

A living language: a language for living

Welsh Language Strategy 2012–17



Llywodraeth Cymru
Welsh Government

Annual report 2012–13

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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; other interested parties.
Overview	<i>A living language: a language for living – Welsh Language Strategy 2012–17</i> was launched in April 2012 to fulfil the requirements of the Government of Wales Act 2006. It is a requirement of the Government of Wales Act to publish an annual report to monitor progress on the Welsh Language Strategy.
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Additional copies	This document is only available on the Welsh Government website at www.wales.gov.uk/educationandskills
Related documents	Government of Wales Act 2006 ; Welsh Language (Wales) Measure 2011 ; <i>A living language: a language for living – Welsh Language Strategy 2012–17</i> (2012); <i>A living language: a language for living – Welsh Language Strategy 2012–17: Action Plan 2012–13</i> (2012); <i>Welsh Language Strategy Evaluation Framework</i> (2013); <i>Welsh Language Strategy ‘A living language: a language for living’ – Measuring indicators</i> (2013); <i>Welsh-medium Education Strategy</i> (2010); <i>Welsh-medium Education Strategy: Annual report 2012–13</i> (2013).

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First Minister's foreword

The Welsh Government published its new Welsh Language Strategy *A living language: a language for living* in March 2012 following a period of public consultation and discussions with the Welsh Language Advisory Group. The strategy's aim is to see the Welsh language thriving in Wales, and six strategic areas were determined to provide a basis for this work. The strategy has been operational since the beginning of April 2012. This is first annual report on the strategy for the period April 2012 to March 2013.

The Welsh Language Strategy was published during a period of important structural change for the Welsh language. In implementing the Welsh Language (Wales) Measure 2011, the Welsh Language Board, which had been responsible for promoting and facilitating the Welsh language since the Welsh Language Act 1993, was abolished; the Welsh Language Commissioner's office was established, an organisation with regulatory powers to safeguard the language, and the rights of its speakers; and the majority of the responsibilities for promoting and facilitating the language were transferred to the Welsh Government.

In December 2012, the first results of the 2011 Census relating to the Welsh language were published. It was a disappointment, though not a surprise, to see that the number of Welsh speakers had decreased by 20,000 since the 2001 Census, and that the percentage of Welsh speakers in Ceredigion and Carmarthenshire had fallen below 50 per cent. However, there was also encouraging news with an increase of 4.6 per cent in the number of children aged between four and five speaking Welsh since the 2001 Census.

One thing that became clear from the census results was that the dynamic of Welsh-language communities is changing. During the reporting year, a group was established to look specifically at Welsh-language communities and the group has recently reported its findings.

I also announced during the reporting year that I would be carrying out a national conversation with the people of Wales with regard to the future of the language – Y Gynhadledd Fawr – to consider what steps were necessary in response to the census. Having carried out this dialogue, I am convinced that the priorities noted in our strategy remain completely relevant, while I acknowledge that there is more for us to do in order to encourage and facilitate the citizens of Wales to use the language.

In line with our responsibilities as noted in the Government of Wales Act (2006) and the Welsh Language (Wales) Measure 2011, we published an action plan for 2012–13 outlining the specific steps we would concentrate on to implement the Welsh Language Strategy during its first year.

This document reports on the progress of this action plan, as well as any related work carried out during the year.

A handwritten signature in black ink, appearing to read 'Carwyn Jones', written in a cursive style.

Rt. Hon Carwyn Jones AM

First Minister of Wales

Report on the Welsh Language Strategy's general action points

In addition to the six strategic areas, *A living language: a language for living* includes other measures covering the strategy as a whole, such as legislation and the regulation system, education, research and data, and measures to mainstream Welsh into Welsh Government procedures. This section therefore reports on achievements in these areas during 2012–13.

Welsh-medium Education Strategy

Welsh-medium education is a key aspect of the Welsh Government's strategy for the Welsh language. *A living language: a language for living* explains how it relates to the Welsh Government's *Welsh-medium Education Strategy* published in 2010. Apart from language transmission within the family, the only other way of acquiring a language is through education.

During 2012–13, the **Welsh-medium Education Strategy** was taken forward into its third year. The implementation of the strategy was monitored on a quarterly basis by an internal project board, and a new group was established to advise the Minister for Education and Skills on the strategy. The group met twice during the year, and a three-year evaluation of the strategy began in autumn 2012.

One of the Welsh-medium Education Strategy's main successes for the year was the provision in the **School Standards and Organisation (Wales) Act 2013**, which received Royal Assent on 4 March, giving Welsh in Education Strategic Plans (WESPs) a statutory basis and requiring local authorities to plan Welsh-medium education according to parental demand.

An annual report on work undertaken in 2012–13 is available on the Welsh Government website¹.

Allocation of grants and projects commissioned

Grants to promote the use of Welsh worth £3.557 million have been allocated to 36 organisations whose applications were successful for 2012–13, an increase of £89,703 on the previous year. In addition, a total of £85,310 was shared between 50 papurau bro to continue publishing local Welsh-medium news. A number of projects were managed in support of this strategy's priorities. Several of these are discussed in the body of this report.

¹ www.wales.gov.uk/topics/educationandskills/publications/guidance/wmesreport/?skip=1&lang=en

Establishing the new legislative framework under the Welsh Language (Wales) Measure 2011

In April 2012, the Welsh Language (Wales) Measure 2011 established the function of the Welsh Language Commissioner. The Welsh Language Commissioner's main aim is to promote and facilitate the use of Welsh. The Welsh Language Commissioner is funded by the Welsh Government and the organisation received £4.1 million during the reporting year to carry out its duties.

Following the decision of the former Minister for Education and Skills in February 2013 not to accept the standards proposed by the Welsh Language Commissioner, it was agreed that the Welsh Government would develop a revised set of standards. It is estimated that the regulations to make the standards, and the regulations to make the standards specifically applicable to persons, could be made by the end of 2014.

Alongside the development of standards, the Welsh Government has been preparing for the establishment of the Welsh Language Tribunal. The judicial appointments process for the President and members of the Welsh Language Tribunal has been developed, with advice from the Judicial Appointments Commission – the Welsh Language Tribunal is to begin its official work as the first set of language standards is laid.

Welsh Language Partnership Council

The **Welsh Language Partnership Council** was established in April 2012, in accordance with the requirements of the Welsh Language (Wales) Measure 2011. The council's aim is to provide advice to the Minister with responsibility for the language on implementing the strategy. Seven official members were appointed to the council, on the strength of their experience of Welsh language issues. The group met on a quarterly basis during 2012–13 and the topics of discussion included:

- the census results
- evaluation of the Welsh Language Strategy
- a Welsh-language Technology and Digital Media Action Plan.

During the council's first meeting, the former Minister for Education and Skills asked the council to establish a sub-group focusing specifically on **Welsh in the community**, in response to a decision by the National Assembly for Wales calling for a group to look in to this area. A task and finish group was established, terms of reference were prepared and evidence-taking sessions were held with stakeholders working in the field. Further information can be found under 'Strategic area 3: The community' (page 12).

Mainstreaming the Welsh language across Welsh Government

The Welsh Government wishes to ensure that there are more opportunities for its staff to work through the medium of Welsh, that we influence the organisations that we cooperate with in terms of their use of Welsh, and that we ensure that Welsh is given consideration in all aspects of the development and implementation of new policies affecting the public.

Welsh Language Scheme

Implementation of our **Corporate Action Plan** under the 2011–16 Welsh Language Scheme has continued in line with the timescale agreed with the Welsh Language Commissioner. Each Directorate General has a Welsh Language Action Plan (WLAP), and each updates this regularly and provides progress reports to the Welsh Language Unit. Further information on how the WLAP was implemented is available in the *Welsh Language Scheme: Annual Report 2012–13*.

In addition to complying with the Welsh Language Scheme, the Welsh Government has been working to develop a number of new activities during the reporting year to reflect the status of Welsh within the organisation, including:

- a new category in the Permanent Secretary's Awards to recognise staff who have successfully mainstreamed Welsh in their work
- all staff members recruited to the Fast-track Programme required to learn Welsh as part of the intensive training scheme
- a wider choice of popular courses available through the medium of Welsh
- the launch of a new programme of Welsh classes for staff.

To ensure appropriate forward planning by the Welsh Government for the Welsh Language Standards, a Welsh Language Task and Finish Group was established in January 2012 to advise the Management Board in order to improve the Welsh Government's performance with regard to Welsh. An action programme – The Improvement Programme – has now been prepared and implementation is underway.

Further information about the group's action points can be found under 'Strategic area 4: The workplace' (page 15).

In exercising our powers with regard to **procurement or grant funding**, we have made it a requirement for organisations applying for support to demonstrate, where relevant, that the Welsh language would be among the benefits achieved for the local community.

We have ensured that a standard wording is used for the terms and conditions of grants in the Welsh language context and have begun to develop guidance on how to include Welsh language considerations in the grant application process.

Bilingual purchasing tools are now available, including a database supplying information about providers and a Bravo e-tenders portal enabling tenders to be notified and applied for through the medium of Welsh.

Following a recommendation by Value Wales, we have undertaken a Sustainability Risk Assessment for all public expenditure exceeding £25,000 – with consideration of language needs included in the assessment. This assessment is implemented for all Welsh Government contracts exceeding £25,000 and **consideration was given to the Welsh language when awarding 206 Welsh Government contracts** during 2012–13.

Looking beyond the Welsh Government, during the reporting year initial discussions were held to ensure that consideration is given to how the **European funding programmes** (Structural Funds), being developed for 2014–20, can contribute to the Welsh Language Strategy's wider objectives of promoting and facilitating the use of Welsh.

Strategic area 1: The family

Aim

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

Desired outcome

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

The strategy recognises that passing the language on from one generation to the next is one of the two most important areas of language planning – the other being education. The Welsh Government's main initiative in this area is **Twf**, an innovative and extensive project aimed at encouraging Welsh-speaking parents/carers to speak Welsh with their children. Twf has a network of field officers throughout Wales, who convey to parents/carers, prospective parents/carers and the public the advantages of speaking Welsh at home, and the cultural and economic benefits of raising children bilingually.

During 2012–13, up to 36,000 new mothers received a scan card and maternity record folder that promotes key messages about introducing Welsh to children. In addition to this during the reporting year, Twf gained one-to-one contact with nearly 10,000 new prospective mothers in clinics across Wales, and 8,000 follow up contacts with prospective and new parents in prenatal and postnatal **Amser Twf** appointments².

To assist new parents/carers to transmit the language within the family, the **Mae dy Gymraeg di'n Grêt** Project encourages Welsh speakers to develop their confidence to use the language in everyday situations, and specifically with their children. This is done by holding a series of informal sessions with groups of parents/carers of young children/extended family of children under five. During the reporting period, activities were held in nine areas and the project provided Welsh-medium leisure activities and opportunities for the participants to discuss and contemplate their use of Welsh within the family and socially within society.

² Source: Twf Annual Report.

Where one or both parents/carers cannot speak Welsh, the Welsh Government has ensured that there are opportunities available to learn the language. During 2012–13 the Welsh for Adults Centres continued to provide **Welsh for the Family** courses across Wales – courses targeting families with children three to seven years old to learn Welsh. The Welsh for the Family Working Group has held a meeting every school term to discuss collaboration and further developments. The working group includes stakeholders from Twf, Mudiad Meithrin and the Urdd.

Accessing **Welsh-medium childcare** is an important factor to ensure that young children have regular contact with the language in the pre-school phase. In order to develop options for increasing full-time Welsh-medium childcare, an analysis was received of the gaps in Welsh-medium childcare provision. In addition, local authorities were requested, when producing and submitting their revised WESPs, to consider the relationship between Childcare Sufficiency Assessments and surveys to measure the demand. An analysis was made of the information contained within the Childcare Sufficiency Assessments and WESPs. Some progress was noted in linking the assessments with plans to increase Welsh-medium education.

As for increasing **Welsh-medium education** provision, the School Standards and Organisation (Wales) Act 2013 received Royal Assent and became an Assembly Act during the reporting year. The Act provides a statutory basis for the WESPs and requires local planning authorities to plan Welsh-medium education according to parental demand.

In addition to planning the provision, a three-year marketing plan was developed for **Welsh-medium education** during the reporting period. The campaign came to fruition at its launch in November 2013.

There was an increase in the number of **five year olds who can speak Welsh fluently at home** at the start of the academic year, from 6.2 per cent in 2011, to 7 per cent in 2012 – the same figure as 2004 (see the Appendix). We must bear in mind that projects such as Twf or Welsh for the Family are part of long-term language planning, and it is hoped that this work will bear fruit as we report on the number of five year olds who can speak Welsh fluently at home in three to four years.

Strategic area 2: Children and young people

Aim

To increase the provision of Welsh-medium activities for children and young people and to increase their awareness of the value of the language.

Desired outcome

Children and young people using more Welsh.

The strategy recognises the importance of providing children and young people with a wide range of social opportunities to use their Welsh, so that they associate the language not only with education, but also with leisure and cultural activities and, above all, with pleasure and entertainment. These activities need to be provided in educational situations as well as in the wider community.

A range of organisations have been funded to provide Welsh-language activities for children and young people in the community, through grants or contracts, during the reporting year. These organisations include the Urdd, the Duke of Edinburgh Award, Young Farmers, Gwallgofiaid, Community Music Wales and Supporting Language Use Project. During 2012–13, over 80,000 children and young people were given opportunities to develop new skills through the medium of Welsh through activities offered by the Urdd. Over 2,500 young people participated in various sessions with the Mentrau Iaith across Wales during the year, 2,800 young people attended Maes B during the National Eisteddfod, over 100 Gwallgofiaid events were held, and over 350 young people took part in Duke of Edinburgh activities through the medium of Welsh. Although these figures are positive, we are aware that more activities are needed to ensure opportunities for young people, in a range of different situations.

Promoting the use of the Welsh language within the school society is important to give children and young people confidence to use the language in their leisure time. A workshop was held in March 2012 to support **activities in schools promoting wider use of Welsh**, and also to create a link with Welsh-language activities outside school. As part of the workshop, guidelines were shared on assisting authorities to provide guidance to schools on planning for informal use of Welsh. The guidelines are now available to every school and learner in Wales on the Learning Wales website.

The **Supporting Language Use Project** aims to put the responsibility for promoting the social use of Welsh on the young people themselves. During the reporting period, an internal review was conducted of the activities held as part of the Supporting Language Use Project up to date, and led to the project being re-launched across Wales in summer 2013. During the year, each local authority reported in their WESPs how they intend to support schools in planning for wider use of informal Welsh in schools.

The **National Youth Service Strategy** contains objectives and action points to ensure that youth services from the voluntary and statutory sectors implement the Welsh Government's Welsh Language Strategy. This includes provision for young Welsh speakers and language learners, and opportunities to celebrate Welsh history and culture. Since the reporting period, the Welsh Language Division has been working closely with the Welsh Government department responsible for developing a revised Youth Strategy to ensure a close link with the Welsh Language Strategy. The Youth Strategy will be published in spring 2014.

Strategic area 3: The community

Aim

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

Desired outcome

More use of Welsh within communities across Wales.

The strategy notes that evidence from countries around the world, over many decades, shows that there is a strong correlation between the viability and survival of a language and the existence of geographical areas where that language is considered to be the predominant language. The evidence also suggests that a high density of speakers is required for Welsh to be an everyday language of a community.

The **2011 Census results** – published during the reporting year – showed a decrease in the numbers and percentages of Welsh speakers in western counties known as Welsh strongholds – with the most notable reductions in Carmarthenshire and Ceredigion. There were 157 electoral divisions (18 per cent) where over half the population could speak Welsh (in the north and west). This is lower than the 192 electoral divisions (22 per cent) in 2001. A little under a third (32.4 per cent) of Wales' Welsh speakers now live in such divisions.

There was also a reduction in the number of electoral divisions where over 70 per cent of the population could speak Welsh, from 59 (7 per cent) in 2001 to 49 (6 per cent) in 2011. By 2011, all of these electoral divisions (apart from one in Conwy) were in Gwynedd or Anglesey. These electoral divisions represent 11.1 per cent of Wales' Welsh speakers³.

³ Source: 2011 Census.

During the reporting period, **grants** were allocated to 36 organisations to develop Welsh-language activities in the community. There was an increase of £89,703 in the main grant scheme and an increase of £11,237 for papurau bro as well as £20,000 for Tafwyl in Cardiff. In addition to the wide range of social activities funded by the grant to promote the Welsh language, which includes the Mentrau Iaith, the National Eisteddfod and Merched y Wawr, over 130,000 people attended cultural events through the medium of Welsh, organised by bodies funded by the Arts Council Wales⁴. **Mentrau Iaith** have played a prominent role in language planning over the last twenty years. In March 2013, Cardiff University was contracted to **review the work of these initiatives**, as well as the work of the language action plans based in towns across Wales, and the work of the Aman-Tawe Partnership. The review is expected to steer policy on Welsh Government support for activities aimed at increasing the use of Welsh in communities across Wales.

The Welsh Government had already commissioned work to consider the position of Welsh in Welsh-speaking communities prior to the publication of the census results. At the inaugural meeting of the Welsh Language Partnership Council, established under the Welsh Language (Wales) Measure 2011, Rhodri Llwyd Morgan was appointed chair of the **task and finish group set up to formulate a plan for increasing the number of communities where Welsh is the predominant language**. The group began its work during the reporting year and held meetings in Aberystwyth (September 2012) and in Llanllyfni (December 2012) to discuss the international perspective on language planning, housing and the economy, and a presentation by the local community group Dyffryn Nantlle 20/20. The final report was published in autumn 2013.

It has been acknowledged that the language renewal task must go hand in hand with the work of **improving the social and economic infrastructure** of these areas to help ensure that better employment opportunities and more affordable housing become available, so that people can remain in their communities. With this in mind, *A living language: a language for living* includes a commitment to develop a clear strategy on how the Welsh language can be exploited as an economic asset. To this end, in December 2012, the Minister for Enterprise, Science and Transport established a **task and finish group on the Welsh language and economic development**. At the time of drafting this report, the group were about to present their recommendations to the Minister.

⁴ Source: Arts Council Wales.

The final report of the **Language Broker Project in Peblig** was published in July 2012. The purpose of the project was to organise Welsh-medium activities in an area that has been, and continues to be, a centre of economic development. Research has been undertaken to consider whether the Language Broker's work can be imitated in another area and work is underway to produce a plan for disseminating the information to other areas.

In the field of planning, work was carried out to develop an updated version of the **Technical Advice Note 20** during the reporting year and was published in autumn 2013.

Strategic area 4: The workplace

Aim

To increase opportunities for people to use Welsh in the workplace.

Desired outcome

More Welsh speakers use Welsh at work.

The strategy recognises that the workplace is one of the key areas determining day-to-day language use. As individuals, we spend a significant proportion of our time at work – developing the status of the language in the workplace is therefore important to build the confidence of Welsh speakers and to provide an opportunity for them to use the language. Strengthening the status of the language in the workplace is also a positive step towards reinforcing the value of Welsh-medium education.

As one of Wales' main employers, it is important that the Welsh Government shows clear leadership in this area by ensuring that there are opportunities for Welsh speakers to use their language at work. To this end, in early 2012, a task and finish group was established to make recommendations on how to **increase the Welsh Government's internal use of Welsh**. The group met regularly and, in October 2012, the group's final report and recommendations were approved by the Management Board.

A **plan to implement the recommendations – The Improvement Programme** – was produced containing 62 recommendations based on seven themes, with the aim of increasing the use of Welsh in the workplace as follows:

- Welsh language awareness
- bilingual 'seeing and feeling'
- Welsh in the workplace
- bilingual skills, workforce planning and Welsh for Adults courses
- ownership, monitoring and reporting
- action points from the Welsh Language Scheme's Corporate Plan.

As for understanding **employer demand for Welsh language skills**, an Employer Skills Survey, which is considering the demand for Welsh language skills within the workplace, has been completed with the final report due to be published shortly. The survey concentrated on relevant direct questions to help develop a Welsh language education policy and business policy within particular sectors in the future.

To further support employers, development of the first part of a **Welsh language skills tool**, enabling employers to measure the language skills of staff, has been completed in partnership with the WJEC. The site can be accessed at www.cymraegygewithle.org.uk

The task of **encouraging employers to provide Welsh language training** for staff continues through the Workplace Development Programme. Employers who receive support are required to consider the development of Welsh language skills in the workplace and the provision of Welsh-medium and bilingual training.

In February 2011, the Wales Employment and Skills Board, a group that advises Welsh Government ministers on policies relating to skills and employment, published the report ***Skills Policies and the Welsh Language***.

Many of the recommendations are being implemented while others are at the planning stage. The report is available at www.wesb.org.uk/about/publicationss/skillspolicies/?ts=1&lang=en

Strategic area 5: Welsh-language services

Aim

To increase and improve Welsh-language services to citizens.

Desired outcome

More high quality Welsh-language services available to the public and more use made of those services.

Our aim, by implementing the Welsh Language (Wales) Measure 2011, is to provide greater clarity and consistency for citizens in terms of the services they can expect to receive in Welsh – and to create rights for citizens in terms of receiving Welsh-language services. As stated previously in this report, the Minister for Education and Skills decided in February 2013 to develop an alternative set of standards to those recommended by the Welsh Language Commissioner. The Welsh Government has since published the Welsh Language Standards for consultation.

In addition to the development of the Welsh Language Standards, during 2012–13 the Welsh Language Commissioner, at the Welsh Government's request, continued her work to **encourage the private sector and third sector to use Welsh** on a voluntary basis – and to encourage Welsh speakers to make use of those services.

For the **third sector**, the Welsh Language Division held discussions with some third sector stakeholders to try to develop a vision for how the sector can contribute to the success of the Welsh Language Strategy.

In November 2012, the Deputy Minister for Social Services published *More than just words*, **a strategic framework for Welsh-language services in health, social services and social care**. *More than just words* has been developed to strengthen Welsh-language services at the front line of health and social services. This is to meet the care needs of Welsh speakers and their families or carers.

A living language: a language for living notes that evidence indicates that people continue to face barriers in accessing Welsh-language services. The main barriers include a lack of supply of services in Welsh by organisations that do not operate a Welsh language scheme, lack of use of services due to a lack of confidence among speakers who are not fluent in Welsh, and a lack of awareness that the services are available through the medium of Welsh.

Some of the indicator data published as an appendix to this report highlight this challenge to increase the use of Welsh, although there is some evidence of a slight rise in the use of some services. As Welsh language standards are placed on organisations in the coming years, we hope to see an improvement in the quality and availability of services to give Welsh speakers the confidence to use the services.

Strategic area 6: Infrastructure

Aim

To strengthen the infrastructure for the language.

Desired outcome

More tools and resources in place to facilitate the use of Welsh, including in the digital environment.

The Welsh Language Strategy demonstrates the Welsh Government's belief that the language needs a strong infrastructure, reflecting its official status in Wales, while helping those who wish to use the language to do so.

Digital content and software was identified as a particular area for development to ensure that Welsh speakers are able to use electronic media through the medium of Welsh. In March 2012, an expert group was established to identify gaps in the provision and work began on producing the **Welsh-language Technology and Digital Media Action Plan** – published in May 2013. The action plan aims to increase the amount and usage of Welsh-language content available online. Its work will include collaboration with BBC Cymru Wales and S4C to share educational materials through the new bilingual learning platform Hwb, as well as encouraging teachers and schools to make use of software products in schools, universities and colleges.

In parallel with the action plan, during the reporting period, preparatory work was done to develop a new **Welsh-language Technology and Digital Media Fund** to provide funding for Welsh-language technology and digital media initiatives. A total of £250,000 per annum will be available for a period of three years to fund and support activities aimed at promoting and facilitating the use of Welsh through technology and digital media.

The Welsh Government has already invested extensively in ensuring the availability of good quality creative materials to **encourage reading in Welsh**. The Welsh Books Council received £4 million from the Welsh Government during the financial year 2012–13 to further this aim (this figure includes support for English-language publishing). The Welsh Government provided the Welsh Books Council with an additional £36,000 to support the sale of e-books on www.gwales.com and, by the end of the reporting period, the number of Welsh-language titles on sale on the website had risen to 120, and continues to rise.

Of the projects commissioned in 2012–13 by the Welsh-medium Education Resources Commissioning Branch, approximately **50 per cent were digital or comprised a digital element**. During the needs identification round an increase was noted in the number of projects recommended for digital commissioning.

A total of 50 **papurau bro** received a Welsh Government grant during 2012–13. Papurau bro were invited to attend the Cardiff School of Journalism, Media and Cultural Studies (JOMEC) conference in January 2013 to discuss digitisation and hyperlocal journalism. Plans are underway to develop a training programme to **assist papurau bro with digitisation**.

As a key sponsor of **Golwg 360, the Welsh-medium online news service**, funding of £200,000 a year was provided, via the Welsh Books Council, to *Golwg 360* (www.golwg360.com) for 2012–13. The average number of daily visitors to *Golwg 360* was 7,300 during the period October to December 2012. The original target for daily visitors in March 2010 was 3,225.

The **range and standard of Welsh-language programming on S4C and BBC Radio Cymru** helps to maintain Welsh as a modern language and as part of everyday life in Wales. With this in mind, the Welsh Government responded to the UK Government's Department for Culture, Media and Sport (DCMS) consultation on S4C's governance arrangements (May 2012), and draft Operating Agreement (October 2012). In response to the Seminar on the DCMS Communications Review (September 2012), the Welsh Government concluded that it did not wish to see further localness rules being relaxed, or abolished. It was stated that, in the Welsh Government's opinion, it would be desirable to include a specific statutory provision placing a duty on Ofcom to consider Welsh language issues in exercising its licensing functions in relation to Wales.

The Welsh Government has discussed the **translation industry and the coordination of work to standardise terminology** and Welsh place names with the Welsh Language Commissioner in the context of the working relationship between the two organisations. There has been significant development in the translation industry over recent years and we recognise that this work needs to continue, ensuring that robust accreditation and regulation structures are in place to assure quality.

We have already recognised the importance of **basic language use data** to test the effectiveness of our strategies. During 2012–13 research was commissioned, in partnership with S4C and BBC Cymru Wales, on the needs and aspirations of Welsh speakers, in terms of their language use in different situations. This work – which was published during summer 2013 – will assist the development of a marketing strategy.

In February 2013, the **Welsh Language Strategy Evaluation Framework** was published to ensure that all our project work and investment in the Welsh language is effective and that we ensure that learning improvements are based on evidence. The framework provides a basis for research, data collection and analysis to assess the impact and outcomes of the strategy. It provides a series of logical models, which correspond to the six strategic areas in the strategy, as well as a series of more detailed questions that need to be considered.

Appendix: Performance indicators

This appendix includes data to measure progress against performance indicators included in the *A living language: a language for living – Welsh Language Strategy 2012–17*. The data was collected during summer 2013. The data sources are included in a statistical bulleting *Welsh Language Strategy ‘A living language: a language for living’ – Measuring indicators (2013)*¹.

The main indicators

Indicator: The percentage of five-year-olds (at the start of the academic year) who speak Welsh at home.

The percentage of five-year olds (at the start of the academic year) who speak Welsh at home (a)	
Year	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

Source: *Annual School Census at pupil level*.

(a) Assessed by the parent/carer, information collated by the school.

¹ new.wales.gov.uk/statistics-and-research/welsh-language-strategy/?skip=1&lang=en

Indicator: The percentage of people able to speak and write Welsh.

Year (a)	Census	Annual Population Survey
2001	16.3	23.6
2002		22.8
2003		22.4
2004		21.5
2005		21.1
2006		21.3
2007		20.6
2008		20.5
2009		20.4
2010		20.5
2011	14.6	21.1

Source: 2001 and 2011 Census, Annual Population Survey.

(a) Information for 2012 was not available at the time of collecting data.

Strategic area 1 – The family

Indicator: The percentage of five-year-olds (at the start of the academic year) who speak Welsh at home.

See under main indicator above.

Strategic area 2 – Children and young people

Indicator: Attendance at Welsh-language events organised for children and young people, including those organised by Welsh Government grant recipients.

Urdd Gobaith Cymru 2012–13

Number of children and young people receiving opportunities to develop new skills at Urdd activities	81,750
Number of children and young people socialising outside school – at Urdd camps	34,343

Source: *Urdd Gobaith Cymru*.

Young Farmers Movement 2012–13

Number of young people taking part in the annual activities on a county level	4,870
Number of participants in bilingual activities at the Young People's Village during the Royal Welsh Show 2012	18,000

Source: *Young Farmers Movement*.

Mentrau Iaith 2012–13

Number of activities arranged for children and young people	529
Numbers participating in activities for children and young people	12,770

Source: *Mentrau Iaith*.

National Eisteddfod of Wales 2012–13

Number of children and young people participating in the Only Vale Kids Aloud Project and performing in the opening ceremony at the Vale of Glamorgan National Eisteddfod of Wales 2012	450
Number of young people participating in workshops and activities	700
Number of young people attending Maes B at the Vale of Glamorgan National Eisteddfod of Wales 2012	4,207

Source: *National Eisteddfod of Wales*.

Strategic area 3 – The community

Indicator: Attendance at Welsh-language events, including those organised by Welsh Government grant recipients.

Attendance at Welsh-language participatory events organised by bodies that receive funding from the Arts Council of Wales						
	Sessions			Attendance		
	2011/12	2012/13	% change	2011/12	2012/13	% change
Children and young people	3,521	3,475	-1.3	80,297	69,437	-13.5
Open access	3,080	3,834	24.5	52,358	60,899	16.3
Total	6,601	7,309	10.7	132,655	130,336	-1.7

Source: Arts Council of Wales.

Urdd Gobaith Cymru 2012–13

Number of families attending Family Weekends	104
Number of events held during the Urdd National Eisteddfod in Eryri 2012	22
Number of additional families visiting the last Saturday of the Urdd National Eisteddfod in Eryri 2012	500+
Number of newly-developed play schemes for the family developed by the Urdd	28
Number of people attending the Urdd National Eisteddfod in Eryri 2012	96,473

Source: Urdd Gobaith Cymru.

Merched y Wawr 2012–13

Number of activities coordinated by Merched y Wawr	3,000
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Source: Merched y Wawr (approximately).

Mentrau Iaith 2012–13

Number of activities arranged within communities	673
Number of 1:1 discussions held to promote the advantages of Welsh as part of the activities held	10,434

Source: Mentrau Iaith.

Young Farmers Movement 2012–13

Number attending community activities arranged by the Young Farmers Movement	10,140
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Source: Young Farmers Movement.

National Eisteddfod of Wales 2012–13

Number of people attending the Vale of Glamorgan National Eisteddfod of Wales 2012	138,767
Number of activities arranged by local appeal committees in Denbighshire and the Vale of Glamorgan in 2012–13	460
Number of participants in activities arranged by local appeal committees in Denbighshire and the Vale of Glamorgan in 2012–13	11,000

Source: National Eisteddfod of Wales.

Strategic area 4 – The workplace

Indicator: Number of organisations subject to Welsh-language operational standards intended 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 placed on the relevant bodies.

Indicator: Percentage of Welsh Government staff using Welsh at work.

Use of Welsh in the workplace by Welsh Government staff, according to Welsh language ability

Welsh language use %	Welsh language ability %			
	Fluent in Welsh	Speak a fair amount of Welsh	Speak a little Welsh	Can say just a few 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 and 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	100	100	100

Source: Welsh Government People Survey 2013 (Question asked: In which language do you carry out your work? Choose the option which best describes your language use.).

The Welsh Government People Survey 2013 received a 68 per cent response rate and therefore the table may be subject to non-response bias, i.e. it may not necessarily be representative of the true population. In addition, as the information was gathered through a survey it could also be subject to respondent error.

It should be noted that information on Welsh Government staff's Welsh language ability is also collected on a 'census' basis – further information is available in the *Welsh Language Scheme: Annual report 2012–13*.

Strategic area 5 – Welsh-language services

Indicator: Use of a range of services provided in Welsh.

DVLA online interactions through the medium of Welsh		
Year	Driving licence online	Vehicle licence online
2004	..	8
2005	..	117
2006	..	819
2007	..	1,725
2008	..	1,910
2009	..	2,154
2010	186	2,566
2011	430	2,925
2012	462	3,461
2013 (a)	199	2,183

Source: DVLA.

(a) Up to the end of June 2013.

.. No data available.

Car theory tests and practical driving test through the medium of Welsh						
Year	Theory test			Practical test		
	Welsh	English	% Welsh	Welsh (a)	English (b)	% Welsh
2007/08	88	61,770	..	162	23,251	0.69
2008/09	88	53,046	..	221	43,177	0.51
2009/10	69	53,850	0.13	231	53,131	0.43
2010/11	81	53,878	0.15	216	20,429	1.05
2011/12	81	53,750	0.15	429	27,722	1.52

Source: Driving Standards Agency.

(a) Only includes test centres in Wales. A small number of tests are carried out through the medium of Welsh in Chester, Shrewsbury and Bristol.

(b) Only includes test centres where at least one practical test has been carried out through the medium of Welsh.

.. No data available.

UCAS applications by students living in Wales

Number of applications			
Year	Welsh	Total	% Welsh
2006/07	780	21,425	3.6
2007/08	765	22,715	3.4
2008/09	780	24,945	3.1
2009/10	760	24,910	3.1
2010/11	770	24,975	3.1
2011/12	795	24,845	3.2

Source: UCAS.

NHS Direct Wales

Year	Visits to the NHS Direct Wales website			Phone calls (a)			Answered phone calls (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	2,767	552,939	0.5	9,811	478,889	2	7,739	404,674	1.9
2010/11	2,852	788,914	0.4	10,141	368,634	2.8	8,053	309,007	2.6
2011/12 (c)	2,829	1,678,020	0.2	5,568	325,337	1.7	3,159	259,908	1.2
2012/13	3,732	254,648	1.5	2,365	187,212	1.3

Source: NHS Direct Wales.

(a) Number of calls where the caller has listened to the whole welcome message and stayed on the line for a response.

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

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

.. Still awaiting data.

Indicator: Number of Welsh language schemes or policies.

Number of Welsh language schemes or policies, 31 March 2013	
Type	Number
Public bodies	356
Educational establishments	63
Crown bodies	39
Private companies	4
Other	90
Total	552

Source: Welsh Language Commissioner.

Indicator: Number of organisations subject to Welsh language standards.

The Welsh language standards were not operational during the reporting period – no data available.

Strategic area 6 – Infrastructure

Indicator: Number of Welsh-language books, e-books and magazines sold (non-education).

Number of Welsh-language books sold through the Welsh Book Council's Distribution Centre in 2012/13 (excluding textbooks)	368,642
Number of Welsh-language books published in 2012 (excluding children's textbooks)	399
Number of Welsh-language and bilingual e-books published in 2012 for adults	69

Source: Welsh Books Council.

Indicator: Readership for *Golwg 360*.

Readership for <i>Golwg 360</i>		
Year	Visits (a)	Pages
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

Source: Welsh Books Council.

(a) Daily individual users.

Indicator: Distribution figures for the papurau bro.

Circulation of the papurau bro 2012/13	
Papur bro	Circulation (estimate by the paper – each month)
Total	41,151
Clebran	780
Clochdar	350
Clonc	950
Cwlwm	950
Dail Dysynni	1,000
Dan y Landsker	220
Eco'r Wyddfa	2,000
Glo Môn	600
Goriad	1,050
Llais	800
Llais Aeron	500
Llais Ardudwy	750
Llais Ogwan	1,450
Lleu	1,400
Nene	700
Papur Dre	1,300
Papur Fama	580
Papur Menai	1,200
Papur Pawb	500
Papur y Cwm	600
Pethe Penllyn	500
Plu'r Gweunydd	750
Seren Hafren	475
Tafod Elai	700
Tua'r Goleuni	400
Wilia	400

Circulation of the papurau bro 2012/13	
Papur bro	Circulation (estimate by the paper – each month)
Y Barcud	900
Y Bigwn	400
Y Cardi Bach	1,000
Y Clawdd	500
Y Ddolen	800
Y Dinesydd	700
Y Ffynnon	1,500
Y Gambo	1,250
Y Garthen	496
Y Glannau	800
Y Gloran	600
Y Glorian	1,400
Y Llien Gwyn	600
Y Lloffwr	950
Y Pentan	1,100
Y Rhwyd	1,000
Y Tincer	900
Yr Angor (A)	600
Yr Angor (L)	300
Yr Arwydd	1,100
Yr Hogwr	450
Yr Odyn	1,100
Yr Wylan	1,100
Yr Ysgub	700

Source: Information collected by the Welsh Government.

Indicator: Viewing and listening figures for S4C and Radio Cymru.

Viewing and listening figures: S4C		
Weekly 3-minute reach	2011	2012
Across the UK	618,000	576,000
Wales	474,000	450,000
Welsh speakers in Wales	223,000	216,000

Source: S4C.

Viewing and listening figures: Radio Cymru			
Year	Population (000s)	Number of listeners (000s)	Percentage
2010	2,518	157	6.2
2011	2,524	140	5.5
2012	2,533	128	5.1

Source: RAJAR.

Indicator: Prevalence of popularly used websites that have developed Welsh-language interfaces.

Progress on this indicator is reported qualitatively.

Indicator: Prevalence of banks, mobile phone companies and others providing Welsh-language interfaces.

Progress for this indicator is reported qualitatively.