the current review of the Authority’s Local Development Plan; in particular, with regard to the challenges of the affordable housing policy.

## **3 STATISTICAL ANALYSIS**

### **3.1 Welsh Speakers in the National Park**

The Pembrokeshire Coast National Park lies wholly within the county of Pembrokeshire, with a population of 22,644. The boundary of the National Park is linked to the designation of the land making up the National Park and therefore takes little account of ward or settlement boundaries. Since Census data on Welsh speakers is collected by wards it is difficult to get an accurate indication of Welsh speakers within the boundary of the National Park itself.

However, for the purposes of this Strategy we can use data for wards which are wholly or partly within the National Park.

### 3.2 Findings of the 2011 Census

Following the last Census in 2011, the following major findings can be identified:

#### Welsh Language Skills (% of population)

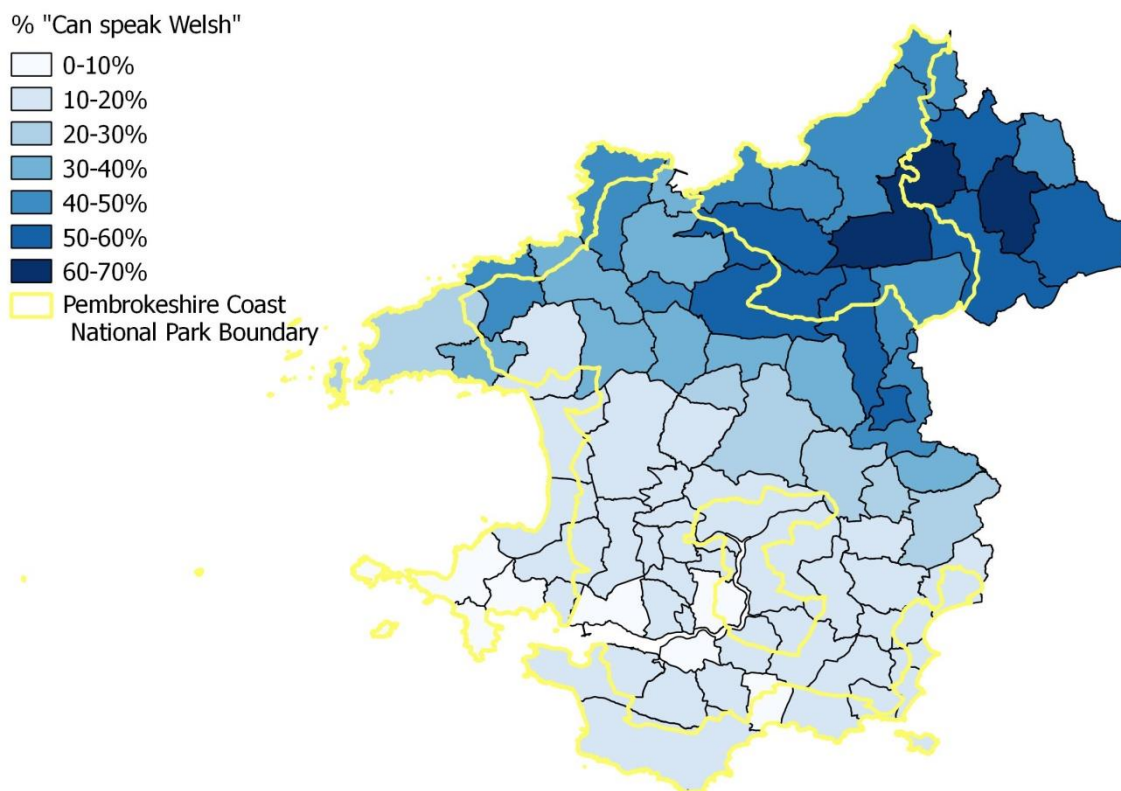
	No skills in Welsh	Can speak Welsh	Can understand spoken Welsh only	Can speak but cannot read or write Welsh	Can speak and read but cannot write Welsh	Can speak, read and write Welsh	Other combination of skills in Welsh
<b>Pembrokeshire Coast NP</b>	70.3	20.8	6.7	3.5	2.1	15.0	2.4
<b>Wales</b>	73.3	19.0	5.3	2.7	1.5	14.6	2.5

In numeric terms the following can be identified:

- Can speak Welsh – 4,709
- Can understand spoken Welsh only – 1,517
- Can speak but cannot read or write Welsh – 793
- Can speak and read but cannot write Welsh – 476
- Can speak, read and write Welsh – 3,397
- Other combination of skills in Welsh – 543

### 3.3 Percentage and numbers of Welsh Speakers per Community Council area

In the 2001 Census the percentage of Welsh speakers per Community Council area varied from 65.3% (Eglwysrw) to 9.2% (Angle). By 2011 the percentage varied from 62.3% (Eglwysrw) to 5.85% (Dale).



Percentage of Welsh speakers by Community Council areas: 2011 Census

Over that 10 year period, seven Community Council areas saw an increase in the percentage of Welsh speakers. This increase varied from 1.5% (Angle) to 0.2% (Amroth). All seven Community Council areas which saw an increase in Welsh speakers between 2001 and 2011 had less than 17% of Welsh speakers in 2001.

A total of forty-four Community Council areas saw a reduction in the percentage of Welsh speakers between 2001 and 2011. This decrease varied from 0.4% (Carew) to 12.8% (Brawdy). Twelve of the sixteen Community Council areas which saw a decrease of 5% or over in Welsh speakers between 2001 and 2011 had over 33% of their population being able to speak Welsh in 2001.

In 2001, seven Community Council areas had over half of their population able to speak Welsh; by 2011 this number was down to 5.

The following table shows the difference in numbers of people who can speak Welsh since the 2001 Census:

<b>Community</b>	<b>2001 Census</b>	<b>2011 Census</b>
Amroth	139	140
Angle	25	35
Brawdy	187	189
Burton	119	119
Camrose	291	293

Carew	163	179
Cosheston	81	86
Crymych	956	991
Cwm Gwaun	168	178
Dale	23	13
Dinas Cross	380	357
Eglwysrwr	466	446
Fishguard and Goodwick	1778	1692
Freystrop	71	84
Hayscastle	156	167
Herbrandston	59	41
Hook	78	106
Hundleton	88	98
Jeffreyston	73	69
Kilgetty/Begelly	221	239
Lamphey	105	80
Llangwm	110	100
Llanrhian	467	408
Llawhaden	145	150
Maenclochog	402	389
Manorbier	162	152
Marloes and St. Brides	44	29
Martletwy	68	81
Mathry	238	196
Merlin's Bridge	358	307
Milford Haven	1510	1191
Mynachlog-Ddu	205	204
Nevern	438	417
Newport	530	483
Nolton and Roch	96	119
Penally	107	114
Pencaer	176	187
Puncheston	269	287
St. Davids and the Cathedral Close	633	523
St. Dogmaels	627	574
St. Ishmaels	61	36
St. Mary Out Liberty	91	93
Saundersfoot	297	269
Solva	288	258
Stackpole and Castlemartin	86	70
Tenby	542	470
The Havens	145	147
Uzmaston, Boulston and Slebech	135	120
Walwyns Castle	58	54

The total breakdown of change in % of Welsh speakers is as follows:

%	2001	2011
Over 60	4	1
50 to 60	3	4
40 to 49.9	6	6
30 to 39.9	5	4
20 to 29.9	1	3
10 to 19.9	31	27
Under 10	1	6

It can be seen from the table above that the number of primary school children who can speak Welsh has increased by 5% and this trend should continue following the recent opening of Ysgol Hafan y Môr (primary school) at Tenby. Pembrokeshire County Council is also in the process of developing a second Welsh-medium school for age 3 – 16 pupils in Haverfordwest, as a part of the 21<sup>st</sup> Century Schools programme.

However, there is also a need to ensure that the economy of Pembrokeshire thrives to enable future generations to find gainful employment and housing that is affordable to them to enable them to remain in the area and raise Welsh-speaking families of their own. Creating, and maintaining, strong vibrant communities is an important element of the infrastructure for strengthening the Welsh language.

#### **4 THE AUTHORITY'S STRATEGY FOR PROMOTING THE WELSH LANGUAGE**

In developing this strategy the following must be considered:

The Pembrokeshire Coast National Park Authority (PCNPA) is a single purpose Local Authority and Local Planning Authority for the National Park area. With the exception of its statutory responsibility for planning it does not have control or responsibility for many of the activities that can influence an increase in the number of Welsh speakers, e.g. education.

It also has to be recognised that the boundary of the National Park has little relevance in terms of linguistic planning. The boundary cuts through communities and wards and there is significant travel to and from work across this boundary. In addition, people will travel to and from the National Park for social and recreational reasons. Therefore there appears to be little benefit in focusing on specific linguistic planning in relation to the National Park area.

In view of this, the Authority will strive to work in partnership with other organisations to seek to increase the number of Welsh speakers in the area. In particular, specific consideration will be given to contributing to the delivery of the Welsh Language Strategy agreed by Pembrokeshire County Council which will cover the whole of Pembrokeshire.



#### 4.1 The Vision for this Strategy

The Vision for this Strategy is to see the Welsh language flourish in the Pembrokeshire Coast National Park.

To coincide with the Vision, a challenging measurable target has been set:

***Ensuring an increase of 1% of the Pembrokeshire Coast National Park's population who can speak Welsh by 2022.***

To fulfil this Vision, work will need to focus on realising the following results:

- An increase in the number of people speaking the language and using it daily within the National Park;
- More opportunities for people to use the Welsh language;
- An increased awareness amongst National Park residents of the value of the language, as part of our cultural identity as well as being a useful skill in modern life; and
- Stabilising the situation of the Welsh language in our communities.

### 5 THE STRATEGIC THEMES

Our Strategy is based upon the three strategic themes identified by the Welsh Government in its document “*Cymraeg 2050: A million Welsh speakers*” as the key areas to focus on:

Strategic Theme 1: Increasing the number of Welsh speakers;

Strategic Theme 2: Increasing the use of Welsh;

Strategic Theme 3: Creating favourable conditions – infrastructure and context.

#### 5.1 Strategic Theme 1: Increasing the number of Welsh speakers

Aims:

To encourage and support the use of the Welsh language within families.

To increase the number of school children visiting and taking part in Welsh medium activities at National Park Centres.

To work with schools/colleges, the Urdd and Menter Iaith Sir Benfro to provide work experience through the medium of Welsh.

Desired outcomes:

More families where Welsh is the main language used with the children by at least one adult family member in regular contact with them.

Children and young people using more Welsh.

Indicators:

Working with partners to provide Welsh medium activities and events for families with pre-school children.

An increase in the number of Welsh medium activities and events organised by the Authority from 5 to 10 by 2022.

An increase in the number of schools participating in Welsh medium activities and events organised by the Authority from 10 to 15 by 2022.

Officer attendance at Welsh language events organised for children and young people.

Better promotion of the advantages of using the Welsh language in National Park buildings and in marketing materials.

### **Pre-school and school age**

According to “*Cymraeg 2050*”, there are two main methods for acquiring Welsh language skills, namely transmitting the Welsh language from one generation to the next, or developing and sustaining skills through education and training.

Evidence shows that living in a home where everyone can speak Welsh increases the opportunity that Welsh is used every day by two and a half times. Therefore, the home is a vitally important social resource in linguistic terms. Language patterns between parents and their children are established early on, and these established patterns continue throughout the early years.

Although we have little direct influence over this area, we will endeavour to support Pembrokeshire County Council, together with various projects and initiatives to target this group and which have the ability to influence parents directly through working with schools and community groups.

For example, we will seek to work with Menter Iaith Sir Benfro and individuals to investigate the possibility of developing a programme of pre-school activities through the medium of Welsh.

One of the things we are able to develop is the school visits and field visits programmes, to ensure that every school in Pembrokeshire is able to experience and enjoy the National Park. This is an excellent opportunity to introduce conservation, the environment, history and culture not only through the medium of Welsh, but by making Welsh central to the development of the area and its culture.

In addition, we will continue to have indirect influence over this group by continuing to promote the Welsh language through our everyday activities, showing best practice and normalising the use of Welsh and to highlight its value as a skill.

## **Work experience**

Welsh Government aims to ensure that young people continue to develop their linguistic skills throughout their education journey in order to enter the workplace with the confidence to use the Welsh language. We will work with schools and colleges, together with statutory and voluntary youth services through Menter Iaith Sir Benfro to investigate the possibility of creating Welsh language development programmes tailored specifically for those organisations.

## **Working with communities**

Pembrokeshire, and the National Park, has a very diverse linguistic pattern with the main Welsh language communities being located in the north of the county, while numbers of Welsh speakers have traditionally been lower in the south. With this in mind a different approach is needed in respecting the linguistic heritage of different areas.

In the north of the National Park the density of the Welsh speaking population is key to the prosperity of the language and this is reflected by community activity through the medium of Welsh. Community and cultural activities that take place are a means to ensure the value of the language, as well as creating the vital feeling of belonging to a community or area.

Organisations such as the *Urdd*, Young Farmers Clubs, *Merched y Wawr*, *Clybiau Gwawr*, local shows and a host of other local societies play a key role in supporting the Welsh language in many communities. These organisations are responsible for developing local leaders and for supporting volunteers, as well as offering vital social activities through the medium of Welsh. However, despite this hive of activity in many communities in the north of the National Park, it is clear that inward and outward migration has a significant impact on the Welsh language and the social networks that are maintained locally.

The situation is different in the south of the National Park, with most communities having less than 20% Welsh speakers. The Welsh language is not such an active language amongst these communities and, traditionally, societies and groups have not tended to meet and undertake their business through the medium of Welsh. However, recent years has seen an increase in Welsh medium schools in the south of the county with a new Welsh medium primary school recently opened in Tenby and a new Welsh medium school for age 3 to 16 pupils serving the south and west of Pembrokeshire expected to open in Haverfordwest in 2018. These developments provide an opportunity to promote Welsh in the community life of the area. In addition, specific groups such as *Clwb Cinio*, *Merched y Wawr* and *Clybiau Gwawr*, as well as a number of *CYD* Welsh learner groups now meet in the south of the county and therefore provide an opportunity to promote Welsh in the community.

The Authority undertakes many activities and projects which are held through the medium of Welsh, giving additional opportunities for people to socialise and participate through the language. Numerous and various opportunities are

available to volunteer with the Authority, giving valuable opportunities to participate in these events through the medium of Welsh. For example, we are expanding and developing our programme of guided walks to attract more people to take part. Attending a guided walk is one of those activities which gives a good opportunity for Welsh language speakers and learners to socialise through the language, in addition to being an opportunity for non-Welsh speakers to be immersed in the language and to see it used naturally in everyday life.

Planning policies within the Pembrokeshire Coast Local Development Plan are also very important for the long term future of the language. When new housing developments are proposed within the National Park, impact assessments are required to assess the potential effect the development would have on the Welsh language within that community. Policies on local affordable housing will also play a part in enabling young people to be able to stay locally.

By working with communities, we hope to foster a feeling of belonging and a sense of pride in their area of the National Park.

## **5.2 Strategic Theme 2: Increasing the use of Welsh**

### Aims:

To increase the use of Welsh within the workplace.

To improve and increase the range of services offered to Welsh speakers.

To embed positive language use practices supported by formal and informal opportunities to use Welsh socially.

### Desired outcome:

An increase in the Authority's ability to deliver services through the medium of Welsh.

### Indicator:

The number of staff undertaking Welsh language courses increases.

Percentage of staff using Welsh at work increases.

The workplace is central to our day-to-day lives, and provides an important context for an individual's linguistic development. Whether a fluent speaker, a speaker lacking in confidence who wishes to improve their skills, or a new speaker, the workplace provides opportunities to use, practice and learn Welsh.

The Authority is committed to undertaking a language skills assessment for all vacant posts and, where there is a demand for a service to be delivered in Welsh, will seek to recruit people able to deliver a bilingual service.

The Authority has traditionally been, and will continue to be, committed to providing opportunities for staff to learn and/or develop their Welsh language skills. Employees have access to IT tools to help their use of Welsh, including the Cysgeir and Cysill programmes and are encouraged to use the Welsh language interface on their computers and the Authority’s intranet. Welsh speaking staff are encouraged to support those colleagues who are learning Welsh, or who are not confident enough to use their Welsh skills in the workplace.

**5.3 Strategic Theme 3: Creating favourable conditions – infrastructure and context**

Aim:

To strengthen the position of the Welsh language in the community.

Desired outcome:

More use of Welsh within communities across Wales.

Indicators:

An increase in the number of communities within the National Park where the percentage of Welsh speakers has increased.

An increase in the number of affordable housing units built during the life of the Strategy.

Many of the aims of this Strategic Theme are outside the direct influence of this Authority; however, as a local planning authority we are able to support communities through the land use planning system. Decisions regarding the type, scale and exact location of developments within a specific community has the potential to have an effect on language use and, as a result, on the sustainability and vitality of the Welsh language. As stated previously, the current review of the Authority’s Local Development Plan assesses the impact of the likely effects of its policies on the Welsh language.

We will also work closely with Pembrokeshire County Council to assist in the delivery of their Welsh Language Strategy.

**6 THE ACTION AREAS**

<b>Action Areas</b>	
We will:	
1	Attend local events such as agricultural shows as well as the <i>National Eisteddfod</i> and <i>Eisteddfod yr Urdd</i> when they are located within the National Park or surrounding counties.  Various Welsh medium activities for children are arranged daily on the stand,

	<p>while promotional and awareness raising work is undertaken by our staff with the visiting adults and young people.</p>
2	<p>Continue to provide various activities through specific events and Open Days at Castell Henllys, Carew Castle and Oriel y Parc.</p> <p>These provide excellent opportunities for attending Welsh medium events and to learn and appreciate local history and the culture of Pembrokeshire and the National Park.</p>
3	<p>Provide opportunities for a Welsh language Writer in Residence to work in the National Park Centres.</p> <p>The Writer will work with local schools and groups to promote literacy skills and develop a better understanding and appreciation of the National Park.</p>
4	<p>Further develop the guided walks programme as a way to offer family activities through the medium of Welsh.</p> <p>These walks attract Welsh learners who are keen to practice their Welsh within the group. Volunteers also guide people with disabilities on a one to one basis on certain walks. They are therefore great opportunities for people who have moved into the area to volunteer, socialise and make friends, from which they are introduced to the Welsh language and can see first-hand its importance, which will hopefully encourage them to learn.</p>
5	<p>Every year each local school will have the opportunity to work with National Park education teams, either as part of the National Park's Welsh National Curriculum linked educational visits programme or through 'free to access' sessions provided for schools across the county.</p>
6	<p>To continue to work in partnership with the Pembrokeshire Outdoor Schools Partnership to provide opportunities for teachers, subject coordinators and support staff to develop outdoor school programmes for pupils through the medium of Welsh.</p>
7	<p>Ensure that programmes aimed at widening access to the National Park such as Walkability, the John Muir Award, Your Park and Pathways provide a service through the medium of Welsh.</p> <p>If necessary the Authority will recruit and train additional staff / volunteers to support this work.</p>
8	<p>Work with local schools to highlight potential careers in the Pembrokeshire Coast National Park Authority and continue to provide work experience placements for young people of various ages between 15 and 21 years old.</p> <p>This will give individuals first-hand experience of working through the medium of Welsh, seeing it used naturally through the Authority's work. By showing how valuable and essential the Welsh language is as a skill to</p>

	working in the Authority, this hopefully encourages children and young people to study advanced subjects through Welsh or to at least further develop their Welsh language skills.
9	Ensure that the West Wales Natural Health Service Network provides opportunities for people to access events and activities through the medium of Welsh.
10	<p>Safeguard against any negative impact on the Welsh language, by ensuring that policies in the Pembrokeshire Coast Local Development Plan (LDP) and the accompanying Supplementary Planning Guidance are up to date and remain relevant.</p> <p>That is, any significant proposed housing development within the National Park will require a language impact assessment. The current review of the LDP will assess whether this policy and accompanying guidance continues to be fit for purpose. In addition, when all other policies are to be reviewed an assessment will be made to ensure that there is no potential for a possible negative effect on the Welsh language.</p>
11	<p>Work with local businesses to develop the economic benefits of the National Park Designation and also local designations such as Dark Skies. This work involves encouraging local businesses to use the designation to add value to their businesses. All written materials are produced bilingually, with Welsh medium seminars and events held across the Park.</p> <p>By working in partnership with the Brecon Beacons and Snowdonia National Park Authorities on producing information packs, website content etc., we have ensured that all written materials are available in Welsh, ensuring that businesses in all three National Parks have access to this, and can therefore take advantage of this unique selling point for their businesses.</p>
12	Continue to ensure that projects that are funded through the Sustainable Development Fund comply with the requirements of the Welsh Language Standards.
13	<p>Develop a Volunteering Framework which will formalise arrangements and give a more definite structure to the opportunities available to the public.</p> <p>Volunteering provides an excellent opportunity for people to develop their skills, to socialise and meet new people, to get involved and to boost confidence. Where appropriate, the ability to speak Welsh will be required for some volunteer work, and in others the requirement to learn, whilst there will be some tasks not requiring any specific language skills. However, even in these circumstances, many of the events will be led by Welsh speaking staff, and learners or non-Welsh speakers will be immersed in the language through the contact with others in the group.</p>
14	Continue to ensure that equal status is given to the Welsh language, through meetings, public communication and events, etc., when the Authority works

	<p>in partnership with other bodies. This will be true for both formal partnerships where Service Level Agreements are in place, to less formal partnership working through specific groups and events.</p> <p>This will ensure that other bodies, who may not give priority or general consideration to the Welsh language, will be shown the importance of the equal status that Welsh has, and how this works in practice.</p>
15	<p>Continue to provide opportunities for staff to learn and/or develop further their Welsh language skills.</p> <p>We will introduce a mentoring scheme within the Authority, whereby proficient Welsh speakers can help and support colleagues who are learning and/or lack the confidence to use their Welsh in the workplace.</p>
16	<p>Continue to support “<i>Diwrnod Shwmae</i>” and the Pembrokeshire “<i>Shwmae</i>” Awards.</p>
17	<p>Develop a set of SMART performance measures to evaluate the impact of the above projects / initiatives.</p>