

CYNGOR SIR POWYS COUNTY COUNCIL

PORTFOLIO HOLDER DELEGATED DECISION

by

**COUNTY COUNCILLOR MYFANWY ALEXANDER
(PORTFOLIO HOLDER FOR LEARNING AND WELSH LANGUAGE)**

Date: May 2018

REPORT AUTHOR: Welsh Language Officer

SUBJECT: Welsh Language Promotion Strategy

REPORT FOR: Decision

1. Summary

The Welsh Language (Wales) Measure 2011, and the Welsh Language Standards place a statutory requirement on Powys County Council to provide services through the medium of Welsh, to consider the impact of its services and policies on the Welsh language, and to promote the use of the Welsh language within its area.

The Welsh Language Standards Compliance Notice was issued to the Council in September 2015, and agreed by Cabinet in January 2016. The Standards became operational on 30 March 2016.

Within the Compliance Notice, the Welsh Language Promotion Standards section includes a Standard to produce a Welsh Language Promotion Strategy, as follows;

Standard 145

You must produce, and publish on your website, a 5-year strategy that sets out how you propose to promote the Welsh language and to facilitate the use of the Welsh language more widely in your area; and the strategy must include (amongst other matters) –

- (a) a target (in terms of the percentage of speakers in your area) for increasing or maintaining the number of Welsh speakers in your area by the end of the 5 year period concerned, and
- (b) a statement setting out how you intend to reach that target; and you must review the strategy and publish a revised version on your website within 5 years of publishing a strategy (or of publishing a revised strategy).

Like many other Welsh local authority areas, Powys saw a reduction in the number and percentage of Welsh speakers, from 25,798 or 21.1% of the county's population in 2001, to 23,990 or 18.6% of the population according to the 2011 Census. This general picture is very similar to that for the whole of Wales, with a reduction from 20.8% in 2001 to 19% in 2011, and is consistent

with that experienced in other areas such as Ynys Môn, Conwy, Pembrokeshire and Neath Port Talbot.

The proposed Welsh Language Promotion Strategy set out in Appendix A outlines 6 key areas for action to promote the Welsh language, with each theme having actions to align them with the 3 strategic themes identified within the Welsh Government's Cymraeg 2050 strategy, to a) increase the number of Welsh speakers; b) increase the use of Welsh; and c) to create favourable conditions for the Welsh language to flourish.

The 6 key areas for action are as follows;

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

The target in this Strategy, and subsequent strategies will be to contribute towards the Welsh Government's target of ensuring a million Welsh speakers by 2050. To achieve that target, a third of Powys' population must speak Welsh by 2050.

The target for this Strategy will be to restore the percentage of Welsh speakers in Powys to at least that of the 2001 Census, which was 21.1%.

2. Proposal

To adopt the proposed Welsh Language Promotion Strategy set out in Appendix A, to create favourable conditions to increase the number of Welsh speakers and the use of the Welsh language within Powys

3. Options Considered / Available

N/A

4. Preferred Choice and Reasons

As above

5. Impact Assessment

5.1 Is an impact assessment required? Yes

5.2 If yes is it attached? Yes

6. Corporate Improvement Plan

The proposal will support well-being, through promoting increased social opportunities through the medium of Welsh, and linking Welsh speakers through technology, and will strengthen skills, preparing people for bilingual work opportunities.

The Council is required to produce a Welsh Language Promotion Strategy under the Welsh Language (Wales) Measure 2011, and the Welsh Language Standards. Not doing so would mean non-compliance with the Standards, place the Council under risk of a Welsh Language Standards Investigation, conducted by the Welsh Language Commissioner, leading to reputational damage to the authority, as well as a possible financial penalty.

7. Local Member(s)

N/A

8. Other Front Line Services

Does the recommendation impact on other services run by the Council or on behalf of the Council? No

If so please provide their comments

9. Communications

Have Communications seen a copy of this report? Yes

Have they made a comment? If Yes insert here.

10. Support Services (Legal, Finance, Corporate Property, HR, ICT, Business Services)

10.1 Legal: The recommendation can be supported from a legal point of view

10.2 Finance: The contents of the report are noted and any additional resources that are required should be found from within the current Welsh Language budget.

11. Scrutiny

Has this report been scrutinised? No

If Yes what version or date of report has been scrutinised?
Please insert the comments.

What changes have been made since the date of Scrutiny and explain why Scrutiny recommendations have been accepted or rejected?

12. Statutory Officers

12.1 The Solicitor to the Council (Monitoring Officer) commented as follows : “ I note the legal comments and have nothing to add to the report.”

12.2 The Head of Financial Services (Deputy Section 151 Officer) notes the comment from Finance.

13. Members’ Interests

The Monitoring Officer is not aware of any specific interests that may arise in relation to this report. If the Portfolio Holder has an interest, he/ she should declare it, complete the relevant notification for and refer the matter to Cabinet for decision.

Recommendation:	Reason for Recommendation:
To adopt the proposed Welsh Language Promotion Strategy as set out in Appendix A to the report	To create favourable conditions to increase the number of Welsh speakers and the use of the Welsh language within Powys, and ensure compliance with the Welsh Language Standards

Relevant Policy (ies):			
Within Policy:	Y	Within Budget:	Y

Relevant Local Member(s):	N/A
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Person(s) To Implement Decision:	Welsh Language Officer
Date By When Decision To Be Implemented:	May 2018

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Background Papers used to prepare Report: