A living language: a language for living

Welsh Language Strategy 2012–17

Annual report
2015–16

Llywodraeth Cymru
Welsh Government
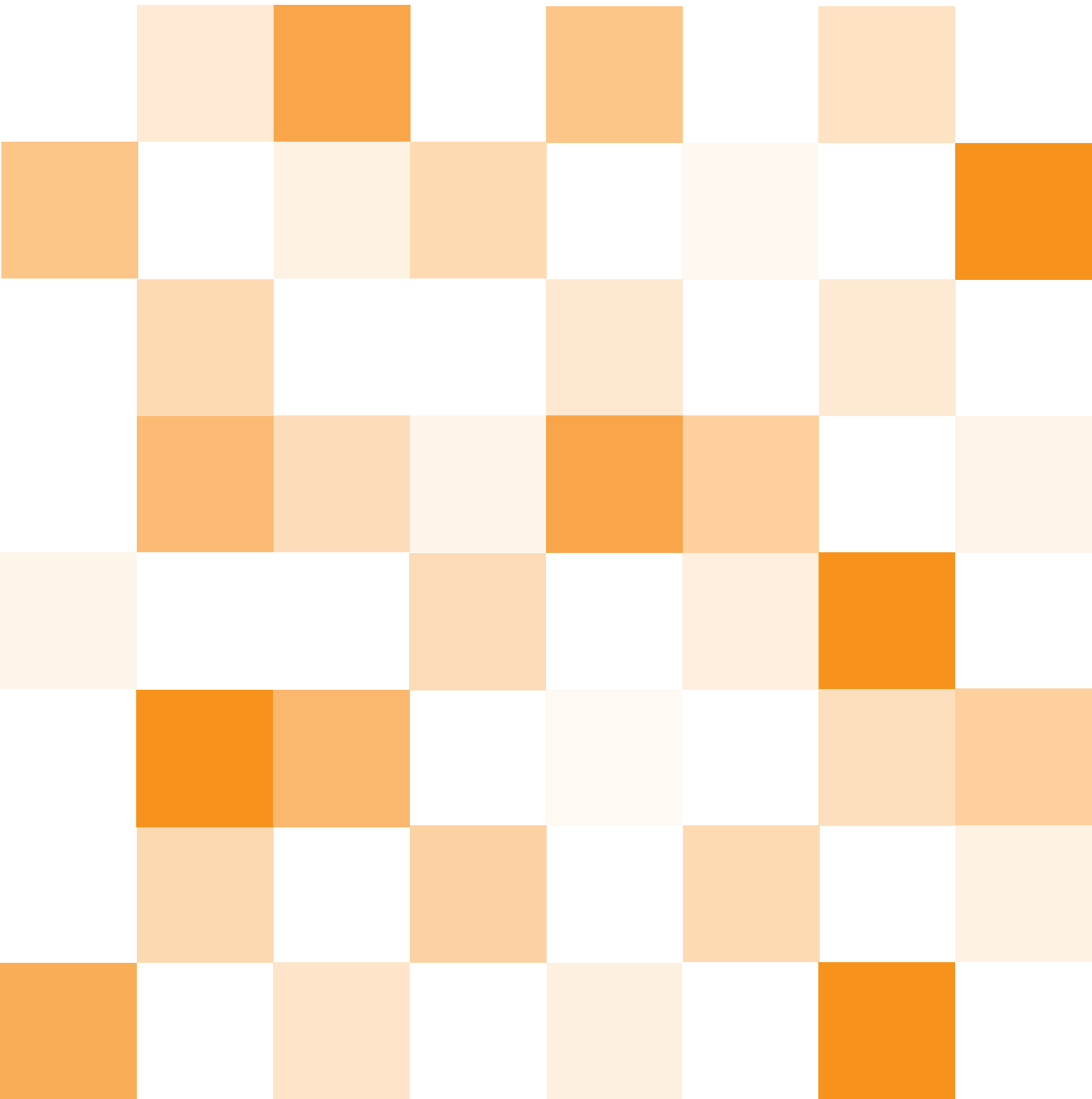
A living language: a language for living – Welsh Language Strategy 2012–17 Annual report 2015–16

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.

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Additional copies
This document can be accessed from the Welsh Government's website at
www.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)
www.gov.wales/topics/welshlanguage/policy/living/?skip=1&lang=en
Welsh-medium Education Strategy (2010)
www.gov.wales/docs/dcells/publications/100420welshmediumstrategyen.pdf
A living language: a language for living – Moving Forward: Policy Statement (2014)
www.wales.gov.uk/topics/welshlanguage/policy/living/moving-forward/?skip=1&lang=en
A living language: a language for living – Moving Forward Action Plan (2015–16)
http://gov.wales/topics/welshlanguage/publications/welsh-language-strategy-action-plan-2015-2016/?skip=1&lang=en
Welsh Language Standards (No. 1) Regulations 2015
www.legislation.gov.uk/wsi/2015/996/pdfs/wsi_20150996_mi.pdf
National Survey for Wales, 2013–14: Welsh Language Use Survey (2015)
www.gov.wales/docs/statistics/2015/150129-welsh-language-use-survey-en.pdf

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Ministerial foreword

I am pleased to publish this annual report in relation to the Welsh Governments Strategy on the Welsh Language.

The policy statement *A living language: a language for living - Moving forward,* published in August 2014, gave specific focus on our priorities as a Government over the final three years of the strategy which ends in March 2017. This report therefore, summarises our achievements with regards to those priorities, and thereby contributing to the six strategic areas of *A living language: a language for living.*

The report this year also reports on the latest developments with regards to the Welsh-medium Education Strategy. In doing so it reflects the close relationship that exists between the two strategies, and is an indication of my intention over the coming year to develop a new vision for the Welsh language which straddles education and language use, working towards the ambition of a million Welsh speakers by 2050.

I was appointed the Minister with responsibility for the Welsh language in May. This report, which reports on the period between April 2015 and March 2016, provides food for thought as we develop a new long-term vision and strategy for the Welsh language.

There have been a number of important developments during the reporting year. Further Welsh Language Standards regulations were made for a range of organisations, to add to the first Regulations for local authorities, national parks and Welsh Ministers made in March 2015. Compliance notices were issued to the organisations that were the subject of the first of these regulations during the year, and by the end of March the Standards were operational

Another important development during the year was the publication of *More than just words*, a follow-on strategic framework for Welsh language services in health, social services and social care. The aim of the framework is to embed the concept of the 'proactive offer' to Welsh language services in this area.

In March, a statement was published on the next steps with regards to the Welsh-medium Education Strategy, as a result of the fact that the initial five year period of the strategy has come to an end. The key focus during the initial five year period of implementation was to strengthen planning processes across all of the stages, and also to ensure support to providers through training, commissioning of teaching and educational resources, and grants to support specific interventions, for example more late immersion opportunities and better language continuum rates. As we progress the challenge is to ensure that all of the planning processes are embedded, put into action and realised. We also want to ensure that our young people are confident in using their Welsh language skills in all aspects of their lives.

In addition to these structural developments, the important work of promoting the use of Welsh continued. One example of this during the year was the Welsh Language

Music Day campaign which succeeded in raising awareness and introducing Welsh language music to new audiences.

Our challenge now is to build on the work already done for the benefit of the language, and move towards a new, long-term, ambitious and positive vision for the language.

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 nurturing economic growth, job growth, wealth-creation, and the well-being of the Welsh language, and will create a stimulus to better support businesses to exploit these relationships. The Welsh Government wants 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 emerging digital economy.

The Welsh language and the economy is one of the main themes of *Moving Forward,* from the commitment in Strategic Area 3 (The Community) of the Welsh Language Strategy *A living language: a language for living,* to address the links between the economy and the Welsh language. Reported below are the activities over the past year, which also encompass Strategic Area 4 (The Workplace), Strategic Area 5 (Welsh-language Services) and Strategic Area 6 (Infrastructure) noted in *A living language: a language for living*.

An area-based approach – supporting the economy of Welsh-speaking areas

The Wylfa Newydd development on Anglesey is a massive infrastructure project, which is much more than just a nuclear reactor. The additional infrastructures, such as highway improvements and accommodation for the building workforce, as well as the supply chain businesses have the ability to transform the economy of Anglesey. The development would create up to 1000 permanent jobs and a building workforce that could reach up to 10,000 during peak periods. In order to ensure that clear mitigation measures are in place to reduce the impact on the Welsh language, the Welsh Language Division with cross departmental aide have been working closely with the Local Authority, the developers and a number of local partners identifying risks and opportunities for the Welsh Language. Welsh Government staff are also observers on two groups; Welsh language impact assessment steering group led by Horizon Nuclear Power, and the Energy Island's Skills and Job Group led by the Energy Island's team. The Division are also members of the Nuclear Programme Board.

A pilot project was developed to test a proactive way of providing business services in the Teifi Valley, which involved Welsh language business support surgeries and the use of a Welsh language Small and Medium sized Enterprises (SME) support fund. The evaluation identified that the Welsh language needed to be interwoven and mainstreamed into programmes, events and training for businesses. In addition, it noted that a programme of training should be developed for Business Wales staff on

the use of Welsh in business. The outcomes of the pilot will help Business Wales to plan and develop Welsh language provision in the future.

Business support

A number of establishments offer support to businesses' on how to offer a bilingual service to customers. In order to ensure more clarity with regards to the support on offer, the Welsh language division, Business Wales, Welsh Language Commissioner and Mentrau Iaith Cymru have set up a working group in order to develop a clear path for businesses to receive support.

A number of marketing campaigns have also been conducted to raise awareness amongst Welsh Speakers of the services which are available through the medium of Welsh. Many events were targeted at the National Eisteddfod in Meifod including a competition to increase the number of subscribers to the business newsletter.

The marketing zone on the business wales website uses the revolutionary Linguaskin software enabling monolingual website content to be played bilingually (https://businesswales.gov.wales/marketing?lang=eng) and the bilingual Business Wales Events Finder (https://wales.business-events.org.uk/) on the website is available to all of the services users.

A section on the advantages for business of using the Welsh language was created, and Business Wales social media feeds are used widely both in Welsh and in English aiming to increase the number of people using the Welsh services on offer. The Welsh medium feed on Twitter and Facebook operate 'independently' to the English feed, in order to concentrate on specific subjects and items that are of specific interest to the audience. Business Wales use the #yagym (@yrawrgymraeg), and a popular video was produced showing how volunteers can help in translating twitter to Welsh. Welsh speaking business owners and managers were targeted specifically to be a part of the videos as a way of sharing business advice on the business wales YouTube channel, and to discuss the advantages of using welsh in a business.

Welsh language skills for the workplace

The need to increase the value of the Welsh language as a skill for the workplace across Wales was a recurrent theme, both in evidence submitted to the Welsh Language and Economic Development Task and Finish Group and at Y Gynhadledd Fawr. The challenge is that the numbers of those able to speak the language is positive, but that those numbers do not correspond with the numbers using it, especially in the workplace. During the past year, increasing attention has been given to the Welsh language with regard to skills, whether that be as a provision through the medium of Welsh or as skills training within Welsh Government programmes. The increase in Welsh medium and bilingual learning within work-based learning programmes continues, and training providers have become more successful in introducing the fundamentals of the Welsh language into the main training frameworks.

Consideration of how the language is promoted and included within programmes has been included in evaluations of programmes and in all Welsh language skills programmes funded by the European Structural Funds. These evaluations inform the development and modification of new programmes. And there is an increasing emphasis on the opportunities to develop Welsh language skills for the workplace, and Welsh medium or bilingual training.

The Welsh language in the digital economy

With the growth in digital media, it is important that we harness these technologies to secure the position of the Welsh language as a modern language. In respect of Welsh language technology and the digital media, Welsh Government intervention ensures that Welsh language provision does not fail to keep pace with English provision. There is a commitment in *Moving forward* to 'collaborate with commercial organisations and academic institutions to facilitate the development of new digital language resources such as dictionaries, text analysis tools, speech technologies and translation tools which facilitate the use of Welsh'. The field of text analysis resources is fundamental in order to build the foundations for speech technologies, translation tools, and even new dictionaries.

We have allocated grants to South Wales University to enable them to develop a range of natural language resources, such as parsing and tagging engines. Amongst other projects we have funded was an events management website: Tocyn.Cymru; a Welsh music streaming ap: Ap Ton by the Welsh language music label Sain; and Thema.cymru which facilitates the process of creating bilingual websites for businesses and organisations.

Case study – tocyn.cymru

Following a successful application for the Welsh-language Technology and Digital Media Grant, Mollin cyf received funding towards the establishment and launch of www.tocyn.cymru to organise events and the distribution of tickets. The website allows organisers to create, publish and spread word regarding their event, and take advantage of social media. If wishing to sell tickets, online payments can be taken through card payment and PayPal. Those wishing to attend an event can search for events and order tickets on the tocyn.cymru website. All of the services are available bilingually.

Bangor University's Technology Unit received a grant to develop an artificial personal assistant called Macsen, which can respond orally to a series of simple Welsh questions by Welsh speakers. With regard to the field of dictionaries, we funded Geiriadur Prifysgol Cymru (the Welsh Language Dictionary of the University of Wales) App. Also, TermCymru, the Welsh Government's term bank resource, was of benefit to South Wales University when they developed new Welsh language resources.

We continued to ensure that current standardised terminology was available to support Welsh-medium education through the three year grant to Bangor University's Language Technologies Unit to develop and maintain a digital version of *Termaidur*

Addysg. By the end of the grant's second year there had been nearly 65,000 educational terms available on the website and within the *ApGeiriaduron.*

The provision of Welsh-medium digital resources to support and develop 3-19 year old learner language skills is vita. With this in view 15 new apps were published during the year to be used within the school curriculum o'r independently at home. Through word and spelling games, crosswords and activities based on books and popular characters it's expected that learners will gather confidence and enjoy using the language.

2. Better strategic planning for the Welsh language

This section of *Moving forward* sets the challenge for the Welsh language to be placed higher up on the agenda both within government and in local authorities and other public bodies. The Well-being of Future Generations Bill and the Welsh language standards under the Welsh Language (Wales) Measure 2011 will be key drivers to achieving this step-change. Bridging the gap between education and the workplace by including Welsh in our skills programmes will also be of key importance.

Without doubt, a key challenge is to convert goodwill towards the language into decisive action, also ensuring that the benefits of the Welsh language are an integral part of the public sectors work. Encompassed in this section is a report on the Welsh Government efforts to improve strategic planning with regards to the Welsh Language Strategy *A living language: a language for living:* The Community (3), The Workplace (4), Welsh-language services (5) and Infrastructure (6), as well as contributing towards the realisation of the Welsh Governments Welsh-medium Education Strategy.

Investment in centres and spaces for learning

There was a commitment in *Moving forward* to set up an investment fund of £1.25 million that will be specifically targeted to support the development of centres and/or spaces for learning which promote the use of Welsh or immersion in Welsh through a competition that will generate new ideas and energy. Since publishing *Moving forward*, the Welsh Government has allocated £2.5 million of funding over the past two years (2014-16). Grants were allocated to six successful bids for the 2015-16 fund. We have been monitoring the progress of those projects, as well as the projects which received a grant in 2014-15. In addition, a network was established amongst the Language Centres which are funded. We will continue to support these, so that we can share information, resources and ideas.

Case study – Yr Atom
After receiving £355,000 capital grant funding through the Welsh Language and Learning Centre's Capital Grant Fund, Trinity St David's University set about establishing a Welsh Language Centre in the heart of Carmarthen. *Yr Atom* was officially opened by the First Minister October 2015. As well as the Cafe which has now gained a place on the Wales Online list of the best places to eat in Carmarthenshire, the Centre is also home to Cylch Meithrin Myrddin, Cymru FM Radio's studio and the local Menter Iaith.

Since opening*, Yr Atom* has become an anchor for all Welsh language activity in the town by ensuring that all societies, institutions and organisations involved with the

language in Carmarthen and surrounding area work together and plan together for the good of the language. In particular, it gives a chance to all providers of Welsh medium education programs in the area to come together to plan a comprehensive programme that is deliberately tailored for the needs of different audiences within the town in areas such as;

- Welsh Language transmission within the family
- Provisions within Welsh Education
- A range of socail and cultural activities
- Working with local businesses to support Welsh in Business ahead of the opening of S4C's headquarters (Yr Egin) in 2018.

Well-being of Future Generations Bill

The Well-being of Future Generations (Wales) Act received Royal Assent during the past year. The Act is about improving the social, economic, environmental and cultural well-being of Wales. It will help the public bodies listed in the Act to think more about the long term, work better with people and communities and each other, look to prevent problems, and take a more joined-up approach. This in turn will help to create a Wales that we all want to live in, today and in the future. To ensure that we are all working towards the same vision, the Act puts in place seven well-being goals. One of these goals includes a 'thriving Welsh language'.

During the past year, preparation work was undertaken before the provisions of the Act started on 1 April 2016. That included publishing National Indicators that will help us gauge whether we are progressing towards achieving the well-being goals. Two of those Indicators relate to the Welsh language:

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

Welsh language standards

The importance and potential of the Welsh language standards in providing an impetus for change are noted clearly in *Moving forward*. There was a commitment to continue with the process of making regulations for the implementation of the Welsh language standards. That work is underway. Following the submission of the Regulations to make the first set of Standards in March 2015, during 2015-16 we got on with the work of making Regulations with regard to the Welsh Language Commissioner's Standards which were applicable to some organisations in the second investigation. Those organisations included many national ones, such as the National Botanic Garden of Wales, Natural Resources Wales, the Wales Millennium Centre, S4C, National Museum Cardiff, Sports Council for Wales, Tribunals Wales, police forces, fire and rescue services, as well as health boards and trusts. Due to the high number and varied nature of these organisations, they were divided into clusters, so that suitable and relevant standards could be prepared for the organisations within each cluster.

Three sets of Regulations were approved during Spring 2016, which means that the Commissioner can now impose Standards on 107 organisations. It was decided that a consultation should be held on the draft Regulations for organisations in the health sector. That consultation will start during the Summer of 2016.

Local authorities have a key role to play in promoting the use of Welsh. The Standards made through Regulations by Welsh Ministers include a request for local authorities to prepare strategies for promoting the use of Welsh in their areas. Discussions have been held in various forums with local authorities and the Welsh Local Government Association during the year. We will continue to support the work of local authorities in this regard.

In the wake of the standards, and in order to facilitate the work of mainstreaming the language across all government departments, the Welsh Government's support structures are being strengthened. The Welsh Government responded to a draft Compliance Notice on 20 July 2015, and the document was received in its final format by the Welsh Language Commissioner on 30 September 2015. The Standards came into force on 30 March 2016. The Standards clearly outline the Welsh Government's responsibilities with regard to the provision of bilingual services, to ensure that the Welsh language is not treated less favourably than the English language. They also provide an important opportunity to improve our customer service and ensure better policy outcomes for the people of Wales. The final list of Standards imposed on Welsh Ministers was accepted, and we are fully committed to implementing them. he preparation work for implementing them continues, including developing a Bilingual Skills Strategy for each Group, implementing the Policy Impact Assessment Framework, and implementing an Internal Communications Plan to ensure a progression towards complying with the Standards.

A Programme Board for Implementing the Standards was set up in September 2015 to oversee the preparations for complying with the Standards. The Board includes representation from each Group across Welsh Government, including the Trade Unions. The Board receives monthly assurance reports from the Groups on their compliance with the Standards.

An on-going internal communications campaign has been in place to prepare staff for the implementation of the Standards, which includes frequent and consistent messages in speeches, news bulletins and the Permanent Secretary briefs. A varied range of channels are used to communicate with staff, which includes daily news bulletins, bilingual weekly briefs and video messages. The leadership messages about the Standards are backed up in Senior Civil Service briefs and events, and in posters which are displayed around the Welsh Government's estate. Intranet pages dedicated to the Welsh language have been launched. In addition, a host of workshops and question time sessions on the Standards have been held during the

year to ensure that staff are aware of the implications of the Standards with regard to their work.

The Welsh Government's Policy Impact Assessment Framework is now in force across the organisation. This assessment is one of the required impact assessments that staff must undertake when developing policies. Training courses for staff have been conducted on how to use the Framework. Staff have been made aware of the developments through internal communication channels, which includes mainstreaming the requirements into training courses on policy development. It is our intention to ensure that the Welsh language is a central consideration in developing new policies and reviewing existing policies, in order to promote opportunities for people to use the language and ensure that it is not treated less favourably than English.

Land use planning

We recognise that the land use planning system can contribute positively towards creating the social and economic conditions to support the use of Welsh in the future. In line with the commitment in *Moving forward*, we will continue to explore every practical step to strengthen the Welsh language within the planning system. During the past year, the Planning (Wales) Act 2015 was approved, which includes two specific sections relating to planning and the Welsh language. Those particular sections came into force on 4 January 2016.

Section 11 of the Act imposes a duty on every local planning authority to consider the impact of the Local Development Plan on the Welsh language, as part of the Sustainability Appraisal of the plan. In accordance with this duty, every planning authority must also collect and retain evidence on the use of Welsh in the plan area. This section reinforces the Welsh Government's current planning policy, as outlined in the Technical Advice Note (TAN) 20: Planning and the Welsh Language (2013). This duty will also be relevant when Strategic Development Plans and the National Development Framework are being prepared.

Section 31 of the Act confirms and clarifies that the impact on the Welsh language may be considered in planning permission decisions where it is material to the application. This provision will give confidence to those officers making decisions when the impact on the use of Welsh is a 'material consideration'.

We have updated the national planning policy to reflect the provisions in the Planning Act, as part of Instalment 8 of the Planning Policy for Wales (January 2016). In conjunction with the revised policy, new TAN 20 planning guidance has been released for a 12 week consultation between 4 January and 30 March 2016. The Welsh Government is expected to assess the responses to the consultation and publish a final version of TAN 20 during 2016.

All together, the legislative provisions, planning policy and guidance provide a strong framework which will ensure that the Welsh language, and the use made of it, is a planning consideration in all parts of Wales.

Planning of Welsh in education

Strengthening the strategic planning processes for all phases of education and training was an integral part of the Welsh-medium Education Strategy, and was reinforced in *Moving forward*. In tracing the growth of Welsh-medium education, we see that some local authorities have shown a proactive approach to increasing opportunities for learners to access Welsh-medium education. Others, however, need to improve their strategic planning to facilitate Welsh-medium growth as part of coherent and coordinated policy development. A report on the Welsh medium Education Strategy can be found in Annex 2.

Local authorities submitted their revised plans in December 2015, and they were approved or approved with amendments by the Minister for Education and Skills in March 2016.
Here are some of the main developments in 2015–16:

Vale of Glanmorgan
Work to expand Ysgol Gwaun y Nant, Y Barri was completed in November 2015, and the new building for Ysgol Dewi Sant, Llantwit Major in September 2015.

Cardiff
A new school servicing the Canton, Grangetown, Riverside and Butetown area to open on a temporary site in September 2016, and on a permanent site in September 2017.

Carmarthenshire
There are plans afoot to move up to 11 primary schools to provide the foundation phase through the medium of Welsh
Investment scheme to reorganize secondary schools has been achieved. Ysgol Dyffryn Aman has developed to be a category 2B school. Pantycelyn and Tregib have merged creating Ysgol Bro Dinefwr – changing provision from category 2C to 2B. Ysgol y Gwendraeth and Maes yr Yrfa merged, creating a category 2A school – Ysgol Maes y Gwendraeth.

Powys
Ysgol Dafydd Llwyd opened in Newtown in January 2016. There are 300 places in the school, and the school will provide a centre/location for early years education.

Denbighshire
Following approval of a business case to extend and remodel Ysgol Glan Clwyd, the building work is progressing well. The school capacity will offer 200 extra places,

and will provide excellent teaching and educational facilities. This follows Denbighshire council's investment in primary schools in the north of the county.

The Further Education College, workbased learning providers and Coleg Cymraeg Cenedlaethol are continuing with their efforts to increase Welsh-medium and bilingual provision. The Colleges and workbased learning provider's schemes now include specific targets for increasing the provision and the Coleg Cymraeg Cenedlaethol completed the academic staffing plan, with more than 100 lecturers appointed over a five year period.

Ensuring an adequate workforce with Welsh language skills is essential and central to the aim of increasing Welsh-medium provision in all sectors. The Sabbatical Scheme is continuing to develop, and this year the scheme was extended to include a specific course for classroom assistants in Welsh-medium schools. The work in mapping the language skills of the education workforce is also being carried out, with the aim of improving the method of workforce planning in the future.

3. The use of Welsh in the community

> **The Welsh Government intends to build on current activity to increase the use of the Welsh language in the community. The commitment in *Moving forward* includes additional investment of £1.2 million in revenue funding over a two year period. We will prioritise funding for areas with a high percentage of Welsh speakers and other areas of strategic importance. To underpin this, we need to increase the number of people who learn Welsh through the education and training system. The challenge is to turn these learners into speakers.**

Moving forward emphasises the importance of the prosperity of the Welsh language in the community for the future of the language and Welsh speaking communities. It focusses on supporting communities in which high percentages of Welsh speakers live, and on the development of the language in which a lower percentages of Welsh speakers live, but where there was an increase. To that end, an additional £1.2 million was invested over a two year period. This section encompasses a report on the Strategic Areas Family (1), Children and young people (2) and The Community (3) of the Welsh language Strategy *A living language: a language for living.*

The role of the Mentrau Iaith

We continue to invest the £1.2 million, of which £750,000 is allocated to the Mentrau Iaith to improve their financial baseline. This means that every Menter Iaith now receives a minimum of £60,000 per year, which in turn enables the Mentrau Iaith to increase their activity and influence on a community level.

As well as this, additional funding was allocated to the Mentrau Iaith to facilitate the work of supporting the network of Mentrau Iaith on a national level. The additional finance was also a way of raising standards amongst the Mentrau Iaith and of professionalising the field of language planning.

Twelve projects were financed through the Moving forward grant scheme, with the view to motivating new schemes within the field of language planning. A new grant scheme was developed for 2016-19, based on results-based financing. We encourage applications based on evidence of effective joint working and collaborative planning on a community level.

> Case study – Caernarfon Ruby Club
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> Following a successful application to the *Moving Forward* fund, Caernarfon Rugby Club received funding enabling them to hold a rugby camp over the 2015 summer holidays, with the main aim of using rugby based activities to increase children and

young people's confidence using the welsh language.

During the 9 camp days, 36 training session were held with over 100 children and young people attending. There were also Welsh-medium sessions with Ken Owens and Scott Williams from the Wales national rugby team, as well as commentating training session with Gareth Rhys Owen who commentates on the Clwb Rygbi on S4C and Radio Cymru, with the aim of strengthening and enhancing the language skills of the children and young people taking part, whilst discussing rugby through the medium of Welsh.

As a Government we are eager to see more effective collaboration between the organisations who are promoting and facilitating the Welsh language. During 2015/16 Mentrau Iaith Cymru agreed on a partnership memorandum with the Urdd and the Mudiad Meithrin, with plans to also develop agreements with other partners who are yet to be confirmed.

Another development seen in 2015/16 was the need for partners to provide strong evidence of working collaboratively on a local level when applying for a grant to promote and facilitate the use of the Welsh language. With regard to Mentrau Iaith grants, the application process was changed so that only one grant application is accepted from each county. As a result of this, the strategic collaborative planning element on a county level has been strengthened. Discussions are underway to build on this, and to encourage strategic collaboration across local authority boundaries when appropriate.

Families

The Welsh Government recognise the importance of the home and the various influences on parents when raising children and choosing their care and education. It is important that families are aware of the support which is available to them to promote their use of Welsh and the use of Welsh by their children.

During 2015-16 the provision funded by the Welsh Language Division in this area was reviewed, to ensure that all expenditure was supporting the goal of increasing the number of children who move on to Welsh-medium education. Mudiad Meithrin was contracted to deliver the new 'Cymraeg for Kids' programme. The main aim of the programme is to increase the number of Welsh speakers by providing advice, information and support to parents, prospective parents, and their families on the benefits of Welsh-medium education and of introducing the Welsh language as early as possible. The programme will be jointly managed by Mudiad Meithrin and the Welsh Government. The Welsh Government will undertake the national promotional activity with the support of a number of partners, including the NHS. Whereas, Mudiad Meithrin will undertake activities on a local level. The work of the 'Cymraeg for Kids' programme is intertwined with the wider work of Mudiad Meithrin, which is to ensure that the journey with regard to care and education from the cradle to school can be provided through the medium of Welsh. The programme supports the

objectives of the Welsh Language in Education Strategic Plans of Local Authorities by contributing towards the planning work on a local and strategic level.

Children and young people

One of the biggest challenges with regard to the preservation of the Welsh language as a living language in the future is for more young people to use it. Census figures since 1991 draw attention to the importance of children and young people with regard to the future of the language. The increase in the number of school-age speakers between 5 and 15 is one of the most encouraging developments of the last generation. Although the increase in numbers of those able to speak the language is positive, it does not correspond with the number using it. The results of the Welsh Language Use Survey, *Welsh language use in Wales 2013 – 15,* state that young people are more likely to always, or almost always, speak Welsh at school than with their friends or at home.

A working group of external stakeholders was set up in 2015-16 to consider the informal language use of children and young people and to develop a framework to address the challenges. The main focus of the framework is on activity which includes the education system, social opportunities, and specific campaigns to change the behaviour of children and young people in terms of the Welsh language.

The Welsh Language Charter has also been developed during the year. The main aim of the Charter is to provide a clear framework which can be used to promote and increase the use of the Welsh language amongst children in social contexts. The Charter programme was extended across North Wales to include the counties of Conwy, Denbigh, Flint and Wrexham. The Welsh Language Charter was formally launched in these counties at a conference in January. Over 50 schools completed the online language questionnaire, so that baseline figures were known, and each of these schools developed an action plan. Many of the schools received a Welsh Language Charter bronze award in the Urdd Eisteddfod in Flintshire.

In addition, in March, the First Minister announced that the Welsh Language Charter would be extended across Wales over the next three years. Also, as part of this national programme, we will implement the Supporting Young People's Language Practices Project in secondary schools, to address any informal language use challenges in the secondary school age group.

The Welsh Language Charter has been successful in its aim to increase the use of Welsh outside the classroom. The programme has played an integral part in achieving our goal of seeing the language thrive and of increasing the use of Welsh in everyday life.

Welsh Second Language

Making certain that every child and young person in Wales has the best possible opportunity to become fluent in Welsh and English is vital to ensure an increase in the number of Welsh speakers. In December 2015, it was agreed that changes to the curriculum over the coming years would ultimately mean replacing the concept of

teaching Welsh as a second language, and introducing one continuum of learning for the Welsh language in the new curriculum for Wales.

Welsh for Adults

Following the main recommendation of the Welsh for Adults Review Group, (2013) the National Centre for Learning Welsh was established in May. A competitive grant process was conducted, and the University of Wales Trinity Saint David was appointed as the home for the centre. During the year, a team of staff was appointed to lead work in the field strategically. Also, work commenced on implementing one of the other recommendations of the Welsh for Adults Review Group, which was to reduce the current number of 27 providers. The National Centre for Learning Welsh conducted a competitive grant process and appointed 10 organisations to provide Welsh for Adults courses from August 2016.

4. Changing linguistic behaviour

> *Moving forward* **recognised that we need to change the way talk and feel about the language. We must be more positive in our approach to ensure a change in patterns of linguistic behaviour. Too often the debate around Welsh is focused 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 will launch a new brand to help develop consistent messages across all our Welsh language policy initiatives, and we want other organisations to embrace this branding too. We will also learn from and utilise other appropriate social marketing and behavioural change techniques which will benefit the Welsh language.**

The commitment to develop a series of campaigns aimed at changing linguistic behaviour that utilises social marketing expertise has continued throughout 2015-16. These have included specific campaigns under the wider campaign umbrella of 'Pethau Bychain', and in doing so contribute towards the commitment made to promote the Welsh Langugae in Strategic Area 6 (Infrastructure) in *A living language: a language for living.* The **C'mon Cymru** campaign was a continuation of the campaign for the Rugby Six Nations Championships last year, which specifically complemented the Rugby World Cup and the Six Nations Championships this year. The aim of the campaign is to capitalise on the patriotic spirit of supporting the Welsh rugby team to encourage people to celebrate their sense of being Welsh, and support the national rugby team by learning and singing the national anthem. This in turn, will draw attention to the everyday 'little things' that can be done through the medium of Welsh.

To raise awareness of the opportunities to do the everyday 'little things' in Welsh over the summer, the **Spin to Win (Gair am Aur)** game campaign was held. There was also a digital campaign on social media over the Christmas period, encouraging people to do the 'little things' over the festive season, such as using Welsh in Christmas cards.

There were a series of campaigns specifically targeting changing young people's behaviour during the past year. As part of the **Pethau Bychain Song** campaign, six recording workshops were held to record a song on the themes of the 'little things' campaign with Mei Gwynedd. The aim was to create opportunities for using Welsh outside the school, by using role models and engaging with Welsh language music. There was a campaign for young people in the Eisteddfod that provided opportunities for young people to create digital content during the festival for their peers. The digital campaign **Lot o ŵyl** encouraged young people to engage with each other through the medium of Welsh on social media. There was also a specific campaign for young people at the Skills Cymru event, which targeted young people and encouraged them to continue learning through the medium of Welsh, and to see

the value of the Welsh language as a skill when they embark on their careers or when making choices for the future.

Since launching the 'Cymraeg' website in March 2015, we have continued to develop, promote and improve the site. Following the launch, we have attracted 63,000 people to visit the website, and generated over 1.4 million page visits. The 'Learning' section has proved to be popular, especially amongst our non-Welsh speaking audience. During the summer of 2015, the Byd Term Cymru service was added to the website to expand the provision of digital tools that are available on the website. One of the most popular elements of the website in both languages is the 'App of the week' which promotes a wide range of new apps which are available in Welsh. A newsletter has been developed and launched to go hand in hand with the website. This circulates the highlights about the Welsh language to a wider audience. It offers ideas on how to live, learn and enjoy through the medium of Welsh.

We are continuing to increase our use of social marketing techniques, and encourage our partners to do the same as well. Throughout the year, social marketing techniques have been used to support the Pethau Bychain campaign and its associated campaigns to change linguistic behaviour. These campaigns have been conducted through the use of social media and through advertising on the television and on the web. The 'Cymraeg' website has been used as a platform to promote events, campaigns, and the work of our partners, as well as new opportunities for using Welsh – for example new apps and software in the Welsh language. And the many numbers who follow our social media accounts have continued to grow throughout the year.

Case Study – Welsh language music day

The project sought to use Welsh language music as a tool in order to influence young people's perceptions of the language, to show that Welsh can be used in a creative, modern and natural way, as well as inspiring organisations and individuals to organise and attend events and to share Welsh language music on social media all on the same day. Along with coverage from traditional media the aim was that it would be impossible to not be exposed to Welsh language music on this day. During the project working in partnership was key, with new partnerships established with business and also maintaining the partnership with our traditional partners (the Mentrau Iaith, Urdd, Eisteddfod Genedlaethol etc)
A mini hub was created on the Cymraeg website to promote the day (www.llyw.cymru/cymraeg/dyddmiwsigcymru) which included:
- A digital pack for schools, establishments, individuals and the media
- Suggestions on how to participate
- A series of interviews with key members of the scene including the editor of the NME, Cerys Matthews and Gwenno Saunders exploring their relationship with music and the language.
- Playlists created by young people as well by the UK editor of the streaming service Deezer.

The day was supported by HMV who offered two of the biggest selling Welsh language albums for £4.99. Playlists of Welsh language songs were created by the

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editor of Deezer UK. The Grazing shed played a playlist created by pupils from Ysgol Glantaf. Spillers records held an instore gig on the day as well as Urban Outfitters in Cardiff having a Welsh language DJ in store. All of these activities were heavily supported by social media.

Appendix A: Welsh Language Strategy indicators

Indicator : Percentage of five year old children (at the beginning of the academic year) who speak Welsh fluently 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
2013	6.4
2014	6.8
2015	6.7
2016	6.5

Source: Annual School Census at pupil level.
(a)   Parent/carer assessment, information collected by the school in January each year.

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		21.8
2015		21.8

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 1 - The Family

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

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
Number of children and young people having opportunities to develop new skills in Urdd activities	81,750	87,733	289,432	416,285*
Number of children and young people socialising outside of school – in Urdd camps	34,343	38,407	38,407	44,947

Source: Urdd Gobaith Cymru
increase represents a change in the way the Urdd reports. Includes all contact with individuals who attend Urdd activities

Young Farmers Movement in Wales

	2012-13	2013-14	2014-15	2015-16
Number of young people taking part in the YF annual activities programme at county level	4,870	4,245	5,929	8710
Number attending bilingual activities in the Royal Welsh Show's Youth Village in 2013	18,000	14,000	14,000*	14,000*

Source: Young Farmers in Wales
* Estimate

Welsh Language Initiatives

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

Source: Welsh Language Initiatives

National Eisteddfod

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

Source: National Eisteddfod

Strategic Area 3 – The Community

Urdd Gobaith Cymru

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

Source: Urdd Gobaith Cymru
– not applicable

Merched y Wawr

	2012-13	2013-14	2014-15	2015-16
Number of attendees at annual activities co-ordinated	3,000	3,000	5,040	40,651

Source: Merched y Wawr (estimate)
2015-16 increase represents every contact the organisation had over the year with individuals

Welsh Language Initiatives

	2012-13	2013-14	2014-15	2015-16
Number of activities held in the community	673	619	689	1,048
Number attending activities in the community	*	11,840	35,862**	57,620**
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

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
Number attending activities organised in the community by the Young Farmers Movement	10,140	10,500*	9,628	18,020

Source: Young Farmers Movement in Wales
* estimate

National Eisteddfod

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

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
About the same amount 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

(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

(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, 2015 (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
	Use more English than Welsh – use Welsh everyday	*38.6*	*19.9*	*4.4*	*1.2*

Use more English than Welsh – use Welsh every week	*11.4*	*25.0*	*6.8*	*0.9*
Use more English than Welsh – use Welsh less than every week	*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.

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

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.

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

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 for 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 (e)	2,515	3,162,732	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

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

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

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: Distribution figures for local newspapers.

* - estimate

Paper	2012-13	2013-14	2014-15	2015-16
Clebran	780	780	*780*	710
Clochdar	350	350	350	332
Clonc	950	950	880	880
Cwm*Ni* (Tua'r Goleuni)	400	400	330	344
Cwlwm	950	950	*950*	850
Dail Dysynni	1,000	1,000	850	850
Dan y Landsker	220	220	150	177
Eco'r Wyddfa	2,000	2,000	1,800	1800
Glo Mân	600	600	600	600
Goriad	1,050	1,050	850	800
Llais	800	800	800	780
Llais Aeron	500	500	450	420
Llais Ardudwy	750	750	750	750
Llais Ogwan	1,450	1,450	1,420	1,360
Lleu	1,400	1,400	1,200	1,200
Nene	700	700	700	650
Papur Dre	1,300	1,300	1,300	900
Papur Fama	580	580	550	550
Papur Menai	1,200	1,200	1,200	1150
Papur Pawb	500	500	400	400
Papur y Cwm	600	600	600	500
Pethe Penllyn	500	500	375	375
Plu'r Gweunydd	750	750	*750*	750
Seren Hafren	475	475	400	475
Tafod Elai	700	700	700	650
Wilia	400	400	400	400
Y Barcud	900	900	*900*	750
Y Bigwn	400	400	450	400
Y Cardi Bach	1,000	1,000	950	860
Y Clawdd	500	500	420	450
Y Ddolen	800	800	720	720
Y Dinesydd	700	700	650	650
Y Fan a'r Lle		10,000	1,850	29,600
Y Ffynnon	1,500	1,500	1,700	1700
Y Gambo	1,250	1,250	1,150	1250
Y Garthen	496	496	450	355
Y Glannau	800	800	800	770
Y Gloran	600	600	500	450
Y Glorian	1,400	1,400	*1,400*	1,300
Y Llien Gwyn	600	600	400	400
Y Lloffwr	950	950	950	950
Y Pentan	1,100	1,100	1,100	1,000

Y Rhwyd	1,000	1,000	980	950
Y Tincer	900	900	800	800
Yr Angor (A)	600	600	600	600
Yr Angor (L)	300	300	300	300
Yr Arwydd	1,100	1,100	1,100	1,000
Yr Hogwr	450	450	450	450
Yr Odyn	1,100	1,100	1,075	1,050
Yr Wylan	1,100	1,100	800	700
Yr Ysgub	700	700	700	700
Total	**41,151**	**41,151**	**35,950**	**66,808**

Source: Information collected by the Welsh Government

Indicator: S4C and Radio Cymru viewing and listening figures

S4C

	2010-11	2011-12	2012-13	2013-14	2014-15(a)	2015-16
3 minute weekly reach						
Across the UK	602,000	613,000	586,000	551,000	605,000	629,000
In Wales	461,000	476,000	443,000	383,000	360,000	343,000
Welsh-speakers in Wales	205,000	223,000	212,000	187,000	173,000	161,000
15 minute monthly reach						
Across the UK	800,000	765,000	724,000	631,000	604,000	572,000
In Wales	610,000	623,000	590,000	509,000	479,000	463,000
Welsh-speakers in Wales	252,000	272,000	261,000	228,000	213,000	199,000

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

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 B: Welsh-medium Education Strategy indicators

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**
Number	6,365	6,560	6,728	7,229	7,468	7,594	7,937
Cohort	30,329	30,061	30,655	32,960	33,398	34,175	35,757
%	21.0%	21.8%	21.9%	21.9%	22.4%	22.2%	22.2%

Local authorities

	2005 (No.)	**2015 (No.)**	**2005-15 (No.)**		**2005 (%)**	**2015 (%)**	**2005-15 (%)**
Isle of Anglesey	470	539	69		72.6	71.4	-1.3
Gwynedd	1,249	1,228	-21		95.8	98.6	2.8
Conwy	280	305	25		23.6	26.5	3.0
Denbighshire	234	284	50		20.7	24.3	3.5
Flintshire	89	102	13		5.0	5.7	0.6
Wrexham	143	194	51		9.7	11.3	1.7
North Wales	**2,465**	**2,652**	**187**		**32.8**	**33.9**	**1.1**
Powys	208	269	61		14.0	19.1	5.1
Ceredigion	523	487	-36		75.3	76.3	1.1
Pembrokeshire	272	252	-20		20.0	19.2	-0.8
Carmarthenshire	936	1,189	253		50.8	57.0	6.2
Swansea	254	408	154		10.0	14.6	4.7
Neath Port Talbot	267	285	18		16.8	18.3	1.6
South West and Mid Wales	**2,460**	**2,890**	**430**		**25.8**	**29.5**	**3.7**
Bridgend	134	153	19		8.5	9.4	0.9
Vale of Glamorgan	141	238	97		9.5	14.4	5.0
Rhondda Cynon Taf	502	574	72		18.8	20.7	1.9
Merthyr Tydfil	68	89	21		11.1	11.6	0.5
Cardiff	428	663	235		11.8	15.8	4.0
Central South	**1,273**	**1,717**	**444**		**12.8**	**15.6**	**2.8**
Caerphilly	222	357	135		10.8	16.4	5.6
Blaenau Gwent	34	49	15		4.3	6.2	1.9
Torfaen	94	127	33		8.4	11.8	3.4
Monmouthshire	21	44	23		2.3	4.8	2.5
Newport	52	98	46		2.9	5.0	2.1
South East Wales	**423**	**675**	**252**		**6.3**	**9.7**	**3.4**
Wales	**6,621**	**7,937**	**1,316**		**19.6**	**22.2**	**2.6**

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**
Number	5,594	5,550	5,862	5,787	5,668	5,540	5,638
Cohort	35,221	34,717	35,903	34,520	33,380	32,354	31,755
%	15.9%	16.0%	16.3%	16.8%	17.0%	17.1%	17.8%

Consortia	Year 6 2012	Year 9 2015	Years 6-9 2012-15		Yrs 6–9 2011-14	Yrs 6–9 2010-13	Yrs 6–9 2009–12
Isle of Anglesey	574	428	-146				
Gwynedd	1,231	1,043	-188				
Conwy	243	223	-20				
Denbighshire	239	254	15				
Flintshire	90	90	0				
Wrexham	118	115	-3				
North Wales	**2,495**	**2,153**	**-342**		**-348**	**-346**	**-294**
Powys	199	163	-36				
Ceredigion	468	446	-22				
Pembrokeshire	254	165	-89				
Carmarthenshire	959	847	-112				
Swansea	245	234	-11				
Neath Port Talbot	237	173	-64				
South West and Mid Wales	**2,362**	**2,028**	**-334**		**-385**	**-430**	**-460**
Bridgend	130	110	-20				
Vale of Glamorgan	139	124	-15				
Rhondda Cynon Taf	466	494	28				
Merthyr Tydfil	65	0	-65				
Cardiff	419	391	-28				
Central South	**1,219**	**1,119**	**-100**		**-61**	**-91**	**-73**
Caerphilly	219	207	-12				
Blaenau Gwent	28	0	-28				
Torfaen	66	131	65				
Monmouthshire	28	0	-28				
Newport	34	0	-34				
South East Wales	**375**	**338**	**-37**		**-21**	**-22**	**-19**
Wales	**6,464**	**5,638**	**-826**		**-821**	**-890**	**-846**

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
3a. At least two Welsh-medium subjects	79.5%	81.0%	85.3%	81.6%	79.3%	80.3
3b. At least five Welsh-medium subjects	59.7%	62.2%	64.9%	55.5%	52.5%	54.0

Outcome 4
More students aged 16–19 studying subjects through the medium of Welsh, in schools, colleges and work-based learning.

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

*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.

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%

2010: Indicator 5a – First Language

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

2010: Indicator 5b – Second Language

	2009	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
Indicator	2.9%	2.4%	2.6%	2.3%	1.9%	1.8%	1.5
Number	593	497	542	511	434	409	363