

**CYNGOR SIR POWYS COUNTY COUNCIL.**

**CABINET EXECUTIVE**

**4 March 2025**

**REPORT AUTHOR: County Councillor Sandra Davies  
Cabinet Member for Future Generations**

**REPORT TITLE: Welsh Language Five Year Promotion Strategy 2025-2030**

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**REPORT FOR: Decision**

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**1. Purpose**

1.1 The purpose of this report is to seek approval for the draft Welsh Language Promotion Strategy 2025-2030 (the Strategy).

**2. Background**

2.1 The Welsh Language Standards were introduced as part of the Welsh Language (Wales) Measure 2011. These standards placed a statutory duty on all councils in Wales to:

- provide services in Welsh
- consider the impact of their policies on the Welsh language, and
- promote the use of Welsh within the county

2.2 The Standards state we must produce a five-year strategy setting out how we propose to promote the Welsh language in Powys. The strategy must include the following:

- a target for increasing or maintaining the number of Welsh speakers in Powys, and a
- a statement setting out how we intend to achieve that target.

2.3 As an organisation, we must review the Welsh Language Promotion Strategy and publish a revised version of it on our website. Our first strategy ran from 2017 to 2022, and this draft strategy will cover the period from 2025-2030.

2.4 The most recent Census data (2021) showed a 2.4% reduction in the number of Welsh speakers in Powys, from 18.6% in 2011 to 16.2% in 2021. Since the 2001 Census there has been a fall of 5% in the number of Welsh speakers in Powys.

2.5 This draft Strategy outlines our ambition to reverse this trend and maintain the number of Welsh speakers at 16.2% by 2030. The following iteration of the Welsh Language Strategy for 2031-2035 will aim to increase the percentage of Welsh speakers in Powys to 20% by 2035.

2.6 The Strategy has three objectives which show how we will promote the Welsh language. Each objective has actions and measures which will enable us to monitor progress. The objectives are:

- Increase the number of children and young people in Powys who speak Welsh confidently
- Increase the use of Welsh in our internal work
- Encourage businesses, the voluntary sector, and community organisations in Powys to use Welsh in their customer service offering

2.7 This Strategy supports Powys County Council's Welsh in Education Strategic Plan (WESP) 2022 to 2032, but does not duplicate its actions. Welsh Government's aim is to create a million Welsh speakers by 2050, and they state the most effective way of developing new speakers is through Welsh-medium education.

2.8 The Strategy addresses the challenge of ensuring young people continue to use Welsh after leaving school and making it a thriving language of the community.

### **3. Advice**

3.1 That Cabinet review the Strategy for 2025-2030 and confirm they agree with the three objectives. Namely, to increase the number of children and young people in Powys who speak Welsh confidently, to increase our internal use of Welsh, and encourage businesses, the voluntary sector and community organisations to use Welsh in their customer service offering.

### **4. Resource Implications**

4.1 We will deliver all aspects of the Strategy through our existing organisational workforce and service budgets. We will also work in collaboration with external providers such as Mudiad Meithrin, county language initiatives (Menter Maldwyn, Menter Brycheiniog a Maesyfed), the Urdd, and the Welsh Language Commissioner to promote Welsh throughout our communities.

The current financial crisis within the Council means there will be limited funding available so activities will have to be contained within existing budgets

4.2 The Head of Finance (Section 151 Officer) notes the Strategy can be delivered within existing resources and can support the recommendation.

### **5. Legal implications**

5.1 Legal: The recommendation is approved from a legal point of view. The publishing of this Strategy will enable the Council to comply with the legal

duty of the Welsh Language Standards and avoid an investigation by the Welsh Language Commissioner which could lead to reputational damage and a potential fine.

5.2 The Head of Legal Services and the Monitoring Officer has commented as follows: "I note the legal comment and support the recommendation."

## **6. Climate Change and Nature Implications**

6.1 There are no negative implications on climate change and nature.

## **7. Data Protection**

7.1 The Strategy does not involve the processing of personal data. Any quantitative information provided to external members that will monitor the progress of the strategy will be in an anonymised aggregated format.

## **8. Comment from local member(s)**

8.1 Comments were not sought from individual members as the Strategy is equally applicable to the whole county.

## **9. Impact Assessment**

The Impact Assessment (IA) has been approved by Councillor Sandra Davies, Cabinet Member for Future Generations.

## **10. Recommendation**

That Cabinet:

10.1 **Approve the draft Welsh Language Promotion Strategy for 2025-2030.**

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