



**Powys County Council  
Welsh Language Promotion Strategy  
2025 - 2030**



Mae'r ddogfen hon hefyd ar gael yn Gymraeg  
This document is also available in Welsh

## Contents

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Contents .....	2
Introduction and vision.....	3
Legal context .....	4
The Well-being of Future Generations Act (Wales) 2015 .....	4
More than just Words.....	4
Stronger, Fairer, Greener – Our Corporate Plan .....	5
The Welsh language in Powys: analysis of 2021 Census results .....	6
Target .....	7
Objectives .....	7
Objective 1 .....	7
Objective 2 .....	8
Objective 3 .....	9
Monitoring and reviewing our progress .....	11
Resource and budgetary implications .....	11
Appendices.....	12
Appendix 1 – Strategy Action Plan.....	12
Appendix 2 – Analysis of 2021 census for Welsh speakers in Powys .....	26
Appendix 3 - Assessing Welsh language skills for new and vacant posts. ....	32
Appendix 4 - Reviewing service area compliance with Standards .....	35
Appendix 5 - Related documents and policies .....	39
Appendix 6 - Partners and Stakeholders.....	40
Appendix 7 – Sample promotional material.....	42

### Contact us:

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## Introduction and vision

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Powys is at the centre of Wales and we believe the Welsh language should be at the centre of everything we do. This is our Welsh Language Promotion Strategy for 2025-2030 written in line with the statutory requirements of the Welsh Language Standards. This strategy sets out how we will promote Welsh in Powys and make it easier to use. We believe Welsh is a language of the whole county and that it belongs to everyone in Powys. This is our vision:

**More people are supported to speak Welsh confidently throughout Powys  
and use the language in their communities.**

The 2021 census figures showed a fall in Welsh speakers in Powys, from 19% in 2011 to 16% in 2021. Therefore our priority for this strategy is to halt this decline. To achieve our ambition, we have set three objectives:

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

Increasing the number of children receiving Welsh-medium education is the most effective way of creating more Welsh speakers according to Welsh Government.<sup>1</sup> This strategy is therefore aligned to our Welsh in Education Strategic Plan (WESP) for 2022 to 2032.

We are committed to offering easy to use public services in Welsh that meet the requirements of the Welsh Language Standards. We recognise we have areas to develop here. For our most vulnerable residents, accessing easy to use and high-quality services in Welsh is a need, not a want.

There is also much to celebrate. We welcomed the Urdd Eisteddfod to Meifod, north Powys in June 2024 and our marquee was a resounding success as was the whole event. We are extremely grateful to Urdd staff and the working committee who supported us.

We welcomed the report of [the Commission for Welsh Speaking Communities](#) in August 2024 and will take heed of their recommendations so future generations can enjoy using Welsh throughout Powys for work, learning and leisure.

### **Councillor Sandra Davies**

Cabinet Member for Future Generations with responsibility for the Welsh Language

### **Councillor Elwyn Vaughan**

Chair of the Welsh Language Governance Panel, Powys County Council

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<sup>1</sup> Source: [Cymraeg 2050: a million Welsh speakers](#), Welsh Government, 2017, page 21.

## Legal context

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The Welsh Language (Wales) Measure 2011 declared Welsh has official status in Wales and created the Welsh Language Standards. These standards promote the language, make it easier to use and ensure we do not treat Welsh less favourably than English. We have a legal duty to comply with these standards in the following areas:

- when we deliver services
- when we make and revise policies
- in our internal operations
- in record keeping
- in how we promote the Welsh language

You can see a full list of the standards we must comply with [here](#).

Standard 145 of the Standards states the following:

“You must produce, and publish on your website, a 5-year strategy that sets out how you propose to promote the Welsh language and facilitate its use more widely in your area. The strategy must include:

- 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).”

### **The Well-being of Future Generations Act (Wales) 2015**

This Act states public bodies must work towards seven well-being goals, one of which is ‘A Wales of vibrant culture and thriving Welsh language’. We are therefore under a duty to promote and facilitate the use of Welsh and work towards this well-being goal.

### **More than just Words**

This Welsh Government strategy promotes the “active offer” of language choice in the social care sector. This means offering a service in Welsh without people having to ask for it. We recognise the tremendous difference this strategy can make to peoples’ lives and are determined to embed it into our daily work and the services we deliver.

## **Stronger, Fairer, Greener – Our Corporate Plan**

Our Welsh Language Strategy and accompanying action plan are fundamental to achieving our wider priorities and aspirations for supporting and developing the Welsh language within our organisation and throughout Powys. Our corporate strategies and plans are designed to work together long-term to achieve maximum impact. This includes aligning the Welsh Language Strategy and its action plan with our Corporate and Strategic Equality Plan (Stronger, Fairer, Greener) to ensure we prioritise activities that will create positive opportunities and experiences for the people of Powys.

# The Welsh language in Powys: analysis of 2021 Census results

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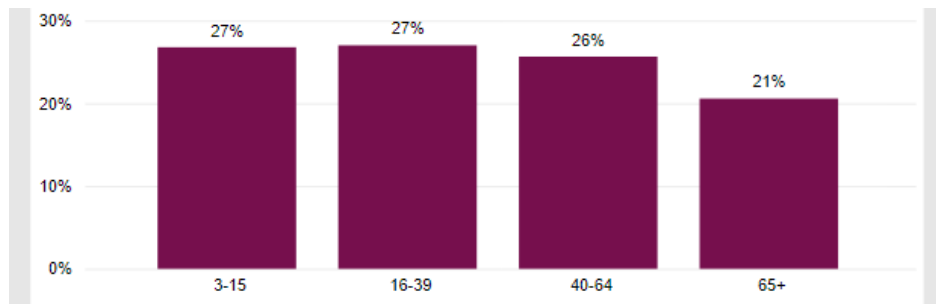
The 2021 Census showed 16.2% of residents in Powys could speak Welsh: a decrease of 2.4% since the 2011 Census and 4.9% since the 2001 census. This means we did not achieve the target of 21.1% we set in our 2017-2022 Strategy.

However, there is hope for the future. The census showed Welsh is a language of young people in Powys. In all our communities apart from Ystradgynlais, the percentage of Welsh speakers in the 3-15 and 16-24 age groups is higher than that for 50 years old and over.<sup>2</sup>

**Table 1:** Percentage of Welsh speakers in Powys

	2001 Census	2011 Census	2021 Census
% of Powys population who can speak Welsh	21.1	18.6	16.2

**Table 2:** 2021 Census – percentage of Welsh speakers by age group<sup>3</sup>



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<sup>2</sup> Source: 2021 Census. Analysis by area and age, see Appendix 2.

<sup>3</sup> Source: Powys County Council business intelligence based on 2021 Census data.

## Target

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In line with Standard 145 of the Welsh Language Standards, this strategy must include a target for increasing or maintaining the number of Welsh speakers in Powys by the end of its five-year period, which is 2030. The target must be in terms of the percentage of speakers.

Therefore, our target for the end of this strategy is to maintain the number of Welsh speakers at **16.2%** by 2030.

As the next census results will not be published till 2032, we will not be able to use census data to know if we achieved our target. There are other sources we can use such as the Annual Population Survey, but this does not provide the same certainty as the census and we would not be comparing like with like. Any figure from the Annual Population Survey in 2030 would need a caveat as these figures tend to be higher than those of the census.

## Objectives

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To achieve our ambition for the Welsh language in Powys, we have set three objectives with accompanying measures. These are supported by an action plan in Appendix 1. We will monitor and review these objectives quarterly to ensure we are making progress.

### Objective 1

Increase the number of children and young people in Powys who speak Welsh confidently.

[What do we know about this area and why are we choosing it as a priority?](#)

The 2021 census showed a 2.4% fall in Welsh speakers in Powys compared with the 2011 census. Were this trend to continue over the next 30 years, only 9% of Powys residents would be able to speak Welsh by 2051. Therefore it is vital we first stop the decline and then increase the number of Welsh speakers. Children and young people are the future of a language, so this is our priority.

Our [Welsh in Education Strategic Plan](#) (WESP) sets out how we will work to achieve this objective. To avoid duplication we will not note its actions in this strategy.

## How will we measure our progress and success?

- a. An increase in the percentage of nursery children (3-year-olds) who receive their education in Welsh. This was 421 pupils or 36.4% in 2022-23<sup>4</sup>. The target in our WESP is that 44% of 3-year-olds will receive Welsh medium education by 2032.
- b. An increase in the percentage of reception class children (5-year-olds) taught in Welsh. This was 21% in the 2022-23 academic year<sup>5</sup>.
- c. An increase in the percentage of children continuing in Welsh medium education from Year 6 to Year 7. This was 88.6% in 2023-2024<sup>6</sup>.
- d. An increase in the percentage of pupils studying GCSE Welsh Language (first language). In 2023-24 this was 11%<sup>7</sup>.
- e. The percentage of pupils studying GCSE Welsh Second Language who achieve grades A-A\*. This was 20.3% in 2023-24.

## Objective 2

Increase the use of Welsh in our internal work.

### What do we know about this area and why are we choosing this as a priority?

We will develop an ethos that encourages staff and elected members to use Welsh regularly in their daily work and develop their Welsh language skills. This is important for staff who speak or are learning Welsh but do not use the language at home or in their everyday social networks.

One of the ambitions of our Corporate and Strategic Equality Plan is to provide fairer, more equal access to services. We will contribute to this by ensuring we do not treat the Welsh language less favourably than the English language. This is a founding principle of the Welsh Language Standards.

The 2021 census showed 16% of Powys residents speak Welsh, but only 13% of our staff can hold a basic conversation and offer a service in Welsh. Therefore, we need

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<sup>4</sup> Teacher Centre Data 2022-23

<sup>5</sup> Ibid

<sup>6</sup> Pupil Level Annual School Census (PLASC) data 2021

<sup>7</sup> Teacher Centre Data 2023-24. Please note that pupils from the Sennybridge and Ystradgynlais area often transfer to Welsh medium education in Ysgol Gyfun Ystalyfera which is in Neath Port Talbot. We are working with Neath Port Talbot Council to have a data sharing agreement.



to close this gap so we represent the county we serve. We need to recruit more Welsh speaking staff and develop the Welsh skills of our workforce.

For some of our residents who cannot communicate easily in English or at all, being able to receive and request services in Welsh is a need, not a wish. Therefore, third party providers need to know exactly what we expect them to do regarding the Welsh language.

#### How will we measure our progress and success?

- a. The percentage of staff who can hold a basic conversation in Welsh<sup>8</sup>. This was 13% in February 2025<sup>9</sup>. Our ambition is for this to match the percentage of residents in Powys who speak Welsh, which is 16%<sup>10</sup>.
- b. The percentage of staff who attend – or have previously attended – learn Welsh courses who say they use Welsh regularly in their roles.
- c. The percentage of staff who register on learn Welsh continuation courses, such as Sylfaen (Foundation) and Canolradd (Intermediate).
- d. The number of staff who attend informal Welsh conversation sessions at county hall.

### Objective 3

Encourage businesses, the voluntary sector, and community organisations in Powys to use Welsh in their customer service offering.

#### What do we know about this area and why are we choosing it as a priority?

For a language to thrive it must be seen and heard in the community. We don't want Welsh to be a language only heard in school. We have a responsibility for economic regeneration under the Well-being of Future Generations Act, as one of the Act's goals is 'A Prosperous Wales'.

Research by the Welsh Language Commissioner<sup>11</sup> shows offering services in Welsh is good for business as it helps build customer relationships.

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<sup>8</sup> Being able to provide a service in Welsh means staff can speak Welsh at Level 3 or above. Level 3 means staff can enter into an unprepared conversation on familiar topics.

<sup>9</sup> Source: Powys County Council Business Intelligence Unit. This is the combined percentage of staff who have Welsh language skills at level 3, 4 and 5 who are therefore able to offer a service in Welsh. At level 3, staff will be able to offer a basic service.

<sup>10</sup> Source: 2021 Census figures

<sup>11</sup> According to research by the Citizens Advice Bureau, 82% of Welsh speakers surveyed are more inclined to choose a company that provides a good Welsh language service.

## How will we measure our progress and success?

- a. The number of businesses taking up the Welsh Language Commissioner's [Welsh Offer](#) recognition scheme.
- b. The number of businesses who display resources from the Welsh Language Commissioner [to show staff speak Welsh](#), such as the orange 'Cymraeg' speech bubble logo and badge.
- c. The percentage of town centre shops in Llanidloes and Rhayader who can offer a basic customer service in Welsh.

## **Monitoring and reviewing our progress**

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Our strategy is supported by an action plan which you can find in Appendix 1. This shows exactly how we will make our vision and objectives a reality throughout Powys. It sets out what needs to happen, by when and who is responsible. It also notes the partners and stakeholders we will need to work with.

We will evaluate the effectiveness of this strategy through quarterly meetings of our internal scrutiny group, the Welsh Language Governance Panel. This will ensure we work towards our objectives and act quickly if we've veered off track.

The Welsh Language Officer will meet with the Welsh Language and Communications Manager each month to review the progress of this action plan. The Chair of the Welsh Language Governance Panel will meet with the Welsh Language Officer outside of meetings of the panel to review progress.

## **Resource and budgetary implications**

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Due to its cross-organisation nature, this strategy does not have dedicated resources attached and is anticipated to be considered during services' resource planning processes. When action planning as to how this will be delivered, service areas will consider what resources (financial and workforce) they need to deliver this strategy. We will review this as part of our monitoring arrangements.

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

## Appendices

### Appendix 1 – Strategy Action Plan 2025-2030

#### Year 1

Year 1 of Strategy: 1 April 2025 – 30 March 2026								
Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
1.1	Working with Powys Teaching Health Board (PTHB), Powys Family Information Service, and our Schools Admissions team, we will promote Welsh medium education. This will include a communications and engagement campaign aimed at parents to be, parents and carers.	1	Welsh Language Officers of Powys County Council and Powys Teaching Health Board  Communications Team	Q1	01/04/2025	30/06/2025	Not started	03/02/2025 – Siôn Rowley (SR) set the completion date as 30/06/2025.
1.2	Working with PTHB we will signpost parents to be, parents, carers, and childminders to Welsh language resources and websites	1	Welsh Language Officers of Powys County Council and	Q1-Q2	01/04/2025	30/09/2025	Not started	03/02/2025 – SR set the target start date as 01/04/2025.

**Year 1 of Strategy: 1 April 2025 – 30 March 2026**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
	such as <a href="#">Clwb Cwtsh</a> <sup>12</sup> , the <a href="#">Cyw website</a> , and <a href="#">Mudiad Meithrin</a> .		Powys Teaching Health Board Communications Team					
1.3	Promote our <a href="#">Destination Bilingual</a> website which highlights the benefits of Welsh medium education.	1	Lead for Welsh, Schools Service  Communications Team	Q2	01/07/2025	30/09/2025	<b>Not started</b>	<a href="#">03/02/2025 –SR set the start date as 01/07/2025.</a>
1.4	The Welsh Language Officer (WLO) will attend Welsh language awareness training with the Iaith Cyf. language planning consultancy. Following this the WLO will brief Heads of Service on key principles. This will include the important role workplaces play in promoting and securing the future of the Welsh language.	2	WLO	Q1-Q2 depending on when course is held	01/04/2025	30/09/2025	<b>Not started</b>	<a href="#">WLO will attend course in spring or summer 2025 depending on when course is next held.</a>
1.5	Devise and launch a social media campaign to increase awareness amongst Powys businesses of the	3	WLO	Q3	01/10/2025	31/12/2025	<b>Not started</b>	<a href="#">06/02/2025 – SR set the target start date as 01/10/2025</a>

<sup>12</sup> Clwb Cwtsh is a partnership between the National Centre for Learning Welsh and Early Years’ specialists, Mudiad Meithrin. It features informal and light-hearted Welsh learning sessions for parents and guardians.

**Year 1 of Strategy: 1 April 2025 – 30 March 2026**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
	benefits of offering a Welsh language customer service.		Communications Team					
1.6	Produce guidance for staff on how to use Welsh in their daily work based in training in action 1.4 above. This will be available on the staff intranet and we will launch it via an internal communications campaign.	2	WLO  Corporate Communications	Q3	01/10/2025	30/12/2025	Not started	06/02/2025 – SR set the target start date as 01/10/2025.
1.7	Launch a social media campaign to signpost Powys businesses to online Work Welsh courses provided by the <a href="#">National Centre for Learning Welsh</a> . These include self-study modules for the retail sector.	3	WLO  Communications Team	Q4	05/01/2026	31/03/2026	Not started	06/02/2025 – SR set the target start date as 05/01/2026.
1.8	Promote Welsh Government’s free Welsh translation and proofing service, <a href="#">Helo Blod</a> .	3	WLO  Communications Team	Q4	05/01/2026	31/03/2026	Not started	06/02/2025 – SR set the target start date as 05/01/2026.

## Year 2

Year 2 of Strategy: 1 April 2026 – 30 March 2027								
Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
2.1	Arrange face to face and online conversation groups for staff to practise their Welsh. This will include sessions at County Hall and lunchtime 'walk and talk' sessions.	2	Lead Officers for Powys language initiatives: Menter Brycheiniog a Maesyfed, and Menter Maldwyn  WLO  Communications Team	1	01/04/2026	31/03/2030	Not started	06/02/2025 – SR set the target start date as 01/04/2026. This action will run for the duration of the strategy.
2.2	The Welsh Language Officer will meet with each Head of Service annually to review compliance with the Welsh Language Standards.	2	WLO and Heads of Service	Q1-Q3	01/04/2026	Once process is in place it will run annually until the end of the strategy.	Not started	06/02/2025 – SR set the target start date as 01/04/2026

**Year 2 of Strategy: 1 April 2026 – 30 March 2027**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
2.3	In partnership with regional providers of the National Centre for Learning Welsh, we will promote learn Welsh courses to parents who send their children to Welsh-medium schools.	1	WLO  Lead for Welsh, Schools Service	Q1	01/04/2026	30/06/2026	Not started	06/02/2025 – SR set the target start date as 01/04/2026.
2.4	We will introduce a module on Welsh language awareness for all staff based on action 1.4. This will be optional in the first year.	2	WLO  Professional Lead Organisational Design and Development  Learning and Development Manager	Q1-Q4	01/04/2026	31/03/2027	Not started	06/02/2025 – SR set the target start date as 01/04/2026.
2.5	Encourage senior managers and elected members to start and finish meetings, correspondence and corporate presentations in Welsh. Encourage them to use Teams backgrounds showing they can speak or are learning Welsh.	2	WLO  Cabinet Manager  Communications Team	Q3-Q4	01/10/2026	31/03/2027	Not started	06/02/2025 – SR set the target start date as 01/10/2026.



**Year 2 of Strategy: 1 April 2026 – 30 March 2027**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
2.6	Working with the Welsh Language Commissioner, distribute 2,000 <u>laith Gwaith</u> (Working Welsh) packs to businesses in Powys. These resources show staff can speak Welsh. They include lanyards, posters, and electronic resources such as email signatures, and a virtual background for Teams meetings and events.	3	WLO	Q4	04/01/2027	31/03/2027	Not started	06/02/2025 – SR set the target start date as 04/01/2027.
2.7	Distribute 1,000 Welsh learner lanyards to shops and business in Powys from our stock in County Hall.	3	WLO	Q4	04/01/2027	31/03/2027	Not started	06/02/2025 – SR set the target start date as 04/01/2027.
2.8	Call on Welsh Government to extend the good practice of the <u>Arfor</u> programme <sup>13</sup> to Powys.	3	Head of Economy and Climate	Q4	04/01/2027	31/03/2027	Not started	06/02/2025 – SR set the target start date as 04/01/2027.

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<sup>13</sup> Arfor is a joint initiative by Carmarthenshire, Ceredigion, Gwynedd and Isle of Anglesey county councils which aims to use enterprise and economic development to support the Welsh language heartlands and thereby maintain the language.

## Year 3

Year 3 of Strategy: 1 April 2027 – 30 March 2028								
Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
3.1	Create audio clips and videos of phrases for use in the classroom such as explaining lesson aims and question and answer work with pupils. These will be available to teachers on Powys County Council's intranet and public website. We will share a Welsh phrase of the week for use in the classroom with corresponding audio clips.	2	WLO  Lead for Welsh, Schools Service	Q1-Q2	01/04/2027	30/09/2027	Not started	06/02/2025 – SR set the target start date as 01/04/2027.
3.2	We will ensure our policies respond to the social and linguistic needs of areas of higher density linguistic significance within Powys <sup>14</sup> .  We will consider areas of Powys that do not cross the 40% threshold but have a percentage of	1, 3	WLO  Chair of Welsh Language Governance Panel	Q1-Q4	01/04/2027	30/03/2028	Not started	06/02/2025 – SR set the target start date as 01/04/2027.

<sup>14</sup> According to The Commission for Welsh Speaking Communities, an area of higher density linguistic significance is one where 40% or more of the population speak Welsh. According to the 2021 Census these are: Glantwymyn; Machynlleth; Llanbryn-mair & Banwy; Llanrhaeadr-ym-Mochnant

**Year 3 of Strategy: 1 April 2027 – 30 March 2028**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
	Welsh speakers higher than 25%, such as Caersŵs.							
3.3	<p>We will make it compulsory for all staff to complete our module on Welsh language awareness – see action 2.4.</p> <p>This will be via e-learning and/or staff briefings for operational teams.</p>	2	<p>WLO</p> <p>Welsh Language and Communications Manager</p>	Q1-Q4	01/04/2027	30/03/2028	Not started	06/02/2025 – SR set the target start date as 01/04/2027.
3.4	<p>Draw up a Language Skills Strategy. This will measure the Welsh language ability of our workforce and plan for sufficient skills to meet the Welsh language needs of our communities, particularly those of higher density linguistic significance<sup>15</sup>.</p>	2	<p>WLO, with support from the Professional Lead Organisational Design and Development</p>	Q1-Q4	01/04/2027	30/03/2028	Not started	06/02/2025 – SR set the target start date as 01/04/2027.

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<sup>15</sup> This is an area where Welsh speakers make up a majority, or a significant minority, of the population. For more information see the Report for the Commission of Welsh Speaking Communities, *Empowering communities, strengthening the Welsh language*, August 2024.

**Year 3 of Strategy: 1 April 2027 – 30 March 2028**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
3.5	Create a Welsh Language Hub on our staff intranet. This will include: guidance on complying with the Standards; resources to promote the use of Welsh; information and registration form for learn Welsh courses; phrase of the week; and support for staff learning Welsh.	2	WLO with support from the ICT Development Manager	Q2-Q3	01/07/2027	31/12/2027	Not started	06/02/2025 – SR set the target start date as 01/07/2027.
3.6	Create audio clips and videos of Welsh phrases non-Welsh speaking parents can use to support their children’s learning, such as with homework. These will be available on the <u>Destination Bilingual</u> pages of our public website.	1	WLO  Lead for Welsh, Schools Service	Q3	01/10/2027	31/12/2027	Not started	06/02/2025 – SR set the target start date as 01/10/2027.
3.7	Signpost sports development and youth service staff to the <u>Sport through Welsh Language app</u> , from Coleg Cymraeg Cenedlaethol. This app supports people working in sport to improve their confidence when speaking Welsh.	1	Senior Sport and Active Community Development Manager  WLO	Q3	01/10/2027	31/12/2027	Not started	06/02/2025 – SR set the target start date as 01/10/2027.
3.8	Circulate information on the Welsh Language Commissioner’s <u>Welsh Offer</u> to 5,000 businesses in Powys.	3	WLO, Economic Development Lead	Q4	04/01/2028	31/03/2028	Not started	06/02/2025 – SR set the target start date as 04/01/2028

**Year 3 of Strategy: 1 April 2027 – 30 March 2028**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
	This is an accreditation scheme for Welsh-friendly businesses							

Year 4

**Year 4 of Strategy: 1 April 2028 – 30 March 2029**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
4.1	We will follow up with businesses to see how useful the Welsh Offer scheme was in action 3.8. We will provide feedback to the Welsh Language Commissioner on businesses' views of the scheme.	3	WLO  Economic Development Lead	Q1	01/04/2028	30/06/2028	Not started	06/02/2025 – SR set the target start date as 01/04/2028.
4.2	Create videos profiling Powys businesses who are taking steps to	3	WLO	Q1-Q4	01/04/2028	30/03/2029	Not started	06/02/2025 – SR set the target start date as 01/04/2028.

**Year 4 of Strategy: 1 April 2028 – 30 March 2029**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
	use Welsh in their customer service offering.  We will promote the videos via a social media engagement campaign.		Communications Team  Service Manager Economic Development and Regeneration					
4.3	Establish a policy to ensure all youth and sports development activities delivered in Welsh-medium schools are provided in Welsh, ensuring full linguistic immersion for students.	1	WLO  Manager for Inclusion and Youth services	Q1-Q2	01/04/2028	30/09/2028	Not started	06/02/2025 – SR set the target start date as 01/04/2028.
4.4	Research ways of obtaining data on the Welsh language skills for 100% of our staff, as there are currently gaps in some service areas. This is in line with Standard 127 <sup>16</sup> of the Welsh Language Standards.	2	WLO  ICT Development Manager	Q2-Q4	01/07/2028	31/03/2029	Not started	06/02/2025 – SR set the target start date as 01/07/2028.
4.5	Add a list of Welsh speaking childminders to our Destination Bilingual webpage and maintain this.	1	Lead for Welsh, Schools Service	Q2	01/07/2028	30/09/2028	Not started	06/02/2025 – SR set the target start date as 01/07/2028.

<sup>16</sup> Standard 127: You must assess the Welsh languages skills of your employees.

**Year 4 of Strategy: 1 April 2028 – 30 March 2029**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
4.6	Explore opportunities to pair staff at intermediate and advanced level with confident Welsh speakers at Ceredigion and Gwynedd council in similar roles. These staff would act as mentors advising Powys staff on using Welsh in their daily work.	2	WLO and WLO at Gwynedd, Ceredigion and Carmarthenshire councils	Q3-Q4	01/10/2028	31/03/2029	Not started	06/02/2025 – SR set the target start date as 01/10/2028.
4.7	Adopt the CEFR <sup>17</sup> framework to measure Welsh language ability and as part of our recruitment process. This framework was recommended by the Commission for Welsh Speaking Communities in their August 2024 report <sup>18</sup>	2	WLO  Professional Lead Human Resources Management and Development	Q3-Q4	01/10/2028	31/03/2029	Not started	06/02/2025 – SR set the target start date as 01/10/2028.
4.8	Develop a digital process to record managers' assessments of the	2	WLO	Q3-Q4	01/10/2028	31/03/2029	Not started	06/02/2025 – SR set the target start date as 01/10/2028.

<sup>17</sup> Common European Framework of Reference for Language. The framework favoured by Welsh Government and the National Centre for Learning Welsh.

<sup>18</sup> Ibid

**Year 4 of Strategy: 1 April 2028 – 30 March 2029**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
	Welsh language skills needed for new or vacant posts <sup>19</sup> .		Organisation Design and Development Manager					

Year 5

**Year 5 of Strategy: 1 April 2029 – 30 March 2030**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
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<sup>19</sup> Standard 153: You must keep a copy of every assessment that you carry out (in accordance with standard 136) in respect of the Welsh language skills that may be needed in relation to a new or vacant post.



**Year 5 of Strategy: 1 April 2029 – 30 March 2030**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
5.1	Create links with Welsh universities to encourage Welsh speaking graduates to work at the council.	2, 3	WLO	Q1-Q4	01/04/2029	30/03/2030	Not started	06/02/2025 – SR set the target start date as 01/04/2029.
5.2	Develop and maintain a webpage on our public website to support the use of Welsh in shops and businesses. The webpage will include the video from action 4.2 above.	3	WLO  ICT Development Manager	Q1-Q4	01/04/2029	30/03/2030	Not started	06/02/2025 – SR set the target start date as 01/04/2029.
5.3	We will survey staff attending learn Welsh courses, and those who have previously, to ask how many use Welsh regularly in their work. Where staff do not use their Welsh, we will find out why and offer support to increase their confidence.	2	WLO	Q2	02/07/2029	28/09/2029	Not started	06/02/2025 – SR set the target start date as 02/07/2029.
5.4	We will invite the Welsh Language Commissioner’s promotion team to speak at an event for Powys businesses. We will showcase the video we commissioned for objective 4.2 at this event.	3	WLO  Service Manager Economic Development and Regeneration	Q1-Q3	01/04/2029	31/12/2029	Not started	06/02/2025 – SR set the target start date as 01/04/2029.

**Year 5 of Strategy: 1 April 2029 – 30 March 2030**

Reference	Action	Meets Objective	Responsible person	Quarter	Start Date	Completion Date	Status	Change log
5.5	We will revise our level descriptions of ability in Welsh so they are in line with the National Centre for Learning Welsh.	2	WLO	Q3-Q4	01/10/2029	30/03/2030		06/02/2025 – SR set the target start date as 01/10/2029.
5.6	Encourage all childminders to visit sessions held by Mudiad Meithrin and 'Ti a Fi' parent and baby groups. We will also signpost them to resources from Mudiad Meithrin and <a href="#">Cymraeg for Kids</a> , such as songbooks.	1	WLO	Q3	01/10/2029	31/12/2029	Not started	06/02/2025 – SR set the target start date as 01/10/2029.
5.7	Review strategy.	All	WLO  Welsh Language and Communications Manager  Welsh Language Governance Panel	Q3-4	01/10/2029	31/03/2030	Not started	06/02/2025 – SR set the target start date as 01/10/2029.



## Appendix 2 – Analysis of 2021 census for Welsh speakers in Powys

**Table 1:** Comparison of 2021 census with previous census results by age group.

	3 to 15 yrs	16 to 39	40 to 64	65 and older	All ages
1991	24%	25%	29%	22%	21%
2001	33%	24%	24%	19%	21%
2011	32%	25%	25%	19%	19%
2021	27%	27%	26%	21%	16%
% Change (1991-2021)	+3%	+2%	-3%	-1%	-5%
% Change (2011-2021)	-5%	+2%	+1%	+2%	-3%

**Table 2**

Percentage and numbers of Welsh speakers by locality in Powys.

Area	Total number of residents	Number of residents with at least one skill in Welsh	Percentage with at least one skill in Welsh
Brecon	13,903	3,047	22%
Builth and Llanwrtyd	6,670	1,500	22%
Crickhowell	6,804	1,148	17%
Hay and Talgarth	8,281	1,193	14%
Knighton and Presteigne	9,555	1,067	11%
Llandrindod and Rhayader	12,523	2,135	17%
Llanfair Caereinion	6,006	2,209	37%
Llanfyllin	9,103	3,628	40%
Llanidloes	6,338	1,855	29%
Machynlleth	6,055	3,586	59%
Newtown	16,630	3,107	19%
Welshpool and Montgomery	17,924	3,356	19%
Ystradgynlais	10,086	4,861	48%
Powys	129,878	32,692	25%

\*This is a total of the following skills:

Can understand spoken Welsh only

Can speak, read and write Welsh

Can speak but cannot read or write Welsh

Other combinations of skills in Welsh, not including speaking

Can speak and read but cannot write Welsh

Can speak and other combinations of skills in Welsh

**Table 3**

Percentage and numbers of Welsh speakers by area: Comparison between 2011 and 2021 census.

Area	2021			2011			% Change between 2011 and 2021
	Number of residents aged 3 years and over	Number aged 3+ who can speak Welsh	% aged 3+ who can speak Welsh	Number of residents aged 3 years and over	Number who can speak Welsh	% aged 3+ who can speak Welsh	
Machynlleth	6,055	2,960	49%	6,034	3,249	53%	- 4
Ystradgynlais	10,077	3,180	32%	9,939	3,875	39%	- 7
Llanfyllin	9,099	2,633	29%	8,886	2,820	31%	- 2
Llanfair Caereinion	6,010	1,554	26%	6,111	1,678	27 %	- 1
Llanidloes and Blaenhafren	6,335	1,084	17%	6,435	1,155	18%	- 1
Builth Wells and Llanwrtyd	6,675	901	13%	6,817	1,041	15%	- 2
Brecon	13,902	1,839	13%	13,848	2,027	14%	- 1
Newtown, Kerry and Churchstoke	16,640	1,874	11%	16,430	2,196	13%	- 2
Welshpool and Montgomery	17,939	1,969	11%	17,899	2,193	12%	- 1
Llandrindod and Rhayader	12,525	1,306	10%	11,997	1,443	12%	- 2
Crickhowell	6,805	703	10%	6,799	679	10%	0
Hay on Wye and Talgarth	8,287	692	8%	8,174	799	10%	- 2
Knighton and Presteigne	9,552	664	7%	9,714	835	8%	- 1

**Table 4**

Number and percentage of residents with some skills\* in Welsh by age and locality: 15 to 34 years age bracket.

	15 years and under			Aged 16 to 24 years			Aged 25 to 34 years		
	Total number of residents	Number of residents with at least one skill in Welsh	% with at least one skill in Welsh	Total number of residents	Number of residents with at least one skill in Welsh	% with at least one skill in Welsh	Total number of residents	Number of residents with at least one skill in Welsh	% with at least one skill in Welsh
Brecon	1899	678	36%	1095	306	28%	1654	316	19%
Builth and Llanwrtyd	855	383	45%	543	216	40%	623	153	25%
Crickhowell	834	325	39%	507	170	34%	488	64	13%
Hay and Talgarth	1051	352	33%	596	154	26%	778	139	18%
Knighton and Presteigne	1120	361	32%	765	180	24%	846	101	12%
Llandrindod and Rhayader	1637	598	37%	960	322	34%	1233	234	19%
Llanfair Caereinion	808	497	62%	507	269	53%	570	243	43%
Llanfyllin	1226	715	58%	707	381	54%	816	367	45%
Llanidloes	841	387	46%	471	166	35%	610	206	34%
Machynlleth	782	624	80%	449	326	73%	587	390	66%
Newtown	2523	817	32%	1654	426	26%	2011	332	17%
Welshpool and Montgomery	2372	904	38%	1669	474	28%	1967	372	19%
Ystradgynlais	1406	695	49%	834	389	47%	1041	458	44%
Powys	17354	7336	42%	10757	3779	35%	13224	3375	26%

\*This is a total of the following skills: Can understand spoken Welsh only; Can speak, read and write Welsh; Can speak but cannot read or write Welsh; Other combinations of skills in Welsh, not including speaking; Can speak and read but cannot write Welsh; Can speak and other combinations of skills in Welsh.

**Table 5**

Number and percentage of residents with some skills in Welsh\* by age and locality: 35 years to 65 years and older.

	Aged 35 to 49 years			Aged 50 to 64 years			Aged 65 years and over		
	Total number of residents	Number of residents with at least one skill in Welsh	Has at least one skill in Welsh	Total number of residents	Number of residents with at least one skill in Welsh	Has at least one skill in Welsh	Total number of residents	Number of residents with at least one skill in Welsh	Has at least one skill in Welsh
Brecon	2355	433	18%	3167	586	19%	3733	728	20%
Builth and Llanwrtyd	1041	240	23%	1639	255	16%	1969	253	13%
Crickhowell	1026	147	14%	1661	194	12%	2288	248	11%
Hay and Talgarth	1296	157	12%	2036	200	10%	2524	191	8%
Knighton and Presteigne	1320	130	10%	2365	149	6%	3139	146	5%
Llandrindod and Rhayader	1905	322	17%	2834	317	11%	3954	342	9%
Llanfair Caereinion	904	316	35%	1537	453	29%	1680	431	26%
Llanfyllin	1435	521	36%	2263	759	34%	2656	885	33%
Llanidloes	943	259	27%	1606	390	24%	1867	447	24%
Machynlleth	988	606	61%	1543	758	49%	1706	882	52%
Newtown	2833	517	18%	3633	550	15%	3976	465	12%
Welshpool and Montgomery	2872	457	16%	4168	576	14%	4876	573	12%
Ystradgynlais	1716	714	42%	2344	1100	47%	2745	1505	55%
Powys	20634	4819	23%	30796	6287	20%	37113	7096	19%

\*This is a total of the following skills: Can understand spoken Welsh only; Can speak, read and write Welsh; Can speak but cannot read or write Welsh; Other combinations of skills in Welsh, not including speaking; Can speak and read but cannot write Welsh; Can speak and other combinations of skills in Welsh.



**Table 6**

Comparison of residents with some skills in Welsh: 16-24 age group compared to 65 years and older.

Area	16 to 24 years			65 years and over		
	Total number of residents	Number of residents with at least one skill in Welsh	% with at least one skill in Welsh	Total number of residents	Number of residents with at least one skill in Welsh	% with at least one skill in Welsh
Brecon	1095	306	28%	3733	728	20%
Builth and Llanwrtyd	543	216	40%	1969	253	13%
Crickhowell	507	170	34%	2288	248	11%
Hay and Talgarth	596	154	26%	2524	191	8%
Knighton and Presteigne	765	180	24%	3139	146	5%
Llandrindod and Rhayader	960	322	34%	3954	342	9%
Llanfair Caereinion	507	269	53%	1680	431	26%
Llanfyllin	707	381	54%	2656	885	33%
Llanidloes	471	166	35%	1867	447	24%
Machynlleth	449	326	73%	1706	882	52%
Newtown	1654	426	26%	3976	465	12%
Welshpool and Montgomery	1669	474	28%	4876	573	12%
Ystradgynlais	834	389	47%	2745	1505	55%
Powys	10757	3779	35%	37113	7096	19%

## Appendix 3 - Assessing Welsh language skills for new and vacant posts.

### Decision Tree and Assessment Form

Once completed please send a copy of this form to the Welsh Language Officer at [cymraeg@powys.gov.uk](mailto:cymraeg@powys.gov.uk). Under the Welsh Language Standards, it is a legal requirement for us to keep a copy of this assessment.

<b>Name of person completing form:</b>	Click here to enter text.
<b>Date:</b>	Click here to enter a date.
<b>E-mail:</b>	Click here to enter text.
<b>Recruitment Type</b> <input type="checkbox"/> New post <input type="checkbox"/> Vacant post <b>Post reference (if known):</b> Click here to enter text.	
<b>Post Title:</b> Click here to enter text.	

1. Does the post involve being in contact with the public, where the member of staff needs to communicate in Welsh and English?

Yes  No

2. Will the post holder need to answer phone calls from the public?

Yes  No

If yes, then Welsh language skills are **essential** at Level 3 or higher – see Appendix 3. This is because the member of staff must be able to establish in Welsh who is calling, the nature of the call and the service required.

3. Does the post holder need to help Welsh speakers, and/or discuss social care or wellbeing needs with them?

Yes  No

4. Will the post holder work in an area of Powys where there is a high percentage of Welsh speakers? These areas are: Llanbrynmair; Llanfyllin, Llanerfyl and Llangadfan; Llanfair Caereinion; Machynlleth; Meifod; Llanrhaeadr-ym-Mochnant; Ystradgynlais.

Yes  No

5. Will the post holder deal with other organisations who carry out their internal administration in Welsh or bilingually?

Yes  No

6. Having assessed the Welsh language requirements of this post carefully and sought advice from the Welsh Language Officer where necessary, I categorise this post as follows:

<b>Category</b> Choose one of the options below	Click here to enter text.
--	---------------------------

- a) Welsh language skills are essential
- b) Welsh language skills need to be learnt when appointed to the post
- c) Welsh language skills are desirable
- d) Welsh language skills are not necessary

If you answered 'Yes' to any of the above questions, Welsh language skills will either be essential, desirable, or will need to be learnt when the staff member is in post. Check the category descriptions in Appendix 2 to help you decide. If you need further help, contact the Welsh Language Officer: [Cymraeg@powys.gov.uk](mailto:Cymraeg@powys.gov.uk)

## Appendix 4 - Reviewing service area compliance with Standards

Name of Service .....

Director / Manager .....

Date of Review .....

	<b>Welsh Language Standard</b>	<b>On track</b>	<b>Off track</b>
1	Every member of staff has noted their skill level in Welsh (0-5)		
2	<p>Every member of staff has included the statutory line below in their e-mail signature:</p> <p><i>Croeso i chi gysylltu â ni yn Gymraeg. Byddwn yn ymateb yn Gymraeg, heb oedi.</i>  <i>You are welcome to contact us in Welsh. We will respond in Welsh, without delay.</i></p>		
3	When you send the same correspondence to several persons, you send a Welsh version of the correspondence at the same time as you send an English version.		
4	Every page of your section of the public website is available in Welsh and English. The Welsh pages are fully functional and are not treated less favourably than English web pages. The includes websites of organisations who provide services on our behalf.		

	Welsh Language Standard	On track	Off track
5	For every page of your section of the website, there is a direct link to the Welsh page on the corresponding English page, and this link works. This is the 'Cymraeg' button at the top right.		
6	The interface and menus on every Welsh page of your section of the public website are included and fully functional.		
7	All forms you produce for public use are available in Welsh.		
8	All documents you produce for public use are available in Welsh and published <b>at the same time</b> as the English version.		
9	Every English version of a separate document or form clearly states it is available in Welsh on the cover (and vice versa).		
10	<p>When someone contacts your department, be that on a helpline or call centre, you:</p> <ul style="list-style-type: none"> <li>a) greet the person in Welsh</li> <li>b) let them know a Welsh service is available</li> <li>c) deal with the call in Welsh if the person wishes until it is necessary to transfer the call to a member of staff who does not speak Welsh but who can provide a service on a specific matter;</li> </ul> <p>or, no Welsh speaking member of staff is available to provide a service on that specific subject matter.</p>		

	<b>Welsh Language Standard</b>	<b>On track</b>	<b>Off track</b>
11	When someone selects the Welsh service of a helpline or call centre number, you answer the call in two minutes or less.		
12	When you send the same correspondence to several persons, you send a Welsh version at the same time as you send any English language version.  The text is laid out in 2 columns with the Welsh on the left and the English on the right.		
13	All correspondence (letters and e-mails) are in the customers' language of choice, or bilingual if you do not know their language preference.		
14	When you amend or form a new policy, you give conscious consideration to the Welsh language in the impact assessment.		
15	When managers assess the requirements for a new or vacant post, they assess the need for Welsh language skills, and categorise it as a post where one or more of the following apply: <ul style="list-style-type: none"> <li>a. Welsh language skills are essential;</li> <li>b. Welsh language skills need to be learnt when appointed to the post;</li> <li>c. Welsh language skills are desirable; or</li> <li>d. Welsh language skills are not necessary.</li> </ul>		
16	Managers note the relevant categories above on the job description (they do not use our previous categories, which were in use till August 2023).		

	<b>Welsh Language Standard</b>	<b>On track</b>	<b>Off track</b>
17	<p>Managers keep a copy of every assessment of the Welsh skills needed in relation to a new or vacant post and send a copy to the Welsh Language Officer: <a href="mailto:cymraeg@powys.gov.uk">cymraeg@powys.gov.uk</a></p> <p>Managers can justify the category they chose (from step 15 above).</p>		
18	<p>Managers have access to the flowchart and guidance to help them decide on the correct category in step 15 above (this is available on the Communications Toolkit and from the Welsh Language Officer: <a href="mailto:cymraeg@powys.gov.uk">cymraeg@powys.gov.uk</a>)</p>		
19	<p>You ensure all cabinet papers and impact assessments are published in Welsh:</p> <ul style="list-style-type: none"> <li>a) if the subject matter suggests it should be produced in Welsh, or</li> <li>b) if the anticipated audience, and their expectations, suggests the papers should be available in Welsh.</li> </ul>		



## Appendix 5 - Related documents and policies

1. [Welsh in Education Strategic Plan 2022-2032](#), Powys County Council
2. [Welsh Language Standards Annual Report 2024](#), Powys County Council
3. [Using the Welsh Language, the business case](#), Welsh Language Commissioner

## Appendix 6 - Partners and Stakeholders

Aberystwyth University

Business Wales

Byw yn Gymraeg Powys (Facebook Group)

Cylch Ti a Fi

Cymdeithas yr Iaith Gymraeg

Commission for Welsh Speaking Communities

Dyfodol i'r Iaith

Local Business Forums

Local leisure and sports clubs and organisations

Local Welsh Language organisations

Menter a Busnes

Menter Brycheiniog a Maesyfed (South Powys language promotion initiative)

Menter Maldwyn (North Powys language promotion initiative)

Merched y Wawr

Mudiad Meithrin

National Centre for Learning Welsh and its regional providers, for example Learn Welsh Ceredigion-Powys-Carmarthenshire

Papurau Pro (Welsh language community newspapers): Seren Hafren, Blewyn Glas, Yr Ysgub, Plu'r Gweunydd, Y Fan a'r Lle, Llais

Parents for Welsh Education (RhAG)

PAVO (Powys Association of Voluntary Organisations)

Powys Eisteddfod (Eisteddfod Talaith a Chadair Powys)

Powys residents

Powys Teaching Health Board

Powys Young Farmers Clubs

Public Service Board

Regional Partnership Board

The council's internal services: Education, Planning, Economy and Digital Services

Urdd Gobaith Cymru (National Voluntary Youth Organisation)

Welsh for Kids North Powys, Welsh for Kids South Powys


Welsh Government Welsh Language Unit

Welsh Language Commissioner


Wrexham University

## Appendix 7 – Sample promotional material

Leaflets and reference posters to help staff and customers speak Welsh in shops. These are the examples of what Rhondda Cynon Taf Council designed and we are grateful to its language officers for sharing them.

Say it in... 

# CYMRAEG



Yn y | In the... 

# Siop Fferm Farm Shop

<p><b>Hello</b> Shwmae shoo-my</p> <p><b>Please</b> Os gwelwch yn dda oss-guel-ooch-uhn tha</p> <p><b>Thank you</b> Diolch dee-olch (ch as in bach)</p> <p><b>Goodbye</b> Hwyl fawr hoyl vaur</p> <p><b>May I help you?</b> Ga' i'ch helpu? gah-eech – help-ee</p> <p><b>What do you want?</b> Beth dych chi eisiau? beth duh-chee ay-shy</p> <p><b>Do you want...?</b> Dych chi eisiau...? duh chee ay-shy</p> <p><b>Can I have...?</b> Ga' i...? gah — ee</p> <p><b>How much?</b> Faint? v-aint (as in pint)</p>	<p><b>Sausages</b> Selsig sell-sig</p> <p><b>Chicken</b> Cyw iâr koo yah</p> <p><b>Beef</b> Cig eidion keeg ay-de-on</p>	<p><b>Lamb</b> Cig oen keeg oin (as in loin)</p> <p><b>Pork</b> Porc poh-rk</p> <p><b>Fish</b> Pysgod puss-god</p>
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**There you go!** Dyma chi!  
duhma chee

**You're welcome!** Croeso!  
cr-oi-soh

Say it in...



# CYMRAEG

Yn y | In the...  
**Dafarn  
Pub**



**Hello** Shwmae  
shoo-my

**Please** Os gwelwch yn dda  
oss-guel-ooch-uhn tha

**Thank you** Diolch  
dee-olch (ch as in bach)

**Goodbye** Hwyl fawr  
hoyl vaur

**May I help you?** Ga' i'ch helpu?  
gah-eech - help-ee

**What do you want?** Beth dych chi eisiau?  
beth duh-chee ay-shy

**Do you want...?** Dych chi eisiau...?  
duh chee ay-shy

**Can I have...?** Ga' i...?  
gah - ee

**How much?** Faint?  
v-aint (as in pint)

**Soft drink** Diod meddal  
dee-od meh-thahl

**Crisps** Creision  
Kray-shone

**Ice** Iâ  
yah

**Lemon** Lemon  
lem-on

**Beer** Cwrw  
coo-roo

**Wine** Gwin  
gween

**Cider** Seidr  
say-dr

**There you go!** Dyma chi!  
duhma chee

**You're welcome!** Croeso!  
cr-oi-soh



MENTRAU IAITH



RHONDDA CYNON TAF

