

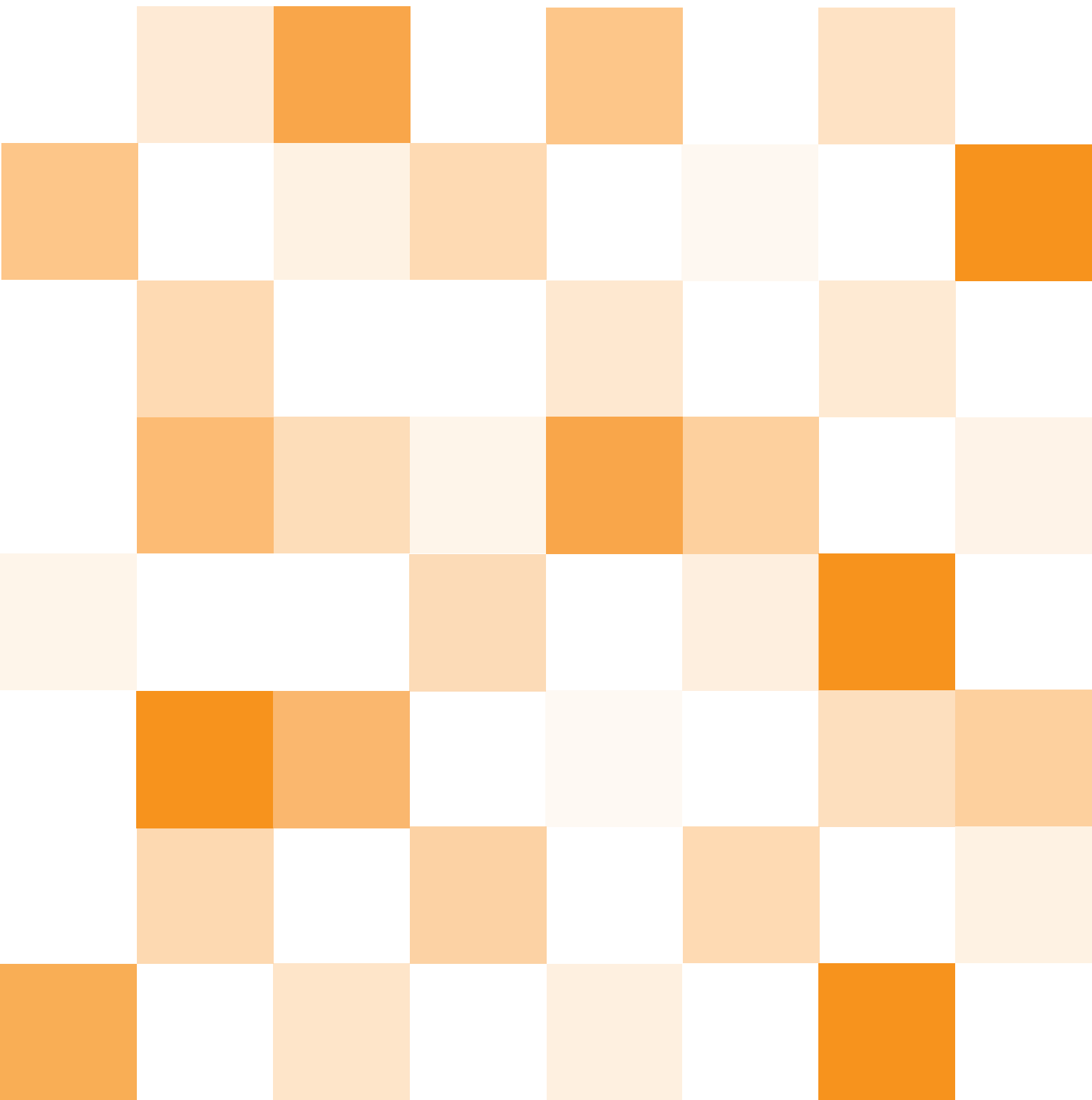
A living language: a language for living

Welsh Language Strategy 2012–17



Llywodraeth Cymru
Welsh Government

Annual report 2016–17



A living language: a language for living – Welsh Language Strategy 2012–17 Annual report 2016–17

Audience

Welsh Government departments; public bodies in Wales; third sector organisations in Wales; private sector companies in Wales; education institutions in Wales; organisations working to promote the use of Welsh; organisations working with families, children and young people, and communities; and other interested parties.

Overview

In order to fulfil the requirements of the Government of Wales Act 2006, *A living language: a language for living – Welsh Language Strategy 2012–17* was launched in April 2012. The Government of Wales Act 2006 requires an annual report to be published to monitor progress against the Welsh Language Strategy.

Further information

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Additional copies

This document can be accessed from the Welsh Government's website at gov.wales/welshlanguage

Related documents

Welsh Language (Wales) Measure 2011

www.legislation.gov.uk/mwa/2011/1/contents/enacted/english

A living language: a language for living – Welsh Language Strategy 2012–17 (2012)

gov.wales/docs/dcells/publications/122902wls201217en.pdf

A living language: a language for living – Moving Forward: Policy statement (2014)

gov.wales/docs/dcells/publications/140806-living-language-moving-forward-en.pdf

Welsh-medium Education Strategy (2010)

gov.wales/docs/dcells/publications/100420welshmediumstrategyen.pdf

Welsh-medium Education Strategy: next steps (2016)

gov.wales/docs/dcells/publications/160309-next-steps-en.pdf

A living language: a language for living – Welsh Language Strategy 2012–17: Action Plan 2016–17 (2016)

gov.wales/docs/dcells/publications/160315-wl-action-plan-en.pdf

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Ministerial foreword

I am delighted to publish this annual report on our work in relation to the final full year of *A Living Language: A Language for Living* (2012-17) and the priorities highlighted in the *Moving Forward* policy document, which provided the focus for the final three years of the strategy.

The period between April 2016 and March 2017 has seen one strategy draw to a close, and work on the next strategy, with its target of a million Welsh speakers, begin. Due to the focus over the past year on developing, publishing and starting to implement the new *Cymraeg 2050* strategy, this annual report is being published slightly later than we would have wished. However, a retrospective look often enables us to look forwards, and this report provides a great opportunity to take stock and demonstrate how we have prepared the way for our new strategy.

We were not only concerned with developing the strategy during the period under review. In terms of legislation, for example, we continued to implement our rolling programme of creating Welsh Language Standards Regulations. Vital work also commenced on early and informal engagement as we seek to amend the Welsh Language (Wales) Measure 2011 in order to future-proof the language's legislative foundation and ensure synergy with *Cymraeg 2050* ambitions.

In education, we have strengthened the process of planning Welsh-medium provision via the Welsh in Education Strategic Plans. As part of this, Aled Roberts has been appointed to review strategic plans in each local authority and recommend how to develop the process.

The report also contains more information on our work regarding business support, Welsh language skills for the workforce, the digital economy, developments involving the use of Welsh in the community, and grants for promoting and facilitating use of Welsh. Our pioneering work to promote the use of Welsh across Wales and beyond also continued, and the 'Dydd Miwsig Cymru' campaign was developed and extended during the second year of the festival. Our efforts to market the language and change linguistic behaviour also continued. All of these aspects will be central to our new strategy.

During a period of financial austerity, we were able to announce additional expenditure of £5 million on the Welsh language for 2017-18. Given the continuing uncertainty surrounding Brexit and its possible impact on public finances, this was further evidence of our commitment to our vision for the language. Obviously, as Brexit begins to impact all the government's activities, I will keep a close eye on the situation regarding the language and our target of a million Welsh speakers.

I must also thank my predecessor in the role of Minister for the Welsh Language and Lifelong Learning, Alun Davies AM, for leading and progressing the work in this report. There has been a transformation in the role and position of the Welsh language in Wales during the lifetime of *A Living Language: A Language for Living*. My aim is to build on these strong foundations in order to fulfil our vision for the language, ensuring that we take appropriate steps to implement the new strategy.

1. The Welsh language and the economy

The Welsh Government is committed to creating the best environment to support the mutually beneficial growth of the Welsh language and economic development. *Moving Forward* recognises the synergy between economic growth, jobs, wealth-creation and the well-being of the Welsh language, together with the need to support businesses to exploit these relationships. The Welsh Government is eager to see more businesses operating bilingually and recognising the value of the Welsh language. We also continue to promote the use of Welsh in the digital economy.

The Welsh language and the economy was one of the principal themes of *Moving Forward*, based on the commitment highlighted in Strategic Area 3 (The Community) of *A Living Language: A Language for Living*, the Welsh language strategy for 2012-17, which focussed on links between the Welsh language and the economy. The section below reports on activities during 2016-17, and also incorporates Strategic Area 4 (The Workplace), Strategic Area 5 (Welsh Language Services) and Strategic Area 6 (Infrastructure) highlighted in *A Living Language: A Language for Living*.

Business support

Given that a thriving economy is vital to ensure the prosperity of the Welsh language at a local level, both the *Moving Forward* policy statement and *A Living Language: A Language for Living* emphasised the potential for Welsh in the private sector to support local economic development. Recognising this relationship, the Welsh Government, the Welsh Language Commissioner and the Language Initiatives worked together to develop and test a resource pack for businesses, “Y Pecyn Busnes”. Further information on this work is included in Chapter 4 of this report relating to Changing Linguistic Behaviour.

In order to further develop the support available for businesses, during 2016-17 we also considered the possibility of developing a central point of contact (in the form of a helpline) to help businesses use the Welsh language. It was announced that the Welsh Government would do more to develop this point of contact during the 2017-18 financial year, and following the allocation of an additional £2m for the Welsh language budget in 2017-18, this work will be developed over the next strategic period.

As well as holding a series of events to promote the advantages of Welsh for businesses and the workplace, an online training course for businesses on the use of Welsh was developed. The course itself was not launched during the reporting period due to further developments in relation to this work and the support available for businesses through the Business Pack.

Business Wales’ activities also became subject to the Welsh Language Standards in 2016-17. This fact, coupled with close collaboration between Business Wales and the Welsh Government’s Welsh Language Division, led to more work to highlight the

language and its economic advantages for businesses, and promote Business Wales' Welsh language provision.

Town and country planning, land-use planning, and large development planning are also key aspects of the relationship between the Welsh language and the economy, and these can make a big difference to the geographical and demographic profile of the language. These aspects, together with the Welsh Language Standards Regulations, which have the potential to secure the place of the Welsh language in the workplace, are discussed in the second chapter of this document – Better strategic planning for the Welsh language.

Welsh language skills for the workforce

One of the aims of *Moving Forward* was to ensure greater alignment between the Welsh language and the Welsh Government's skills promotion programmes, stimulating Welsh-medium training and training for learning Welsh.

During 2016-17, the number of learners using Welsh in the work-based learning sector continued to increase. Targets for Welsh-medium learning were also included in contracts for mainstream work-based learning in specific sectors, including health, childcare, agriculture and construction.

To support the targets included in mainstream contracts, a new programme entitled Progress for Success was launched in the childcare sector in January 2017, which includes specific targets for providing apprenticeships through the medium of Welsh. The aim here is to ensure that childcare workers in Welsh-medium early years settings have opportunities to use and develop their Welsh language skills.

We continue to work with Regional Skills Partnerships to develop the evidence base regarding the demand for Welsh language skills in the workplace. Based on recent reports provided by the three Partnerships (published in late August 2017), this information will inform planning and development of Welsh-medium and bilingual education provision in the post-16 sector during the forthcoming period.

Another aim is to ensure that consideration is given to the Welsh language when evaluating skills programmes, and that the relevant findings are used to inform the implementation of current programmes. To this end, a number of evaluations were undertaken in 2016-17 which included the Welsh language and developing Welsh language skills. The evaluations were published on the Government's website, and the recommendations were considered when developing business plans for new programmes, stimulating discussion on how to improve current provision.

When taking steps to ensure a higher profile for the Welsh language in the workplace, we held sessions to highlight the importance of Welsh language skills for businesses and in the workplace. To this end, in September 2016 The Real Conversation on the Welsh Language was held at the Millennium Centre in Cardiff. This event was an opportunity for pupils and employers to get together and discuss the benefits and opportunities associated with using Welsh in the workplace and in business.

During this reporting period, the Welsh Government continued to demonstrate its commitment to developing Welsh language skills in the workplace in order to enable staff to offer services through the medium of Welsh. Further information on the Welsh language and the Welsh Language Standards within Welsh Government is provided in the next chapter.

The Welsh language in the digital economy

The digital economy is vital for the Welsh language, and our aim is to ensure a prominent place for the language across all digital media. We have therefore prioritised collaboration with commercial organisations and academic institutions to develop new digital resources for the language, including, for example, dictionaries, text analysis resources, speech technologies and translation resources which facilitate the use of Welsh. This includes convincing and working with relevant contacts to encourage and support international corporations to provide Welsh language versions of new products.

Our relationship with the Network to Promote Linguistic Diversity (NPLD) and the British-Irish Council network continued in 2016-17. We also discussed the latest developments with representatives from Edinburgh, Lancaster and Dublin universities, which included a discussion on technology in the context of minority languages during a Ministerial meeting in Edinburgh.

In terms of lobbying and collaborating with international organisations, we held discussions with Microsoft, Google, Twitter, and Wikimedia UK. We also held discussions with the Royal Society.

Another important part of our work involves investment in infrastructure projects to promote the use of Welsh in technology. This involves making the best possible use of our investment in the language, so that as many Welsh speakers as possible can benefit from our investment in technology. In this regard, we funded a Welsh language adaptation of the MaryTTS open software (which articulates Welsh language text orally), Kaldi (to begin developing Welsh language voice to text) and Prosodylab Aligner (which aligns transcripts with audio sources).

We are eager to see the further development of language resources so that they may be reimplemented in other programmes. Dictionaries which can be used under open licences is one such example, and the Welsh Government's TermCymru resource is now available on META-Share under open licence. Work in this area will continue in the future. Another example is text analysis tools, e.g. automatic semantic analysis, parsing and tagging engines, and Bangor University's Language Technologies Unit has developed and issued Welsh language pronunciation rules. We have awarded a second grant to the University of South Wales to analyse Welsh language text, and we are a part of the CorCenCC project which will develop further similar resources.

We also promote translation reuse, translation engines and automated translation for post-editing and quality control by people, thus ensuring greater prominence for

Welsh in the linguistic landscape. We will develop this area of work in the coming years.

In terms of speech technologies such as speech-to-text typing, there are currently no speech-to-text technologies or dictate systems fully available in Welsh, but we are fully aware of their importance. Consequently, we have awarded grants to Bangor University's Language Technology Unit to enable it to extend its voice recognition work and combine this with translation engines and artificial intelligence in order to create a personal assistant called Maccsen which can tell the time, summarise the news and perform certain other tasks.

2. Better strategic planning for the Welsh language

The main challenge noted for this section in *Moving Forward* was ensuring that the Welsh language is placed higher on the agenda within government and in local authorities and other public bodies. The Well-being of Future Generations Act and Welsh language standards under the Welsh Language (Wales) Measure are key drivers to achieve this step-change. Bridging the gap between education and the workplace by including Welsh in our skills programmes will also be of key importance.

One of the key challenges is to convert goodwill towards the language into decisive action, ensuring that the benefits of the Welsh language become an integral part of public sector work. This section encompasses efforts to improve strategic planning for the Welsh language which contribute to the following strategic areas highlighted in *A Living Language: A Language for Living*: the community (3), the workplace (4), services (5) and infrastructure (6). It also highlights strategic planning to aid developments in Welsh medium education.

Planning for the future

The five year strategy, *A Living Language: A Language for Living* (2012-17) and the *Moving Forward* policy statement (2014-17) came to an end in 2016-17. In order to prepare for the future, the Welsh Government launched a consultation on the initial draft of its next strategy at the National Eisteddfod in Abergavenny on 1 August 2016. This document set out our vision for a million Welsh speakers by 2050, and proposed the strategic steps necessary to achieve this.

Unlike previous Welsh Government strategies, the draft strategy recognised that language planning is a long-term discipline, and identified areas where long-term action would be needed in order to reach the target. The draft strategy therefore proposed objectives under the following six development areas:

- 1: Planning and language policy
- 2: Normalisation
- 3: Education
- 4: People
- 5: Support
- 6: Rights

The Government's stated vision for 2050 is as follows: "*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 recognition by all of its contribution to the culture, society and economy of Wales.*"

Whilst recognising the need for long-term planning and action to achieve this aim, the draft strategy also emphasised the importance of short-term action. Possible work areas were outlined for the first five years of the new strategy, and a consultation was held on short-term priority areas.

When consulting on the vision and publishing an official consultation document with specific questions, a range of different methods were used in an attempt to elicit a response from different audiences (including engagement with children and young people, an easy read version, meetings with partners and stakeholders, collaboration with SaysomethinginWelsh, focus groups, and Cylchoedd Ti a Fi).

As part of the consultation, the #Cymraeg2050 Conference was also held in the Wales Millennium Centre on 4 October 2016. This event was an opportunity to consider our vision in an international context, with the aim of providing a platform for experts, practitioners and stakeholders to exchange knowledge on the different facets of language planning and multilingualism in Europe.

The keynote address was delivered by Patxi Bazterrikka, Vice-Minister for the Basque Language, who talked about the work done by the Basque Autonomous Community over the past decades to increase the number of Basque speakers.

Focussing on issues closer to home, a panel discussion was held featuring Menna Jones (Antur Waunfawr), Laura McAllister (Football Association of Wales Trust), and Iwan Roberts (Hacio) on how we can normalise the use of Welsh in various contexts.

The consultation on the draft strategy lasted for 3 months and ended on 31 October 2016. A summary of responses to the consultation was published on the Welsh Government website in January 2017.¹ Based on these responses, we proceeded to develop the policy which underlies the final strategy, with the aim of publishing the final document in conjunction with an action plan for the first period of the strategy during the summer of 2017.

Well-being of Future Generations (Wales) Act 2015

The long-term approach to planning for the Welsh language, which was used to develop the new strategy, mirrored the approach used for the Well-being of Future Generations (Wales) Act 2015. The aim of this act is to improve the social, economic, environmental and cultural well-being of Wales, and help public bodies listed in the Act to adopt a long-term approach, work better with people and communities, seek to prevent problems and act consistently.

The Welsh Government adopted well-being goals in November 2016, and developed plans to ensure that it maximised its contribution to achieving all the well-being goals outlined in the Act. One of these goals is 'A Wales of vibrant culture and thriving Welsh language'. As part of the goals adopted, the following was noted as goal number 5:

- Create the conditions to enable people to learn and use Welsh with their families, in their communities and at work.

All the goals demonstrate how we will use the Act to implement our challenging programme for government: *Taking Wales Forward*. We shall monitor our progress on embedding the Act in government procedures over the forthcoming period.

¹ https://consultations.gov.wales/sites/default/files/consultation_doc_files/170110-consultation-responses-cy.pdf

Research

Research and statistical work to help develop a Welsh language policy continued between April 2017 and March 2017. Specific attention was given to Welsh language transmission within families, with the aim of improving our understanding of some of the factors which can influence the use of Welsh amongst parents and their young children. In addition, the first phase of work was completed to gather information on how language immersion provision is planned and delivered in the Foundation Phase in Wales.

Research revealed an increase in mainstreaming Welsh, contributing to our dual aim of seeking to ensure that research methods give appropriate consideration to Welsh language issues, and strengthening the Welsh language evidence base across the policy areas for which the Government is responsible.

The period of preparation for the language strategy to replace *A Living Language: A Language for Living* also provided an opportunity to strengthen the link between evidence and setting policy objectives. In this regard, detailed statistical work was undertaken to develop the projection and trajectory which now form the basis of our ambition for a million Welsh speakers by 2050.

Welsh Language Services: The Rolling Programme to create the Welsh Language Standards Regulations

In 2016-17, action was taken to implement the Welsh Language (Wales) Measure 2011 and increase the number of organisations required to comply with the standards.

Following our successful creation of four sets of Welsh Language Standards Regulations for 80 organisations, as documented in the previous report (2015-16), the standards regime was further extended during 2016-17. The Welsh Language Standards Regulations (Number 6) 2017 came into force in February 2017 to create standards for organisations in the education sector. The Welsh Language Commissioner can now impose duties relating to the Welsh language via the standards regime on 107 organisations.

At the end of the reporting period, work to prepare Regulations for organisations in the education sector was ongoing, with the aim of introducing those Regulations during 2017-18.

The Welsh Government's implementation of the Standards

The standards set by Welsh Government came into force on 30 March 2016, replacing the statutory Welsh Language Scheme which was previously in place. During their first year of implementation, changes in procedures and behaviour were evident across the organisation.

The organisation has responded positively to the principle of the proactive offer by documenting an individual's choice of language when dealing with him/her, and

referring customers to our bilingual services. There is also an awareness and understanding within the organisation that we offer a better service to customers by complying with the standards, and offer important opportunities for people to use Welsh in their dealings with the Welsh Government.

Due to the requirement to assess the impact of our policy decisions on the Welsh language and on opportunities to use the Welsh language, and in order to avoid treating Welsh less favourably than English, officials must consider the wider impact of their decisions on the language, and on its use by people and communities. By utilising our framework to assess the impact on the Welsh language centrally when developing Government policies, opportunities arise to consider the impact of our policy decisions on the Welsh language.

The Planning of Welsh in education

During the reporting period we continued to work with local authorities to plan how they provide for the Welsh language within the education system.

One of the principal tasks of the year was to strengthen the planning process for Welsh medium statutory provision through the Welsh in Education Strategic Plans. The aim here was to ensure compliance with the Welsh in Education Strategic Plans (WESPs) and Assessing Demand for Welsh Medium Education (Wales) Regulations 2013.

Consequently, on receipt of the 2017-20 draft WESPs, the former Minister for the Welsh Language and Lifelong learning decided to reject the local authorities' plans as they would not lead to a significant growth in Welsh medium education. As a result, Aled Roberts was appointed to carry out an urgent review of each county's WESP, to review the process for formulating and approving plans, and to make recommendations on how to improve that process.

The WESPs also require local authorities to note how they facilitate late admission to Welsh medium education and how they achieve the relevant targets. During 2016-17, Local Authorities continued to note their arrangements for late admission in their 2017-20 Welsh in Education Strategic Plans.

Welsh in the curriculum

The Welsh Medium Education Strategy recognised that Welsh medium education alone would not equip our children and young people with Welsh language skills. Supporting learners from all linguistic backgrounds to develop their Welsh language skills was a vital part of the Strategy, with the type of provision impacting how much Welsh learners were able to acquire.

Developing a new curriculum that will inspire learners to use Welsh is vital to achieving our vision for children and young people in Wales. We also need to ensure that they can measure their progress along the way in order to continue to motivate them, and ensure that the teaching and learning is based on teachers' understanding of the most effective pedagogy in terms of language acquisition.

During 2016-17, development of a Welsh language continuum became part of the Languages, Literacy and Communication Area of Learning and Experience, in partnership with regional consortia, including pioneer schools and key stakeholders. The work is ongoing, and in accordance with the timetable for introducing the new curriculum, the draft curriculum will be available for feedback purposes by April 2019, and the final curriculum available by January 2020.

Early Years

In order to improve the planning of Welsh medium provision in pre-school education and childcare, Local Authorities continued to highlight their plans for increasing Welsh medium provision in the childcare and early years sectors, in order to facilitate progression between nursery groups and statutory Welsh medium education. To this end, as noted in chapter 1 above, the new Progress for Success programme in the childcare sector was launched in January 2017, which includes specific targets for delivering apprenticeships through the medium of Welsh.

Mudiad Meithrin is also a vital part of the childcare/early years sector, and it receives funding to help plan and extend provision, based on other implementation models. As part of its support to develop Welsh in Education Strategic Plans, Mudiad Meithrin introduced new arrangements in 2016-17 for collecting more detailed data on the age profile of nursery children, as well as the capacity of those nurseries. This information builds on data which Mudiad Meithrin already collects and disseminates to local authorities in order to support the process of developing and updating the plans.

Land use planning and large developments

We continued to give consideration to all practical measures for strengthening the Welsh language in the planning system. This included implementing the provisions of the 2015 Planning Act by supporting and working with local planning authorities, and working on amendments to Technical Advice Note 20 (TAN 20): Planning and the Welsh Language.

The Planning Department intends to publish an amended version of TAN 20 in 2017. The TAN focuses on the importance of conducting language impact assessments when drawing up Local Development Plans. In the light of unexpected developments beyond the scope of the Local Development Plans, and following work to assess the impact of the Wylfa Newydd development on the Welsh language, it was recognised that the current advice and guidelines contained in *Wales – The Way Forward 2005*, are now dated.

In partnership with the Energy Wales department and then the Planning department, it was therefore decided to commission a Welsh Language Risk Assessment Framework and Guidelines for large developments. The aim of this Framework is to provide further leadership to Planning Authorities and Developers on how to Assess Welsh Language Risks and Benefits from large, unexpected plans. It is a systematic Framework on how to assess impacts on the use of Welsh and how to identify and manage risks and benefits.

Centres and learning spaces

Moving Forward provided support to develop centres and learning spaces for promoting the use of Welsh or providing Welsh immersion. We have maintained a close relationship with the centres which were given grants in 2014/15 (Llanelli, Anglesey, Wrexham, and Carmarthen) and in 2015/2016 (Cardiff, Pontardawe, Bodedern, Tregaron, Bangor, and Cardigan).

We have asked each of these for a Centre Impact Assessment Report eighteen months on from their establishment, in order to evaluate what has been achieved with the grant aid, and to assess how, and to what extent, the project has helped to achieve the aims and objectives of *A Living Language: A Language for Living and Moving Forward*.

The Welsh Language Division also chairs Language Centre network meetings, which are held two or three times a year to share good practice and continue to encourage our partners who promote Welsh in the community to collaborate with the centres.

It was recently decided to extend the group to include other language centres already established prior to the grant allocation, and the subsequent process of sharing ideas and good practice was very beneficial. We also ensure that the centres collaborate closely with our community grant partners, and we monitor the progress of this collaboration through the grant monitoring processes currently in place for the Language Initiatives, the Urdd, the National Eisteddfod and others.

3. The use of Welsh in the community

Welsh Government aims to build on current activity to increase the use of the Welsh language in the community. *Moving Forward* contained a commitment to an additional investment of £1.2 million in revenue funding over two years, prioritising funding for areas with a high percentage of Welsh speakers and others of strategic importance. We also recognised the need to increase the number of people who learn Welsh through the education and training system in order to support this work, with the challenge of turning these learners into speakers.

Moving Forward emphasises the importance of a thriving Welsh language in the community, both for the future of the language and the communities themselves. It focuses on support for communities with a high percentage of Welsh speakers, and on developing the language in places with a lower percentage of speakers but where numbers have increased. To this end, an additional £1.2 million was invested during the first two years of *Moving Forward*, and the aim was to build on this in 2016-17. This section incorporates a report on the following *Living Language: A Language For Living* Welsh Language Strategy strategic areas: the family (1), children and young people (2), and the community (3).

The Welsh language within families

As part of our work to develop a national programme to support families to live through the medium of Welsh, we implemented a Cymraeg for Kids scheme to help new parents introduce Welsh into the family.

During the reporting year, messages about Welsh medium education, the opportunities offered by bilingualism, and the support available were included in scan cards, maternity folders and Children's Personal Health Records (or the 'red books') which are given to all prospective parents.

Intensive support was also offered through the Cymraeg for Kids programme in 13 local authority areas. This support included story and song, baby massage and baby yoga sessions. The aim of the sessions is to help parents and prospective parents to use Welsh with their children, and explain more about the support which is available to them. Over 1,400 sessions were held during the year and were attended by 15,000 children and parents.

As noted above, research was carried out on Welsh language transmission in families, with the aim of improving our understanding of some of the factors which can influence the use of Welsh amongst parents and their young children.

As part of the grant scheme for the Promotion and Facilitation of Use of the Welsh Language, a number of organisations, including the Urdd, the National Eisteddfod,

and the Language Initiatives (Mentrau Iaith) organised a range of activities to encourage and support the use of Welsh within families.

Children and young people

During 2016-17, in order to build on the work undertaken across north Wales in 2015-16, a national programme was developed involving the informal language use of children and young people. The programme was funded through the four regional consortia and included the Language Charter in Welsh-medium primary schools, and the Supporting Young People's Language Practices project in Welsh-medium and bilingual secondary schools.

Over 200 Welsh medium primary schools across Wales have now introduced the Language Charter, which is a clear framework for promoting and increasing children's use of Welsh in social contexts. Schools can win bronze, silver and gold awards following periods of implementation.

In order to further establish the Supporting Young People's Language Practices project, the project was implemented in over 30 Welsh-medium and bilingual secondary school across Wales in 2016-17. Its aim is to create opportunities to increase the social use of Welsh amongst young people and encourage them to speak Welsh to one another, and it provides guidance on how to achieve a positive influence on their use of Welsh. We aim to develop this project further over the coming years.

Work began on mapping the activities organised for children and young people in a number of counties, leading to the creation of a joint action plan between stakeholders and providers of children and young people's activities at county level.

The promotional events organised for children and young people included activities and events such as Snapchat, Periscope Cymraeg, the C'mon Cymru campaign, y Pethau Bychain, Dydd Miwsig Cymru, the Pethau Bychain Flashmob song, a bus on the National Eisteddfod field and a Combine Harvester on Maes B.

Welsh for Adults

The National Centre for Learning Welsh continued to provide strategic leadership in this area during 2016-17.

Following a rationalisation process, 11 providers were appointed to offer Welsh for adults courses across Wales for a period of up to 3 years. These programmes began in September 2016.

The centre also consulted with stakeholders across the sector as part of the process for developing a new curriculum.

Targeted and themed marketing campaigns were held during the year, and the number of learners registering and enrolling during the year was analysed in order to influence similar future campaigns.

The grants scheme to promote and facilitate the use of the Welsh language

The aim of the scheme is to fund organisations to run activities which promote and facilitate the use of the Welsh language. A total of **£4,065,491** in grant funding was allocated through the Grants Scheme to Promote and Facilitate the Use of the Welsh Language during 2016-17.

The year 2016-17 was the first in a three year cycle, and the following partners were awarded grants through the scheme:

- Young Farmers Clubs Wales
- Cymdeithas Eisteddfodau Cymru
- The National Eisteddfod
- Merched y Wawr
- The Welsh Language Initiatives (Mentrau Iaith)
- The Urdd
- Welsh Language Local Newspapers
- Cymdeithas Cyfieithwyr Cymru

These grants fully supported 54 posts and partly supported 151 posts. The funding was used by grant partners to hold 20,000 activities which were attended by 900,000 people. Over 20,000 volunteers contributed to partners' activities.

In terms of festivals:

- 140,297 people attended the National Eisteddfod in Abergavenny
- 90,000 people attended the Urdd National Eisteddfod in Flintshire
- 36,500 people attended Tafwyl in Cardiff

As part of the Grants Scheme to Promote and Facilitate the Use of the Welsh Language, a number of organisations, including the Urdd, the Young Farmers and the Language Initiatives, organised activities aimed at encouraging children and young people to use more Welsh.

A range of sporting activities were held, including opportunities to participate in a variety of competitions, various sports clubs, trips to watch sporting activities and events, training in a range of sports, outdoor activities, promoting extreme sports through the medium of Welsh, and indoor sports sessions.

A number of musical events were held, including Brwydr y Bandiau (Battle of the Bands), gigs, workshops, and opportunities for groups to perform at festivals and gigs across Wales. The National Eisteddfod also developed its activities for children and young people through the Maes B music project.

In terms of the arts, there were opportunities for children and young people to participate in competitions and clubs, as well as workshops focussing on singing, recitating, acting, dance, playing musical instruments, photography and art. In a number of areas, there were also opportunities to attend weekly theatre and performance workshops.

Welsh Language Initiatives (Mentrau Iaith)

As part of the process of considering the future of the Language Initiatives and discussing the need to review their structure to respond effectively to policy and community needs across Wales, the live document *Raising the Stakes* was developed. This document outlines development requirements relating to four aspects of the work, namely improving quality and governance, operating at the most appropriate geographical level, innovation and fair funding. At the end of the reporting period, the sector was in the process of developing the paper further.

The European Football Championships were held in France in 2016, and the Language Initiatives were able to exploit the Football Association of Wales' positive attitude to the Welsh language by running the 'Ymgyrch y Bêl' Campaign, which reached 100,000 people on-line. Other successes included the Language Race, Tafwyl, Ffiliffest and Parti Ponty.

A pilot project entitled "Working with Small Local Businesses" was held during the last few months of the year, and £5,700 was allocated to the Language Initiatives to hold events to promote the Welsh language in the private sector. Thirteen events were held, including a Business Breakfast or a "Fizz a Bizz" night for businesses, which provided opportunities for networking, sharing experiences and learning about the benefits of the Welsh language for businesses.

Community

The organisations supported through the Grants Scheme to Promote and Facilitate the Use of the Welsh Language are an integral part of the Welsh language cultural landscape. It is estimated that over 20,000 volunteers contribute to the work of these organisations on the ground. They bring life and vibrancy to the Welsh language within communities across Wales, and also ensure a prominent place for the Welsh language and culture in high profile events such as the National Eisteddfod, Tafwyl and the Urdd Eisteddfod.

Papurau Bro

The Welsh Government also uses the Grants Scheme to support Papurau Bro (local Welsh language newspapers) across Wales. A total of £87,810 was allocated to 52 Papurau Bro in 2016-17. They have a wide circulation and influence, with about 37,000 papers published each month. These newspapers are produced by local volunteers (around 3,000 of them), and they are an important part of the Welsh language communities they serve across Wales.

The circulation of these newspapers has remained remarkably consistent over the past years, despite the challenges faced. As habits change due to technological developments in the way we share and receive news and information, some of these newspapers have gradually moved to new web platforms. The Welsh Government grant is very beneficial to the Papurau Bro, and provides important financial support for this wide and unique network.

4. Changing linguistic behaviour

Moving Forward recognised the need to change the way we talk and feel about the language, and the need to adopt a more positive approach in order to change patterns of linguistic behaviour. Too often the debate around Welsh is focussed on challenges, linguistic retreat and roadblocks to change – we need to replace this with a sense of opportunity, and help people make positive choices about using Welsh every day. To help with this culture shift, we launched a new brand to help develop consistent messages across all our Welsh language policy initiatives, and we will learn from and utilise other appropriate social marketing and behavioural change techniques.

Moving Forward also notes that our goal as a Government is to reach a place where the use of Welsh is normalised through daily life, so that products and services are offered proactively in Welsh and where people feel confident to use Welsh both formally and informally. This aim is relevant to all of the above areas, and to all the strategic areas contained in *A Living Language: A Language for Living*.

Businesses

As noted in the first chapter of this report, a core part of the Business Pack is the principle that persuading businesses to do simple things in Welsh can raise the profile of the language and increase its use in the workplace and the community. A pilot scheme was held with officers from ten language initiatives across Wales, starting with training sessions to equip them with the facts and relevant techniques to influence the use of Welsh amongst micro businesses.

The pilot scheme noted the baseline use of Welsh in the business. Based on this, a series of interventions were piloted with the business. These interventions included work on conscious and subconscious cues with the aim of creating an environment to encourage customers to use Welsh. It also considered individuals' attitudes within the business to the Welsh language, and suggested simple techniques for developing staff confidence to use the language with customers.

Analysis of feedback from officers who piloted the various interventions showed that, for owners of small businesses, access to short, accurate translations is a key incentive to use the Welsh language. Consequently, a Help Line will be established and piloted next year to provide these translations in order to boost the visual linguistic landscape.

Following the pilot project, a national scheme will be developed to pilot the linguistic intervention further across Wales. The next stage involves developing a detailed impact assessment system which will help to provide consistent information on the use of Welsh amongst small businesses across Wales.

Behaviour change is a core aspect of all our work, and as noted several times above, we have commissioned research on language transmission between parents and children to provide a solid foundation for our work to increase the number of

families who use Welsh. This knowledge of linguistic behaviour at the micro level will facilitate our plans for the future.

Welsh Language Music Day (Dydd Miwsig Cymru)

One element of the strategy is to increase the use of the Welsh language in people's everyday lives. The aim of the Welsh Language Music Day campaign is to introduce Welsh language music to a new audience, as well as encouraging Welsh speakers to support the language's music scene.

This was the second year of the campaign, and our aim was to build on the success of the previous year. A digital campaign was designed in order to increase the number of people engaging with the Welsh language through social media, to reach an audience of 2,000,000 (including the use of the #DyddMiwsigCymru hashtag) and encourage 1,000 to click through to the 'Cymraeg' website. Over 12 events were held across Wales, attended by 5,000 people, with a number of the statistics collected indicating attendance by new speakers.

Welsh for Kids

The Welsh for Kids scheme uses direct interventions with parents to convince them of the benefits of transmitting Welsh within the family and choosing Welsh-medium education for their children. During the first year, a series of consistent messages was developed and mainstreamed within relevant materials (such as the Red Book for pregnant mothers, and Bookstart packs which are distributed to all parents in Wales). This process of mainstreaming and sharing accurate messages has continued in the second year of the scheme.

The Welsh Language Charter

A new brand was created for the Welsh Language Charter, as well as two new superhero characters, Seren and Sbarc, to raise its profile. Resources were produced to support teachers and local authorities to carry out the project, as well as for children. As a result, the project is growing and its profile on social networks increasing, with parents using Seren and Sbarc in the home to introduce Welsh to their children.

Social Networks

Welsh language channels are active on platforms such as Facebook, Twitter, Instagram, Snapchat and YouTube. These facilitate discussion, the sharing of ideas and engagement with a number of difference audiences, for instance channels such as 'Cymraeg i Blant' and 'Cymraeg'. The number of followers has increased by 200 to 500 a month. The channels' aim is to share strategic messages about our work in a creative and fun way, which creates close relationships between the Welsh Government and the audience.

Digital Resources

Much of the work mentioned in Chapter 1 relating to digital resources and services aims to ensure that it is easy to use technology and services through the medium of Welsh, and that there are no barriers which make it more difficult to use Welsh rather than English. In this regard, it is hoped that technological developments such as Macsen and Linguaskin will bring significant benefits.

The consultation on the Welsh Government draft strategy: a million Welsh speakers by 2050 focussed on this aspect of facilitating the use of Welsh and linguistic behaviour under the heading “Normalisation”. This part of the draft strategy included proposals to:

- Foster a situation where it is completely normal for people to use the Welsh language in their dealings with the state and public institutions in Wales.
- Increase people’s confidence to use Welsh so that they are more likely to begin conversations in Welsh and choose to use services in Welsh.
- Ensure that the Welsh language is more prominent in the audio-visual environment, so that it is evident it has official status and is an integral part of the linguistic landscape of Wales.
- Improve our understanding of what affects people’s linguistic practices at key points in their lives by conducting long term longitudinal research.

Following the responses to the consultation, this work was further developed by preparing the final strategy, which was launched during summer 2017.

Appendix 1: Welsh Language Strategy indicators²

Strategic Area 1 - The Family

Indicator: Percentage of five year old children (at the beginning of the academic year) who speak fluent Welsh at home (a)

Year (b)	Percentage
2004	7.0
2005	6.1
2006	6.0
2007	6.1
2008	6.5
2009	6.4
2010	6.4
2011	6.2
2012	7.0
2013	6.4
2014	6.8
2015	6.7
2016	6.5
2017	6.2

Source: *Pupil-Level Annual School Census*

(a) *Parent/carer assessment, information collected by the school in January each year.*

(b) *In January each year.*

² Based on the strategic areas in *A living language: a language for living*

Indicator: Percentage of people who are able to speak, read and write in Welsh

Year (a)	Census	Annual Population Survey
2001	16.3	23.6
2002		22.8
2003		22.4
2004		21.4
2005		21.1
2006		21.3
2007		20.5
2008		20.5
2009		20.4
2010		20.5
2011	14.6	21.1
2012		20.6
2013		21.3
2014		21.7
2015		21.7
2016		22.4

Source: 2001 and 2011 Censuses, Annual Population Survey.

(a) The Office for National Statistics has reweighted the Annual Population Survey to consider the latest population estimates. Therefore the estimates from 2012 have been revised.

The data represents a calendar year.

Strategic Area 2 - Children and Young People

Please note that data has been included for 2012-13, 2013-14, 2014-15 and 2015-16 for indicators in this strategic area in order to differentiate between the different periods.

Urdd Gobaith Cymru

	2012-13	2013-14	2014-15	2015-16	2016-17
Number of children and young people having opportunities to develop new skills in Urdd activities	81,750	87,733	289,432	416,285*	448,169*
Number of children and young people socialising outside of school – in Urdd camps	34,343	38,407	38,407	44,947	47,251

Source: Urdd Gobaith Cymru

*From 2015-16 there was a change in the method of recording the number of children. Includes all contact with individuals who attend Urdd activities

Young Farmers Movement in Wales

	2012-13	2013-14	2014-15	2015-16	2016-17
Number of young people taking part in the YF annual activities programme at county level	4,870	4,245	5,929	8,710	17,911
Number attending bilingual activities in the Royal Welsh Show's Youth Village	18,000	14,000	14,000*	14,000*	7,000

Source: Young Farmers in Wales

* Estimate

Welsh Language Initiatives (Mentrau Iaith)

	2012-13	2013-14	2014-15	2015-16	2016-17
Number of activities organised for children and young people	529	602	1,145	934	1,967
Number attending	12,770	14,873	17,257	31,931	41,759

activities organised for children and young people					
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Source: Welsh Language Initiatives

National Eisteddfod

	2012-13	2013-14	2014-15	2015-16	2016-17
Number of young people taking part in workshops and activities	700	1,398	1,398	1,300	1,600
Number attending Maes B activities	4,207	6,873	5,500	9,470	7,719

Source: National Eisteddfod

Strategic Area 3 – The Community

The number of people attending Welsh language events, including those organised by recipients of Welsh Government grants

Urdd Gobaith Cymru

	2012-13	2013-14	2014-15	2015-16	2016-17
Number of families attending family weekends	104	110	-	-	-
Number of families attending family-specific activities			1,007	1,166	1,888
Number of new family play schemes developed	28	60	-	-	d/b
Number attending the Urdd Eisteddfod	96,473	80,000	86,000	88,000	90,316

Source: Urdd Gobaith Cymru
– not applicable

Merched y Wawr

	2012-13	2013-14	2014-15	2015-16	2016-17
Number of attendees at annual activities co-ordinated	3,000	3,000	5,040	64,387*	100,000

Source: Merched y Wawr (estimate)

* Change in the method of counting attendees. The figure every contact the organisation had with individuals

Welsh Language Initiatives (Metnrau Iaith)

	2012-13	2013-14	2014-15	2015-16	2016-17
Number of activities held in the community	673	619	689	1,048	1,299
Number attending activities in the community	*	11,840	35,862**	57,620**	91,062**
Number of 1:1 conversations to promote the advantages of the Welsh language as part of activities organised	10,434	8,393	9,279	8,737	6,536

Source: Welsh Language Initiatives

*The initiatives did not report on the numbers attending during this period.

*** Figure for Cardiff Welsh Language Initiative includes Tafwyl*

Young Farmers Movement

	2012-13	2013-14	2014-15	2015-16	2016-17
Number attending activities organised in the community by the Young Farmers Movement	10,140	10,500*	9,628	18,020	39,146

Source: Young Farmers Movement in Wales

** estimate*

National Eisteddfod

	2012-13	2013-14	2014-15	2015-16	2016-17
Attendance in the National Eisteddfod of Wales	138,767	153,606	143,502	150,776	140,297

Source: National Eisteddfod

Strategic area 4 – The workplace

Indicator: Number of bodies that must comply with the operational standards relating to the Welsh language that try to promote and facilitate the use of Welsh in the workplace.

It is not possible to report on this indicator until the operational standards relating to the Welsh language have been imposed on the relevant bodies.

Indicator: Percentage of Welsh Government staff who use Welsh at work.

Use of the Welsh language at work by Welsh Government staff, according to their ability to speak Welsh, 2013 (a)

	Speak Welsh fluently	Speak a fair amount of Welsh	Speak a little Welsh	Can say some words in Welsh
Always Welsh	8.2	0.4	0.5	0.7
More Welsh than English	15.2	0.8	0.0	0.0
Roughly equal use of Welsh as English	22.4	4.2	0.2	0.2
More English than Welsh	46.3	55.3	14.9	4.5
Always English	7.9	39.3	84.5	94.6
Total	100.0	100.0	100.0	100.0

Source: Welsh Government People Survey

(a) Which language do you use to carry out your work? Please select the option which best describes your language use

Use of the Welsh language at work by Welsh Government staff, according to their ability to speak Welsh, 2014 (a)

	Speak Welsh fluently	Speak a fair amount of Welsh	Speak a little Welsh	Can say some words in Welsh
Always Welsh	5.9	0.0	0.0	0.4
More Welsh than English	16.4	0.4	0.0	0.0
Roughly equal use of Welsh as English	21.8	2.8	0.0	0.0
More English than Welsh	49.0	56.6	17.0	5.4
Always English	6.9	40.2	83.0	94.2
Total	100.0	100.0	100.0	100.0

Source: Welsh Government People Survey

(a) Which language do you use to carry out your work? Please select the option which best describes your language use

Use of Welsh language at work by Welsh Government staff, according to their ability to speak Welsh, 2016 (a)

	Speak Welsh fluently	Speak a fair amount of Welsh	Speak a little Welsh	Can say some words in Welsh
Always Welsh	5.7	0.0	0.2	0.8
More Welsh than English	13.3	0.0	0.0	0.1
Roughly equal use of Welsh as English	18.4	3.1	0.0	0.1
More English than Welsh	60.3	75.0	30.3	6.7
<i>Use more English than Welsh – use Welsh everyday</i>	38.6	19.9	4.4	1.2
<i>Use more English than Welsh – use Welsh every week</i>	11.4	25.0	6.8	0.9
<i>Use more English than Welsh – use Welsh less than every week</i>	10.2	30.1	19.0	4.6
Always English	2.3	21.9	69.6	92.3
Total	100.0	100.0	100.0	100.0

Source: Welsh Government People Survey

(a) Which language do you use to carry out your work? Please select the option which best describes your language use. In 2016, the response categories were changed in order for those using more English than Welsh to be able to note if they were using Welsh daily, weekly or less often than that. The new categories are combined in the above table, allowing comparison with previous survey results.

The People Survey 2016 represent the reporting period 2015-16, as the survey was held in January 2016.

Use of Welsh language at work by Welsh Government staff, according to their ability to speak Welsh, 2017 (a)

	Speak Welsh fluently	Speak a fair amount of Welsh	Speak a little Welsh	Can say some words in Welsh
Always Welsh	7.7	0.3	0.4	0.4
More Welsh than English	14.3	0.3	0.0	0.0
Roughly equal use of Welsh as English	17.9	3.5	0.2	0.0
More English than Welsh	57.3	74.5	35.4	10.9
<i>Use more English than Welsh – use Welsh everyday</i>	<i>37.7</i>	<i>21.0</i>	<i>5.1</i>	<i>2.7</i>
<i>Use more English than Welsh – use Welsh every week</i>	<i>10.6</i>	<i>25.2</i>	<i>8.8</i>	<i>0.8</i>
<i>Use more English than Welsh – use Welsh less than every week</i>	<i>9.0</i>	<i>28.3</i>	<i>21.5</i>	<i>7.4</i>
Always English	2.9	21.3	64.1	88.7
Total	100.0	100.0	100.0	100.0

Source: Welsh Government People Survey

(b) Question asked: Which language do you use to carry out your work? Please select the option which best describes your language use

In 2016, the response categories were changed in order for those using more English than Welsh to be able to note if they were using Welsh daily, weekly or less often than that. The new categories are combined in the above table, allowing comparison with previous survey results.

Strategic Area 5 – Welsh-Language Services

Indicator: The use of different services provided in Welsh

Welsh DVLA on-line records (a)

Year	On-line driving licence	Electronic vehicle licence (b)
2004-05	..	24
2005-06	..	179
2006-07	..	1,152
2007-08	..	1,839
2008-09	..	1,890
2009-10	..	2,238
2010-11	287	2,636
2011-12	442	3,130
2012-13	456	3,549
2013-14	417	3,971
2014-15 (c)	664	6,431
2015-16	877	7,823
2016-17	~	~

Source: DVLA

(a) This data is now presented according to financial year rather than calendar year. The data represents the UK in its entirety.

(b) Electronic vehicle licence includes on-line services for customers who wish to tax their vehicles or declare their vehicles off the road.

(c) In 2014-15 the DVLA reduced on-line fees for driving licences and abolished the tax disc.

.. Data not available.

~ Data not yet available at time of publication.

Theory tests and practical tests through the medium of Welsh (a)

Year	Theory test			Practical test		
	Welsh	English	% Welsh	Welsh	English	% Welsh
2007-08	88	61,770	0.14	243	54,890	0.44
2008-09	88	53,046	0.17	364	47,666	0.76
2009-10	69	53,850	0.13	246	64,867	0.38
2010-11	81	53,878	0.15	236	31,068	0.75
2011-12	81	53,750	0.15	444	48,355	0.91
2012-13	59	40,790	0.14	241	38,602	0.62
2013-14	78	46,309	0.17	217	28,418	0.76
2014-15	78	68,669	0.11	306	39,356	0.77
2015-16 (b)	51	60,221	0.08	225	49,372	0.45
2016-17	58	81,051	0.07	891	73,355	1.20

Source: Driving Standards Agency

- (a) Only includes test centres in Wales except for theory tests in Welsh, including theory tests in some test centres in England
- (b) English practical test from 2015-16 include all test centres in Wales. Prior to 2015-16 English practical tests only include test centres where at least one practical test is held through the medium of Welsh

NHS Direct

Year	NHS Direct website visits			Telephone calls (a)			Telephone calls answered (b)		
	Welsh	Total	% Welsh	Welsh	Total	% Welsh	Welsh	Total	% Welsh
2006-07	7,740	391,133	2.0	6,477	352,651	1.8
2007-08	9,129	356,716	2.6	7,630	327,236	2.3
2008-09	8,674	342,264	2.5	7,524	314,687	2.4
2009-10	5,383	641,295	0.8	9,811	478,889	2.0	7,739	404,674	1.9
2010-11	3,546	549,668	0.6	10,141	368,634	2.8	8,053	309,007	2.6
2011-12 (c)	2,981	963,767	0.3	5,292	325,337	1.6	3,159	259,908	1.2
2012-13	3,293	2,019,580	0.2	4,627	347,067	1.3	3,014	241,570	1.2
2013-14 (d)	3,584	3,515,196	0.1	1,708	316,915	0.5	1,689	215,936	0.8
2014-15	3,483	4,545,133	0.1	1,635	301,198	0.5	1,621	225,667	0.7
2015-16	3,302	4,031,292	0.1	2,021	327,323	0.6	1,991	228,568	0.9
2016-17	6,419	3,262,979	0.2	2,581	304,244	0.8	2,545	245,136	1.0

Source: NHS Direct Wales.

(a) Number of calls where the caller has listened to the welcome message from start to finish, and has waited on the line for an answer.

(b) Number of calls answered by NHS Direct Wales.

(c) From 1 April 2011, NHS Direct Wales was not responsible for the out-of-GP-hours service in Gwynedd and Anglesey (around 6,000 calls per quarter).

(d) After the introduction of a new telephone system, it appears that not all Welsh telephone calls are noted in this way.

Strategic Area 6 – The Infrastructure

Indicator: Number of Welsh books, e-books and magazines (not for education purposes) sold

	2012-13	2013-14	2014-15	2015-16	2016-17
Number of Welsh books sold through the Welsh Books Council Distribution Centre (not including workbooks)	368,642	366,578	341,123	366,305	~
Number of Welsh books published (not including children's workbooks) (a)	399	363	367	367	~
Number of Welsh and bilingual e-books published for adults (b)	69	50 (r)	62	20	~

Source: Welsh Books Council

(a) Number of Welsh books published (excluding children's workbooks) per calendar year.

(b) The number of Welsh and bilingual e-books published for adults per calendar year.

The grant to encourage the publication of e-books came to an end during 2015-16.

(r) Revised. The figure that appears in the 2013-14 annual report includes Welsh and bilingual e-books published for children.

~ Data not yet available at time of publication.

Indicator: Number who read Golwg 360

Period	Visits (a)	Pages (b)
July - September 2012	6,965	37,427
October - December 2012	7,302	33,871
January - March 2013	7,240	39,122
April - June 2013	8,009	40,642
July - September 2013	7,621	..
October - December 2013	7,712	69,161
January - March 2014	9,119	78,245
April - June 2014	8,042	84,003
July - September 2014	8,013	77,446
October - December 2014	8,839	82,486
January - March 2015	8,944	83,410
April - June 2015	8,608	61,056
July - September 2015	7,945	144,288
October - December 2015	8,289	102,059
January - March 2016	7,872	95,114
April - June 2016	8,835	118,297
July - September 2016	9,086	76,131
October - December 2016	8,788	93,514
January - March 2017	9,536	105,866

Source: Welsh Books Council

(a) Individual daily visits

(b) A new 'SmarterStats 8.4' system was introduced in June which collects more dependable data. This explains the change in statistics, however no statistics for pages were produced during the period between July and September 2013.

.. Data not available

Indicator: Monthly distribution figures for local newspapers*

Paper	2012-13	2013-14	2014-15	2015-16	2016-17
Clebran	780	780	780	710	710
Clochdar	350	350	350	332	250
Clonc	950	950	880	880	794
CwmNi (Tua'r Goleuni)	400	400	330	344	360
Cwlwm	950	950	950	850	800
Dail Dysynni	1,000	1,000	850	850	750
Dan y Landsker	220	220	150	177	120
Eco'r Wyddfa	2,000	2,000	1,800	1,800	1,800
Glo Môn	600	600	600	600	600
Goriad	1,050	1,050	850	800	800
Llais	800	800	800	780	790
Llais Aeron	500	500	450	420	550
Llais Ardudwy	750	750	750	750	730
Llais Ogwan	1,450	1,450	1,420	1,360	1,360
Lleu	1,400	1,400	1,200	1,200	1,400
Nene	700	700	700	650	650
Papur Dre	1,300	1,300	1,300	900	1,300
Papur Fama	580	580	550	550	550
Papur Menai	1,200	1,200	1,200	1150	1,150
Papur Pawb	500	500	400	400	400
Papur y Cwm	600	600	600	500	500
Pethe Penllyn	500	500	375	375	375
Plu'r Gweunydd	750	750	750	750	750
Seren Hafren	475	475	400	475	475
Tafod Elai	700	700	700	650	650
Wilia	400	400	400	400	400
Y Barcud	900	900	900	750	700
Y Bigwn	400	400	450	400	400
Y Cardi Bach	1,000	1,000	950	860	860
Y Clawdd	500	500	420	450	420
Y Ddolen	800	800	720	720	650
Y Dinesydd	700	700	650	650	650
Y Dwrgi					200
Y Ffynnon	1,500	1,500	1,700	1700	1,700
Y Gambo	1,250	1,250	1,150	1250	1,150
Y Garthen	496	496	450	355	340
Y Glannau	800	800	800	770	750
Y Gloran	600	600	500	450	400
Y Glorian	1,400	1,400	1,400	1,300	1,300
Y Llien Gwyn	600	600	400	400	350

Y Lloffwr	950	950	950	950	950
Y Pentan	1,100	1,100	1,100	1,000	1,100
Y Rhwyd	1,000	1,000	980	950	870
Y Tincer	900	900	800	800	800
Yr Angor (A)	600	600	600	600	431
Yr Angor (L)	300	300	300	300	300
Yr Arwydd	1,100	1,100	1,100	1,000	1,000
Yr Hogwr	450	450	450	450	450
Yr Odyn	1,100	1,100	1,075	1,050	1,050
Yr Wylan	1,100	1,100	800	700	700
Yr Ysgub	700	700	700	700	700
Total	41,151	41,151	38,880**	37,208***	37,235

Source: Information collected by the Welsh Government

* estimates

** This figure was amended because of an error in the historical data

*** These figures amended from the previous report as Y Fan a'r Lle report on circulation each quarter rather than on a monthly basis – see below figures for Y Fan a'r Lle.

Indicator: Quarterly distribution figures for local newspapers*

Paper	2012-13	2013-14	2014-15	2015-16	2016-17
Y Fan a'r Lle		10,000	7,400	7,400	8,000

Source: Information collected by the Welsh Government

* estimates

Indicator: S4C and Radio Cymru viewing and listening figures

S4C

	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
3 minute weekly reach (thousands)							
Across the UK	602	613	586	551	605	629	614
In Wales	461	476	443	383	360	343	347
Welsh-speakers in Wales	205	223	212	187	173	161	173
15 minute monthly reach (thousands)							
Across the UK	800	765	724	631	604	572	633
In Wales	610	623	590	509	479	463	485
Welsh-speakers in Wales	252	272	261	228	213	199	222

Source: S4C

Radio Cymru

Year	Population (thousands)	Number of listeners (thousands)	Percentage
2010-11	2,519	158	6.3
2011-12	2,524	137	5.4
2012-13	2,533	131	5.2
2013-14	2,581	143	5.5
2014-15	2,583	116	4.5
2015-16	2,583	108	4.2
2016-17	2,600	110	4.2

Source RAJAR

Indicator: How common it is for popular websites to develop Welsh interfaces.

Progress on this indicator is reported on a qualitative basis.

Indicator: How common it is for banks, mobile phone companies and others to provide Welsh interfaces.

Progress on this indicator is reported on a qualitative basis.

Appendix 2: Welsh-medium Education Strategy targets³

Outcome 1			
More seven- year-old learners being taught through the medium of Welsh.			
Indicator	Baseline	Targets	
	2009	2015	2020
The percentage of Year 2 learners, assessed in Welsh (first language)	21%	25%	30%

Outcome 1 Indicator

	2009	2010	2011	2012	2013	2014	2015	2016
Number	6,365	6,560	6,728	7,229	7,468	7,594	7,937	7,693
Cohort	30,329	30,061	30,655	32,960	33,398	34,175	35,757	34,957
%	21.0%	21.8%	21.9%	21.9%	22.4%	22.2%	22.2%	22.0%

³ Targets under a new Welsh language strategy, *Cymraeg 2050: a million Welsh speakers*, have now replaced these targets <http://gov.wales/topics/welshlanguage/welsh-language-strategy-and-policies/cymraeg-2050-welsh-language-strategy/?lang=en>

Local authorities

	2006 (No.)	2016 (No.)	2006-16 (No.)		2006 (%)	2016 (%)	2006-16 (%)
Isle of Anglesey	513	544	31		67.9	72.4	4.6
Gwynedd	1,209	1,233	24		95.6	98.2	2.5
Conwy	274	258	-16		24.5	23.3	-1.2
Denbighshire	212	289	77		20.4	26.6	6.2
Flintshire	110	118	8		6.3	6.6	0.3
Wrexham	139	216	77		9.4	13.0	3.6
North Wales	2,457	2,658	201		33.2	34.7	1.5
Powys	221	242	21		15.2	18.5	3.3
Ceredigion	495	464	-31		74.5	75.4	0.9
Pembrokeshire	266	273	7		19.7	21.0	1.3
Carmarthenshire	919	1,089	170		50.9	56.8	5.9
Swansea	243	401	158		10.0	15.3	5.3
Neath Port Talbot	211	258	47		14.4	16.6	2.2
South West and Mid Wales	2,355	2,727	372		25.7	29.3	3.6
Bridgend	138	133	-5		8.8	8.3	-0.5
Vale of Glamorgan	165	243	78		10.6	14.9	4.3
Rhondda Cynon Taf	497	538	41		18.6	18.9	0.3
Merthyr Tydfil	72	81	9		11.6	11.4	-0.2
Cardiff	428	655	227		12.3	15.5	3.1
Central South	1,300	1,650	350		13.1	15.0	1.8
Caerphilly	266	353	87		13.2	16.5	3.3
Blaenau Gwent	50	27	-23		6.6	3.5	-3.1
Torfaen	84	123	39		8.1	11.4	3.3
Monmouthshire	32	64	32		3.5	7.1	3.6
Newport	54	86	32		3.1	4.6	1.5
South East Wales	486	653	167		7.5	9.7	2.1
Wales	6,599	7,693	1,094		20.0	22.0	2.0

Outcome 2

More learners continuing to improve their language skills on transfer from primary to secondary school.

Indicator	Baseline	Targets	
	2009	2015	2020
The percentage of Year 9 learners assessed in Welsh (first language)	16%	19%	23%

Outcome Indicator 2

	2009	2010	2011	2012	2013	2014	2015	2016
Number	5,594	5,550	5,862	5,787	5,668	5,540	5,638	5,517
Cohort	35,221	34,717	35,903	34,520	33,380	32,354	31,755	30,787
%	15.9%	16.0%	16.3%	16.8%	17.0%	17.1%	17.8%	17.9%

Consortia	Year 6 2013	Year 9 2016	Years 6-9 2013-16	Yrs 6-9 2012-15	Yrs 6-9 2011-14	Yrs 6-9 2010-13
Isle of Anglesey	511	445	-66			
Gwynedd	1,130	966	-164			
Conwy	230	214	-16			
Denbighshire	234	226	-8			
Flintshire	71	63	-8			
Wrexham	126	119	-7			
North Wales	2,302	2,033	-269	-342	-348	-346
Powys	229	176	-53			
Ceredigion	447	418	-29			
Pembrokeshire	226	177	-49			
Carmarthenshire	941	808	-133			
Swansea	251	249	-2			
Neath Port Talbot	223	191	-32			
South West and Mid Wales	2,317	2,019	-298	-334	-385	-430
Bridgend	91	77	-14			
Vale of Glamorgan	120	118	-2			
Rhondda Cynon Taf	439	442	3			
Merthyr Tydfil	48	0	-48			
Cardiff	440	421	-19			
Central South	1,138	1,058	-80	-100	-61	-91
Caerphilly	251	244	-7			
Blaenau Gwent	31	0	-31			
Torfaen	69	162	93			
Monmouthshire	23	0	-23			
Newport	59	0	-59			
South East Wales	433	406	-27	-37	-21	-22
Wales	6,193	5,517	-676	-826	-821	-890

Outcome 3 More learners studying for qualifications through the medium of Welsh.			
Indicators	Baseline	Targets	
	2009	2015	2020
3a. Percentage of learners entered for GCSE Welsh First Language entered for at least two further Level 1/2 qualifications through the medium of Welsh*	80.9%	84%	88%
3b. Percentage of learners entered for GCSE Welsh First Language being entered for at least five further Level 1/2 qualifications through the medium of Welsh*	58.4%	62%	68%

*excluding Welsh First Language and Welsh Literature; Applied GCSEs and Double Science count two subjects; short courses count one subject; based only on WJEC data.

Indicator	2010	2011	2012	2013	2014	2015	2016
3a. At least two Welsh-medium subjects	79.5%	81.0%	85.3%	81.6%	79.3%	80.3	83.1
3b. At least five Welsh-medium subjects	59.7%	62.2%	64.9%	55.5%	52.5%	54.0	57.6

Outcome 4

More students aged 16–19 studying subjects through the medium of Welsh, in schools, colleges and work-based learning.

Indicators	Baseline	Targets	
	2007/08 WM+B**	2015 WM + B**	2020 WM + B**
Schools	14.9%	18%	20%
Further education institutions	4.7%	7%	10%
Work-based learning	1.4%	2.5%	4%

* Excluding Welsh language learning

** WM = Welsh-medium, B = Bilingual

Student learning activities by medium of delivery (LA26)	2009/10*	2010/11	2011/12	2012/13	2013/14	2014/15**	2015/16**
	WM+B	WM+B	WM+B	WM+B	WM+B	WM+B	WM+B
Schools	17.1%	21.0%	17.4%	20.1%	20.5%	20.4%	20.3%
Further education institutions	6.2%	5.7%	6.7%	8.4%	8.5%	7.2%	7.0%
Work-based learning	1.5%	3.0%	3.9%	3.6%	3.0%	6.7%	10.0%

*Prior to 2010/11, data for work-based learning provision delivered by further education institutions was categorised under 'Further education institutions'. From 2010/11 onwards, this data has been categorised under 'Work-based learning'.

**The Lifelong Learning Wales Record definition for Welsh-medium and bilingual learning post-16 has been revised and became operational in 2014/15. Now, the learning is recorded according to the medium of learning and the language of assessment of individuals, rather than the language that takes place in which the whole classroom cohort. As a result there has been a drop from 8.5% in 2013/14 to 7.2% in 2014/15 data. Bilingual learning activities include any activity with any amount of Welsh-medium activity.

Outcome 5 More students with higher level Welsh-language skills.			
Indicators	Baseline	Targets	
	2009	2015	2020
5a. Total A level Welsh First Language entries as a percentage of GCSE Welsh First Language entries, two years earlier	6.7%	7%	8%
5b. Total A level Welsh Second Language entries as a percentage of full and short course GCSE Welsh Second Language entries, two years earlier	3.0%	3.5%	4%

Indicator 5a – First Language

	2009	2010	2011	2012	2013	2014	2015	2016
Indicator	6.7%	6.7%	6.8%	5.5%	5.9%	5.3%	5.5	4.9
Number	345	363	357	303	315	279	310	276

Indicator 5b – Second Language

	2009	2010	2011	2012	2013	2014	2015	2016
Indicator	2.9%	2.4 %	2.6%	2.3%	1.9%	1.8%	1.5	1.3
Number	593	497	541	511	434	409	363	322