

# Impact Assessment

## Welsh Language 5-year Promotion Strategy 2025-2030



DRAFT

19/11/2024

Reference: 1947-6237-6058-1790

Impact Assessments (IA) are a process of assessing how our proposals and decisions might impact upon different types of people and communities and developing proposals in line with relevant legislation.

**This is a legal requirement, and ensures the Council considers key legislation, including Equalities, Welsh language, Future Generations, Socio-economic Duty and Risk when developing proposals.**

# 1. Proposal Information

<b>Author name</b>	Siôn Rowley, Welsh Language Officer
<b>Head of service</b>	Catherine James, Head of Transformation and Democratic Services
<b>Portfolio holder</b>	Sandra Davies, Cabinet Member for Future Generations (including responsibility for Welsh Language)
<b>Proposal title</b>	Welsh Language 5-year Promotion Strategy 2025-2030

<b>Description of proposal</b>	<p>To adopt the proposed Welsh Language Promotion Strategy for 2025-2030 which will promote the Welsh language and facilitate its use more widely throughout Powys. This strategy is a legal requirement under the Welsh Language Standards. In adopting this strategy more children and young people will speak Welsh confidently. The services the council provides will be easier to use in Welsh, and fully compliant with the Welsh Language Standards ("the Standards" henceforth). We will encourage businesses, the voluntary sector, and community organisations in Powys to use Welsh in their customer service offering so the language is a thriving part of community life. The council will also increase the percentage of its staff who can provide a service in Welsh.</p>
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# 2. Savings and Consultation requirements

## Profile of savings delivery

Profile of savings delivery						
2024-25	2025-26	2026-27	2027-28	2028-29	2029+	Total Savings
n/a	n/a	n/a	n/a	n/a	n/a	n/a

## Further information

Click or tap here to enter text.

## Consultation requirements

<b>Consultation required?</b>	No
<b>Justification</b>	Adoption of this Welsh Language Promotion Strategy is a legal requirement under the Welsh Language Standards. It has been created in consultation with key stakeholders working to promote the Welsh language in Powys.

## 3. Impact on other service areas, geographical areas and data protection

### 3a. Impact on other service areas \*

- Digital Services
- Childrens Services
- Adult Services
- Business Intelligence and Governance
- People

- Finance
- Legal and Monitoring
- Economy and Climate
- Housing Services
- Highways, Transport & Recycling
- Planning & Regulatory Services
- Transforming Education
- School Improvement and Learning
- Strategic Partners, e.g PTHB, RPB

**If you selected "Strategic Partners", please specify the strategic partners below**

Click or tap here to enter text.

Powys Teaching Health Board

### 3b. Impact on geographical locations \*

- All Powys
- Llanfyllin
- Welshpool and Montgomery
- Machynlleth
- Llanfair Caereinion
- Newtown
- Llanidloes
- Llandrindod and Rhayader
- Knighton and Presteigne
- Builth and Llanwrtyd
- Hay and Talgarth
- Brecon
- Crickhowell
- Ystradgynlais



The entire county

### 3c. Data protection impact assessment

Will the proposal involve processing the personal details of individuals?

No

Is Powys County Council the data controller?

No

## 4. Impact on well-being goals including Welsh language and equalities

### 4a. A prosperous Wales

#### Impact

We will encourage Powys residents with skills in speaking Welsh to apply for jobs with the council where Welsh is an essential or desirable requirement.

This strategy will impact positively on maintaining and increasing a skilled Welsh speaking workforce in communities throughout Powys.

The strategy will support our workforce to use innovation, technology and digital solutions to deliver bilingual customer services of a high standard that comply with the Welsh Language Standards.

#### Impact rating

Good

#### Mitigation

For posts where Welsh is a desirable skill we will support candidates to develop their Welsh language ability so they can use Welsh in practical situations relevant to their roles.

Where Welsh is an essential skill, we will stipulate what skills we require and at what level. For example, reading and writing in Welsh may not be necessary. If we did not note this it could deter candidates who have good spoken Welsh but lack confidence in reading and writing. An intermediate level may be sufficient for some Welsh essential posts: being able to provide a service in Welsh does not always mean the candidate needs to be fluent. Where reading and writing are central to the requirements of a post we will support suitable candidates to develop their skills. We will support new recruits who have had Welsh medium education to adapt their Welsh language skills for the workplace.

We will offer all the linguistic support above in partnership with the National Centre for Learning Welsh and their regional providers.

Through the above steps we will provide a stronger Welsh medium workforce in the future.

<b>Mitigated impact rating</b>	Good
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#### 4b. A resilient Wales

<b>Impact</b>	None
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#### 4c. A healthier Wales

<b>Impact</b>	<p>The strategy will support mental and emotional health as Welsh speaking residents will be able to access council services in the language of their choice easily. Some residents feel more comfortable and confident accessing support in Welsh if that is their first language, especially if they are vulnerable or discussing emotive or personal issues.</p> <p>If they are unable to communicate their needs, Welsh speaking service users may not get the support they need and misunderstandings may arise. This could lead to misdiagnosis and affect physical, mental and emotional health. Being able to communicate easily in Welsh is a matter of clinical need for some residents.</p> <p>The strategy will give Welsh speakers more confidence to use our services in Welsh and promote increased social opportunities in the language and link speakers through technology. This will reduce social isolation among Welsh speakers who may live in communities where little Welsh is spoken and feel frustrated that they cannot interact socially in their language of choice.</p>
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<b>Impact rating</b>	Good
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<b>Mitigation</b>	We will adhere to the Welsh Government's revised More than Just Words strategy for promoting the use of Welsh in social care. We will also increase the Welsh language skills of our workforce to better reflect the percentage of speakers in the county, which was 16% at the 2021 census. This will enable us to deliver more services effectively in Welsh.
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<b>Mitigated impact rating</b>	Good
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#### 4d. A Wales of cohesive communities

<b>Impact</b>	<p>The strategy will encourage community organisations to promote and use Welsh in their activities. This means they will better represent the communities they serve and allow them to be more welcoming to Welsh speakers who will be able to hear and use the language in new contexts. When children and young people see and hear Welsh being used outside school, it increases their understanding of the value and relevance of Welsh for work and life. This strategy will create communities where Welsh can be used and heard as the norm.</p>
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<b>Impact rating</b>	Good
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<b>Mitigation</b>  <b>Mitigated impact rating</b>	<p>We will encourage businesses to use Welsh proactively with customers. The more Welsh is used, heard and seen in the community, the more it will grow.</p> <p>Good</p>
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#### 4e. A globally responsible Wales

<b>Impact</b>	<p>By providing public services in Welsh proactively, Welsh speakers will feel more comfortable and confident using the language. We will empower residents and visitors to understand they have a legal right to access services in Welsh if they choose. This will ensure residents of all ages can communicate their needs in Welsh which will allow them to live in dignity.</p>
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<b>Impact rating</b>	Good
<b>Mitigation</b>	Proactively providing public services in Welsh will ensure residents, Powys County Council staff, and visitors will be welcomed and encouraged to use Welsh when accessing services in the county.
<b>Mitigated impact rating</b>	Good

## 4f. A Wales of vibrant culture and thriving Welsh language

### Using Welsh

<b>Impact</b>	<p>The proposal aims to promote the Welsh language and facilitate its use more widely in communities throughout Powys. We will encourage residents and Powys County Council staff to register on courses provided by the National Centre for Learning Welsh and their regional providers. We will give our staff informal opportunities to practise their Welsh in working hours internally via conversation groups held face to face at County Hall and via Teams. We will also develop guides for staff with useful Welsh phrases to use in work-based and service delivery situations. This material will contain audio clips to aid pronunciation. The proposal will increase opportunities for people to use Welsh in social settings as we encourage businesses, the voluntary sector, and community groups to use more Welsh.</p> <p>By strengthening our procedures for complying with the service delivery requirements of the Welsh Language Standards, the proposal will increase opportunities for people to access services easily in Welsh. Full compliance with the Standards will ensure we do not treat the Welsh language less favourably than English when offering services to the public. Promoting the Welsh Government's free translation service, Helo Blod, amongst community groups and clubs will increase opportunities for people to use Welsh in social settings.</p> <p>The proposal will involve partnership working with the county's language initiatives to provide opportunities for young people to socialise in Welsh outside of school.</p>
<b>Impact rating</b>	Good



<p><b>Mitigation</b></p>	<p>We will specify what third-party providers must do when offering customer services on our behalf, and quote the relevant standards in service specifications.</p> <p>The Welsh Language Officer will meet Heads of Service to complete a template for reviewing compliance with the service delivery requirements of the Welsh Language Standards. This will allow us to identify good practice and share with other service areas. It will also allow for early identification of compliance issues meaning we can take steps to resolve them.</p> <p>In collaboration with Powys Teaching Health Board and PAVO, we will create a work-based phrase of the week, for example, “I’ll transfer you now,” for staff to use when taking phone calls. We will include supporting audio clips and share with staff through internal communication channels. This will include third-party providers who deal with the public. This will further increase opportunities to use and develop Welsh skills in the workplace.</p>
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<p><b>Mitigated impact rating</b></p>	<p>Good</p>
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**Promoting Welsh**

<p><b>Impact</b></p>	<p>One action in the proposal is for the council to offer a Welsh language service proactively when dealing with customers. Staff will be able to show whether they speak or are learning Welsh via corporate Teams backgrounds.</p> <p>The proposal aims to ensure residents can receive a Welsh language service when phoning our main customer service line and helplines.</p>
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<p><b>Impact rating</b></p>	<p>Good</p>
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<p><b>Mitigation</b></p>	<p>By offering Welsh language awareness training to managers, staff will understand the importance of offering equal services in Welsh and why we need to offer them proactively. Staff will appreciate the human benefits of being able to access easy to use and high-quality customer services in Welsh.</p>
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<p><b>Mitigated impact rating</b></p>	<p>Good</p>
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## Sports, Art & Recreation

<b>Impact</b>	Through this proposal, we will establish a policy to ensure all youth and sports development activities delivered in Welsh-medium schools are provided through the medium of Welsh, ensuring full linguistic immersion for students. This will ensure equality of access for Welsh speaking learners.
<b>Impact rating</b>	Good
<b>Mitigation</b>	Not specified

## 4g. A more equal Wales

### Age

<b>Impact</b>	<p>This proposal will advance equality by ensuring we do not treat the Welsh language less favourably than English when delivering public services, and when reviewing or formulating policies.</p> <p>There is evidence of individuals reverting to their first language as their only means of communication in some cases of dementia. Increasing the opportunities to use Welsh for Welsh speaking dementia sufferers will improve their mental and clinical well-being and quality of life.</p>
<b>Impact rating</b>	Good
<b>Mitigation</b>	Not specified

### Disability

<b>Impact</b>	The strategy will ensure services which provide greater accessibility for disabled people on our behalf are available and easy to use in Welsh. For example, where service users select and request mobility aids online.
<b>Impact rating</b>	Good

<b>Mitigation</b>	Our contract specifications with third-party providers of mobility and other services will specify the Welsh Language Standards our providers must meet, and we will monitor their compliance. This will ensure the Welsh language is not treated less favourably than the English language.
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<b>Mitigated impact rating</b>	Good
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### Gender Reassignment

<b>Impact</b>	None
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### Marriage or Civil Partnership

<b>Impact</b>	This proposal will ensure Welsh speakers can register and conduct their marriage/civil partnership in Welsh if they choose.
<b>Impact rating</b>	Good
<b>Mitigation</b>	Not specified

### Race

<b>Impact</b>	None
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### Religion or Belief

<b>Impact</b>	None
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### Sex

<b>Impact</b>	None
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### Sexual Orientation

<b>Impact</b>	None
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### Pregnancy and Maternity

<b>Impact</b>	<p>Through the proposal, we will encourage our partner, Powys Teaching Health Board, to proactively offer a Welsh Language service in ante natal and post-natal appointments.</p> <p>For Powys County Council services, when new parents wish to register the name of their child, they will be able to do this easily in Welsh should they choose. Relevant forms and administration will be available in Welsh.</p>

<b>Impact rating</b>	Good
<b>Mitigation</b>	
<b>Mitigated impact rating</b>	

**Socio-economic Duty**

<b>Impact</b>	<p>Through this proposal we will encourage Welsh speakers who may be experiencing socio-economic disadvantage to apply for roles at the council. Through career paths we would potentially increase their income.</p>
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<b>Impact rating</b>	Good
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<b>Mitigation</b>	<p>We will advertise jobs that are Welsh essential in English as well as Welsh. This is to avoid deterring applicants who have good spoken Welsh but because of deprivation may have poor writing or reading skills in Welsh. Some roles do not require reading and writing skills. Nevertheless, we will offer these staff opportunities to develop their reading and writing in Welsh.</p>
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<b>Mitigated impact rating</b>	Good
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**4h. Evidence**

Powys County Council Welsh in Education Strategic Plan (WESP) for the percentage of children in Powys accessing Welsh medium education.

Annual Population Survey of Welsh speakers.

Powys County Council data on the percentage of our staff who can offer a service in Welsh (at Level 3, 4 and 5).

The percentage of staff completing learn Welsh courses - data from National Centre for Learning Welsh regional providers.

More than Just Words, the Welsh Government's Strategic Framework for the Welsh Language in Health and Social Care  
Customer Satisfaction Surveys conducted by the Council on Services Provided in Welsh

Mystery shopper exercises conducted by PAVO and the Welsh Language Officer  
Powys County Council Welsh Language Staff Survey

## 5. Impact on key guiding principles & workforce

### 5a. Sustainable development principles

#### Long-term

#### Impact

Although this is a 5-year plan, our aim in this and subsequent strategies is to contribute towards the Welsh Government's long-term target of ensuring a million Welsh speakers by 2050. We must therefore have a longer term target of ensuring a third of Powys' population can speak Welsh by 2050.

The aim of this strategy is to maintain the percentage of Welsh speakers in Powys at 16.2% by 2030. The following 5-year strategy for 2031-2035 will aim to return the number of Welsh speakers to 20%.

#### Impact rating

Good

<b>Mitigation</b>	<p>We will engage with the Schools Service to ask how many children speak Welsh when they begin primary school and monitor to see if those pupils continue with Welsh medium education throughout their school life, for example in Year 7 after starting secondary school, and when starting Key Stage 4 (Years 10 and 11). If pupils are transferring to English medium provision, we need to know why.</p> <p>Through this we will know if more pupils are being taught in Welsh and therefore likely to become confident Welsh speakers.</p>
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<b>Mitigated impact rating</b>	Good
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## Collaboration

<b>Impact</b>	<p>We will work with partners such as the Welsh Language Commissioner, Mentrau Iaith (language initiatives), the Urdd, Powys Teaching Health Board, PAVO, and regional providers of the National Centre for Learning Welsh to deliver this strategy. Our aim is to encourage others to provide more activities and opportunities in Welsh by promoting the benefits of doing so. An example is highlighting the customer engagement benefits to local businesses of offering a basic service in Welsh.</p> <p>Through this strategy we will encourage more staff to enrol on learn Welsh courses. However, the primary responsibility for increasing learner numbers in Powys lies with The National Centre for Learning Welsh.</p> <p>We will work with Aberystwyth University to promote job opportunities and apprenticeships for graduates with Welsh language skills at the council.</p>
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<b>Impact rating</b>	Good
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**Mitigation****Mitigated impact rating**

Good

**Involvement (including Communication and Engagement)****Impact**

None

**Prevention****Impact**

We will improve safeguarding by working with partners to ensure we meet the requirements of Welsh Government's More than Just Words strategy, which supports Welsh speakers to receive health and care services in their first language. At its heart is the Active Offer, which places a responsibility on us to offer a Welsh speaking service without people having to ask for it. This makes it easier for Welsh speaking children, parents, vulnerable adults, and carers to discuss their needs and understand what is happening to them.

Following the Active Offer will lead to a more accurate understanding of clinical needs and avoid misunderstandings and misdiagnosis. Some Welsh speaking service users may not have the vocabulary or confidence to discuss their needs in English, or find it difficult to do so in times of anguish and stress and when they are ill.

**Impact rating**

Good

**Mitigation**

By fully adhering to the Standards for service delivery we will prevent Welsh speakers from feeling frustrated that they cannot access services easily and promptly in Welsh. We will know we're preventing problems by increased take-up of Welsh language customer services, e.g. phone calls in Welsh to our main customer service line and helplines, and the number of views of our Welsh customer internet pages. We will empower residents and visitors to request and use our Welsh language services more.

<b>Mitigated impact rating</b>	Good
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### Integration

<b>Impact</b>	This strategy supports our Welsh in Education Strategic Plan (WESP) for 2022 to 2032, although it does not include actions from it to avoid duplication. The Welsh Promotion Strategy is also aligned with More than Just Words. We will monitor this through our internal group, Gofal: Welsh in care promotion group. This includes Powys County Council, Powys Teaching Health Board, and PAVO (Powys Association of Voluntary Organisations). In quarterly meetings we discuss how we can promote the use of Welsh in social care through joint working and sharing resources.
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<b>Impact rating</b>	Good
<b>Mitigation</b>	Encourage the take up of Welsh medium Early Years provision in all 13 areas of Powys. More inclusive engagement.

<b>Mitigated impact rating</b>	Good
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## 5b. Impact on the workforce

<b>Impact</b>	<p>All staff will need to complete a training module on Welsh language awareness from the 2027-2028 financial year onwards.</p> <p>Staff will have more opportunities to develop their language skills through informal Welsh conversation groups held at County Hall and via Teams. We will develop Welsh language resources to aid staff in practical situations such as writing e-mails, answering the phone, and welcoming customers.</p> <p>Making the new e-learning module on Welsh language awareness compulsory will impact on staff time. But as a result breaches of the Welsh Language Standards will be far less likely as staff understand the human and legal reasons for complying. We will encourage managers to use more Welsh in their daily interactions.</p> <p>Staff who work in customer service hubs in Powys will need to be able to deal with enquiries confidently in Welsh, and we will give them training to do this.</p>
<b>Impact rating</b>	Good
<b>Mitigation</b>	<p>We will ensure the training can be delivered flexibly in line with operational needs and working arrangements. We will provide a summary of key messages for line managers and team leaders which can be included in team briefings for staff who do not use a laptop as part of their work.</p> <p>We will make it easier for staff to access guidance on complying with the Standards via a new Welsh language hub on the staff intranet.</p>

<b>Mitigated impact rating</b>	Good
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**5c. Impact on payroll**

<b>Impact</b>	None
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**5d. Welsh language impact on staff**

<b>Impact</b>	<p>The strategy aims to increase the percentage of staff who can hold a conversation in Welsh so it better reflects the percentage of Welsh speakers in the county, which is 16%. Managers must consider Welsh language requirements when they assess the needs and requirements of new and vacant roles in line with the Welsh Language Standards.</p> <p>The proposal will increase opportunities for staff to use and develop their Welsh skills as managers and Heads of Service make using Welsh an everyday part of working culture.</p> <p>We will encourage more staff and councillors to enrol on learn Welsh courses. We will also promote a word/phrase of the week in collaboration with PAVO via an internal e-mail to all staff and councillors. This will include a recording to aid pronunciation.</p> <p>This proposal will ensure that complaints and disciplinary matters are dealt with bilingually if desired under the legal duties of the Welsh Language Standards.</p>
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<b>Impact rating</b>	Good
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<p><b>Mitigation</b></p>	<p>Digitising our system for recording and tracking staff attending learn Welsh courses will make it easier for us to identify those who previously attended courses but are not doing so now. We can then encourage them to start learning again. The form will make it easier for us to survey staff who are registered on learn Welsh courses to ask if and how often they use Welsh in their work. If they don't, we will identify the reasons why and offer support to remedy this.</p> <p>We will hold face to face Welsh conversation groups over coffee and lunch at County Hall which will give staff and councillors opportunities to use and develop their Welsh in an informal atmosphere.</p>
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<p><b>Mitigated impact rating</b></p>	<p>Good</p>
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**5e. Impact on apprenticeships**

<p><b>Impact</b></p>	<p>None</p>
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**5f. Evidence**

National Census Figures from 2021. The intended outcome is for 16.2% of Powys residents to be able to speak Welsh by the end of the Strategy in 2030. However, we cannot use census data to determine if we have achieved this target as the next census figures for Welsh language will not be released until 2032 or 2033. We agree with the Welsh Language Commissioner that the census is the best data source. We could use other data sources such as the Annual Population Survey which will be available at the end of the strategy, but it is not as reliable as the census, and we would not be comparing like with like. It will therefore need a caveat.

Other sources:

## 6. Likelihood and risks

### Risk 1

<b>Description</b>	Not adopting this revised Welsh Language Promotion Strategy would lead to non-compliance with the Welsh Language Standards. This would lead to reputational damage, financial penalties, and an investigation by the Welsh Language Commissioner.				
<b>Likelihood score</b>	5	<b>Impact score</b>	4	<b>Risk rating</b>	20.0
<b>Mitigation</b>	No. Publishing a revised Welsh Language Strategy is a legal requirement under the Welsh Language Standards.				
<b>Residual likelihood score</b>	5	<b>Residual impact score</b>	4	<b>Residual risk rating</b>	20.0

## 7. Overall summary and judgement

### Outline assessment

The overall impact of this proposal is good, as it would support the council’s aim to ensure more children receive Welsh medium education, thereby creating confident Welsh speakers. This will contribute to Welsh Governments Cymraeg 2050 strategy to create a million Welsh speakers by 2050. This proposal will also strengthen the customer services we provide in Welsh. This will lead to less complaints from customers and investigations by the Welsh Language Commissioner. It will ensure residents can access services quickly in their language of choice. This proposal will increase the percentage of staff who are learning and using Welsh in their daily work.

Encouraging businesses, the voluntary sector and community organisations to use more Welsh will make the language more visible in community life.

The strategy has actions to encourage more new and prospective parents to choose Welsh-medium education for their children. It will ensure children in Welsh medium secondary schools can use Welsh outside of lessons by having equal access to youth and sports development activities in

Welsh. There will also be more career opportunities for Welsh speakers at Powys County Council as we seek to increase the percentage of our staff who can speak Welsh.

Cabinet reference

## 8. Additional evidence

## 9. Ongoing monitoring arrangements and governance

### Monitoring arrangements

The strategy includes an action plan with SMART targets which has been approved by the Welsh Language Governance Panel - our internal scrutiny group on Welsh language issues. The strategy will be a standing item on quarterly meetings of the Panel where progress on specific actions will be monitored and reviewed. The Welsh Language Officer and Chair of the Welsh Language Governance Panel will meet between quarterly meetings to further review the strategy's progress and identify barriers to progress early. The Welsh Language Manager will be informed of any barriers.

We will also monitor progress via the annual statutory monitoring report for the Welsh Language Commissioner.

Review date

22/10/2025

## 10. Signoff

You can now close this word document down and return to the app or re-open the app by clicking [here](#). From the app you need to sign off the Impact Assessment. You can do this in the 'Manage Assessments' section. Select the Impact assessment you want to mark as complete, and the app will then send to the named Head of Service automatically.

You can view the current signoff status of the document below, but signoff can only be done in the app.

<b>Author signoff</b>	Sion Rowley
<b>Head of Service sign off</b>	Catherine James
<b>Approved by the Cabinet Member for Future Generations</b>	Councillor Sandra Davies

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