

<b>ISLE OF ANGLESEY COUNTY COUNCIL Scrutiny Report Template</b>	
<b>Committee:</b>	Partnership and Regeneration Scrutiny Committee
<b>Date:</b>	9 November 2021
<b>Subject:</b>	Welsh Language Promotion Strategy
<b>Purpose of Report:</b>	To propose to the Partnership and Regeneration Scrutiny Committee that it recommends approval of both appended documents to the Executive
<b>Scrutiny Chair:</b>	Councillor Gwilym O. Jones
<b>Portfolio Holder(s):</b>	Councillor Ieuan Williams
<b>Head of Service:</b>	Annwen Morgan Chief Executive
<b>Report Author:</b> <b>Tel:</b> <b>Email:</b>	Ffreuer Owen, Policy and Welsh Language Manager 01248 752 561 <a href="mailto:ffreuerowen@ynysmon.gov.uk">ffreuerowen@ynysmon.gov.uk</a>
<b>Local Members:</b>	N/A

#### **1 - Recommendation/s**

R1 – The Scrutiny Committee is requested to recommend to the Executive the publication of the following on the corporate website:

- i. Welsh Language Strategy 2016-2021: Assessment report (draft).

R2 – The Scrutiny Committee is requested to recommend to the Executive the approval of the following:

- ii. Welsh Language Promotion Strategy 2021-2026 (draft) and authorise the relevant officers, in consultation with the portfolio holder, to undertake any further revision of the draft strategy.

#### **Reasons**

In accordance with the Welsh Language Standards (No. 1) Regulations 2015, the Isle of Anglesey County Council (the Council) is required to prepare a Welsh language promotion strategy. The purpose of a promotion strategy is to outline how the Council intends to promote the language and facilitate its wider use on Anglesey. It must include a target for increasing or maintaining the number of Welsh speakers in the area by the end of the five year period in question.

The implementation period of the Council's first promotional strategy, Welsh Language Strategy 2016-2021, ended in 2021. The author of the report, in consultation with Fforwm Iaith Ynys Môn (Anglesey Welsh Language Forum), has been working purposefully over the past few months to produce a draft promotion strategy for the period 2021-2026 (ii). An assessment was undertaken of the first strategy (i) which contributed to the preparation of the draft promotion strategy.

The main challenge of preparing the draft promotion strategy is the lack of current data on the state of the Welsh language on Anglesey. The document has been prepared as an interim strategy to bridge the period from the end of 2021 to the full publication of Census data during 2023. It is proposed that further analysis is undertaken at that time to review the strategy and ensure that the target for increasing/maintain the number of Welsh speakers is appropriate.

The Welsh Language Promotion Strategy 2021-2026 (draft) builds on the foundations of the first strategy and adopts a consistent target and priority areas. It also includes an action plan for the first year. Fforwm Iaith Ynys Môn will be responsible for monitoring the progress of the action plan. A report on the implementation of the strategy will also be included in the annual Welsh language standards report presented to the Scrutiny Committee in June.

Subject to the approval of the Scrutiny Committee, it is proposed that the appended documents be put before the Executive at its meeting on 29 November 2021. It is intended that the Welsh Language Strategy 2021-2026 (draft) will be put before the full Council at its meeting on 7 December 2021.

## **2 – Link to Council Plan / Other Corporate Priorities**

The Council Plan 2017-2022 recognises the importance of our Welsh heritage and culture and states that protecting the language is a high priority for the Council. The Welsh Language Policy reflects the Council's responsibility to promote the language in the community, and as an employer to attract and retain Welsh speakers to maintain the high standard of services.

The implementation of a promotional scheme also contributes to the fulfilment of several duties (statutory and policy) placed upon the Council. Specifically:

- The Welsh Government's national language strategy, Cymraeg 2050: A million speakers
- The Well-being of Future Generations (Wales) Act 2015
- The Welsh Government's national framework for the health and care sector, More than just words
- Welsh in Education Strategic Plan
- Strategic Policy PS1 of the Gwynedd and Anglesey Joint Local Development Plan

## **3 – Guiding Principles for Scrutiny Members**

**To assist Members when scrutinising the topic:-**

**3.1** Impact the matter has on individuals and communities [focus on customer/citizen]

**3.2** A look at the efficiency & effectiveness of any proposed change – both financially and in terms of quality [focus on value]

**3.3** A look at any risks [focus on risk]

**3.4** Scrutiny taking a performance monitoring or quality assurance role [focus on performance & quality]

**3.5** Looking at plans and proposals from a perspective of:

- Long term
- Prevention

- Integration
- Collaboration
- Involvement

[focus on wellbeing]

**3.6** The potential impacts the decision would have on:

- protected groups under the Equality Act 2010
- those experiencing socio-economic disadvantage in their lives (when making strategic decisions)
- opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language

[focus on equality and the Welsh language]

#### **4 - Key Scrutiny Questions**

1. Are there any particular risks or concern regarding the state of the Welsh language on Anglesey that have not been addressed?
2. What are the main challenges facing the Welsh language locally?
3. Is there additional data that would add value to the appended documents?

#### **5 – Background / Context**

The Council received its compliance notice from the Welsh Language Commissioner on 30 September 2015. In accordance with promotion standard 145 the Council is required to prepare and publish a five year promotion strategy. Under promotion standard 146 we are required to assess the implementation of the strategy at the end of the five year period and publish that assessment on our website.

#### **6 – Equality Impact Assessment [including impacts on the Welsh Language]**

##### **6.1 Potential impacts on protected groups under the Equality Act 2010**

One of the main purposes of the Welsh Language Promotion Strategy 2021-2026 (draft) is to outline how the Council intends to create opportunities for Welsh speakers to use the language in different contexts. This applies to all Welsh speakers on Anglesey, including Welsh speakers belonging to groups protected under the Equality Act 2010.

##### **6.2 Potential impacts on those experiencing socio-economic disadvantage in their lives (strategic decisions)**

Lack of Welsh language ability may create socio-economic disadvantage by preventing some individuals from getting good jobs locally and, in exceptional cases, adversely affect life chances. Increasing the rates of language transmission and immersion and creating opportunities to learn the language are some of the main objectives of the promotion strategy. These opportunities in turn may have a positive impact on the socio-economic circumstances of some residents by offering them the opportunity to develop Welsh language skills and apply for better jobs where proficiency in the language is an advantage. Research shows that bilingualism can have a positive impact on children's academic development and attainment.

##### **6.3 Potential impacts on opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language**

The purpose of the draft promotion strategy is to outline how the Council intends to promote the Welsh language and facilitate its wider use on Anglesey. Its implementation will lead to increased opportunities to use the language locally and contribute to the Welsh Government's target of a million Welsh speakers by

2050. This will ensure that we operate in accordance with the core principles of the Welsh Language (Wales) Measure 2011, namely:

- Welsh should not be treated less favourably than English in Wales; a
- persons in Wales should be able to live their lives through the medium of Welsh if they so wish.

#### **7 – Financial Implications**

N/A

#### **8 – Appendices**

- i. Welsh Language Strategy 2016-2021: Assessment report (draft).
- ii. Welsh Language Promotion Strategy 2021-2026 (draft)

#### **9 – Background papers (please contact the author of the report for any further information)**

- [Compliance Notice under section 44 of the Welsh Language \(Wales\) Measure 2011](#)
- [Welsh Language Policy](#)
- [Welsh Language Strategy 2016-2021](#)



CYNGOR SIR  
YNYS MÔN  
ISLE OF ANGLESEY  
COUNTY COUNCIL

POLICY AND WELSH LANGUAGE

# Welsh Language Strategy 2016-2021: Assessment report

Our assessment of our first five year strategy to promote and facilitate the use of Welsh language on Anglesey.

[www.YnysMon.gov.uk](http://www.YnysMon.gov.uk)



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**Publication date:** [Dyddiad]

# Welsh Language Strategy 2016-2021: Assessment report

## Overview

This is the Isle of Anglesey County Council's (the Council's) assessment of its first five year strategy to promote the Welsh language and facilitate the wider use of the language on Anglesey, Welsh Language Strategy 2016-2021. It was prepared in accordance with the requirements of Schedule 4 of the Welsh Language Standards (No. 1) Regulations 2015.

## Further information

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## Additional copies

This document is available on the Council's website at [ynysmon.gov.uk](http://ynysmon.gov.uk). It is also available in other formats by request using the above contact details.

## Related documents

Compliance Notice under Section 44 of the Welsh Language (Wales) Measure 2011; Welsh Language Policy; Welsh Language Strategy 2016-2021; Welsh Language Promotion Strategy 2021-2026. All available on the Council's website at [anglesey.gov.uk/en/Council/Welsh-language-standards/Language](http://anglesey.gov.uk/en/Council/Welsh-language-standards/Language).

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Draft



# 1. Portfolio holder's foreword

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It is a pleasure to publish this assessment of the Isle of Anglesey County Council's first five year Welsh language promotion strategy. This report summarises the work we and our partners carried out as a direct result of the strategy between 2016 and 2021. Although we have a long history of providing quality Welsh language services to our residents, implementing such a strategy is a new and challenging requirement. I would like to thank our officers and partners for their efforts over the past five years. This assessment is an opportunity to acknowledge all the hard work that has gone into realising our vision for the Welsh language on Anglesey.

When we published our strategy in 2016, we decided to include an ambitious, but realistic, target to reverse the fall in the number of Welsh speakers on the island from 60.1% of the population in 2001 to 57.2% in 2011. We will not know the true number of current Welsh speakers until the latest census data is published in 2022 and 2023. The emphasis of this assessment is therefore on the work undertaken during the strategy period to create opportunities and increase the use of Welsh in our area.

Despite the hard work has taken place as a result of this strategy, it would be remiss not to acknowledge the impact of the coronavirus pandemic on our efforts. It appears almost inevitable that the demography of some of our communities will be affected as a result of the crisis. This is likely due to the housing market boom of 2020 and 2021 and remote working allowing relocation from urban to rural and coastal areas. Immigration has been a historic challenge to the prosperity of the Welsh language on Anglesey and we must prepare for a further and deeper change in the linguistic dynamics of some communities.

Pandemic restrictions also impacted opportunities for Welsh speakers and learners to use the language together socially and at work. We hope to see Welsh language social activity resume with renewed enthusiasm as we emerge from this challenging period. The pandemic has caused us to think of new and innovative ways of using and promoting the language and we will continue to benefit from these developments as we move to implement our new strategy, Welsh Language Promotion Strategy 2021- 2026.

Although the context of our work has changed dramatically since our first strategy was published, our priorities remain the same. By working together to create more opportunities to use the language on Anglesey our aim is to reverse the fall in the number of Welsh speakers according to the 2011 Census and make a tangible contribution to the Welsh Government's national target of a million speakers by 2050.

[Llofnod]

**Councillor Ieuan Williams, Deputy Council Leader**

Portfolio Holder – Service Transformation and the Welsh Language

[Mis] 2021





## 2. Introduction and context

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### Requirement of the promotion standards

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Preparing a five year strategy to promote the Welsh language on Anglesey is a statutory and strategic requirement stemming from the Welsh Language (Wales) Measure 2011. In addition to giving the language official status in Wales, the Welsh Language Measure established the role of Welsh Language Commissioner who has the authority to impose standards of conduct that relate to the use of the Welsh language on a range of organisations.

The Council received its compliance notice from the Welsh Language Commissioner on 20 September 2015. This document outlines the 160 standards that we must meet.<sup>1</sup>

The promotion standards are a particular class of standards imposed on local authorities and the national parks for the purposes of placing a strategic emphasis on increasing or maintaining the number of Welsh speakers on a particular area. Standard 145 requires us to prepare a five year strategy outlining how we intend to promote Welsh and facilitate the wider use of the language on Anglesey:

#### 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).

**Imposition day:** 30 March 2016

Our first five year promotion strategy, Welsh Language Strategy 2016-2021<sup>2</sup> was approved by the Council on 27 September 2016. Its implementation period came to an end in September 2021.

In accordance with promotion standard 146 we must undertake and publish an assessment of the strategy at the end of the five year period in question. This

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<sup>1</sup> Welsh Language Commissioner, Compliance notice under section 44 of the Welsh Language (Wales) Measure 2011, available at [welshlanguagecommissioner.wales](http://welshlanguagecommissioner.wales).

<sup>2</sup> Isle of Anglesey County Council, Welsh Language Strategy 2016-2021, available at [ynysmon.gov.uk](http://ynysmon.gov.uk).

document is our assessment of Welsh Language Strategy 2016-2021 in accordance with the requirements of the standard:

### Standard 146

Five years after publishing a strategy in accordance with standard 145 you must –

- a) assess to what extent you have followed that strategy and have reached the target set by it, and
- b) publish that assessment on your website, ensuring that it contains the following information –
  - i. the number of Welsh speakers in your area, and the age of those speakers;
  - ii. a list of the activities that you have arranged or funded during the previous 5 years in order to promote the use of the Welsh language.

**Imposition day:** 30 March 2016

### Policy context

The strategy was implemented in parallel with several other policy commitments all aimed at protecting or increasing the use of the Welsh language in our area. The Council Plan 2017-2022<sup>3</sup> states that protecting the language is a high priority for us and our Welsh Language Policy<sup>4</sup> reflects our responsibility to promote the language when delivering services and within our internal administration.

The strategy's implementation also contributed towards realising the Welsh Government's national strategy, Cymraeg 2050: A million speakers, and meeting one of the well-being goals of the Well-being of Future Generations (Wales) Act 2015, 'A Wales with a vibrant culture where the Welsh language thrives'. We were set expectations to provide care and social services through the medium of Welsh and to make a 'proactive offer' of Welsh language service to our service users as part of the national framework, More than just words.

National planning policy advises that particular consideration should be given to Welsh language communities when deciding on and formulating policies relating to land use. We did this by acting in accordance with Strategic Policy PS1 (Welsh Language and Culture) and Supplementary Planning Guidance: Sustaining and creating distinctive and sustainable communities linked to our joint Local Development Plan with Gwynedd Council.

The implementation of the strategy also coincided with the delivery of our Welsh in Education Strategic Plan (WESP), our Schools Welsh Language Policy and the national Siarter Iaith (Language Charter) framework.

<sup>3</sup> Isle of Anglesey County Council, Council Plan 2012-2022, available at ynysmon.gov.uk.

<sup>4</sup> Isle of Anglesey County Council, Welsh Language Policy, available at ynysmon.gov.uk.

### 3. Implementing the strategy

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The strategy was the outcome of purposeful collaboration with Fforwm Iaith Ynys Môn (Anglesey Welsh Language Forum). Its target for increasing the number of Welsh speakers was based research and profiling of the state of the language locally. We gathered that setting a target to increase the number of Welsh speakers in the area by 325 was a realistic and achievable goal. Achieving this target would mean reversing the fall in the number of speakers between the 2001 and 2011 census.

The forum was also responsible for identifying the strategy's priorities. They were chosen to correspond with the Welsh Government's strategic themes in relation to the language as outlined in, A living language, a language for living: Welsh Language Strategy 2012-2017.<sup>5</sup> We chose to concentrate on fewer priorities to target our efforts and ensure that a difference was made. The strategic themes chosen were:

1. Children, young people and the family
2. The workplace, Welsh language services and the infrastructure
3. The community

In relation to each priority area, we identified:

- relevant aims,
- desired outcomes, and
- progress indicators.

This involved identifying a baseline from language profiling work and planning progress strategically. We used relevant data in our possession to provide indicators to measure progress and create an action plan for the first year of the strategy, to be reviewed annually.

We used the PESTLE analysis framework to identify the risks and opportunities of relevant political, economic, social, technological and environmental factors in determining the priorities of our yearly action plans. Each action plan contained aims and objectives relating to the three priority areas together with details of specific projects for us and our partners to deliver during the period.

The forum was responsible for monitoring the progress of the annual action plans and as part of its remit we were required to report back to the forum on progress against the targets of the strategy. At the end of each period the forum gave the progress red, amber or green RAG status. The forum was also a vehicle for identifying annual projects for collaboration between members, including our service departments. Details of these projects were also incorporated into our action plans.

At the end of each year we recorded the activity that took place during the period as a result of implementing the strategy. These records largely form the basis of our

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<sup>5</sup> Welsh Government, A living language, a language for living: Welsh Language Strategy 2012-2017, available at [lyw.cymru](http://lyw.cymru).

assessment. Section four of this report summarises the outcomes of each action plan, together with details of activities organised or funded by us to promote the use of Welsh during the strategy's implementation period.

## Strategy focus

Against each of the priority areas we identified aims, the desired outcomes of implementing the strategy, and the indicators we would use to measure progress:

### Priority area one: Children, young people and the family

The Language Strategy's first priority area is focused on children and young people and family as language transfer from one generation to another, together with education, are seen as two of the most important areas in terms of language planning. The strategy's focus is also on ensuring opportunities for children and young people to use Welsh socially.

#### Aims

- An increase in the number of families where Welsh is used as the main language with children, with an increase in the opportunities and support for it to be used socially and to ensure progress
- Ensuring that all children have the right to be fully bilingual by the age of 16
- Increasing the capacity and the use of Welsh as a medium of communication and learning among children and young people in education and in social activities

#### The desired outcome

- An increase in the number of children and young people who use the language every day at school and socially An increase in the number of families who use Welsh as the main language with their children

#### Indicators

- 100% of schools have identified priority to the Welsh language and the Siarter Iaith within their Development Plans and are experiencing progress
- Minimum % receiving a Welsh first language assessment in May 2017:
  - Foundation stage 76%
  - KS2 76%
  - KS3 68%
  - KS4 66%
- Increasing by 10% (on the basis of the year's cohort) in 3 years the percentage of pupils studying Welsh first language, and further progress of 5% by 2022
- Increasing by 5% the percentage of learners who study at least 5 subjects other than Welsh through the medium of Welsh to GCSE by 2020 and further progress of 5% by 2022
- Increasing by 5% the percentage of learners aged 16-19 studying further education courses through the medium of Welsh or bilingually by 2020
- Increasing the numbers of children taking part in the Welsh-medium swimming lessons
- Number of sports and leisure activities that mainstream the Welsh language

## Priority area two: The workplace, Welsh language services and the infrastructure

<p>The Language Strategy's second priority area focuses on the workplace, Welsh language services and the infrastructure. The objective here is to identify opportunities to plan purposefully to mainstream Welsh naturally into these priority areas.</p>	<p><b>Aims</b></p> <ul style="list-style-type: none"> <li>To promote and increase the availability of Welsh language services, increase opportunities / expectations to use Welsh in the workplace and work together to identify opportunities to mainstream the language into developments and activities.</li> </ul>	<p><b>The desired outcome</b></p> <ul style="list-style-type: none"> <li>Increased use of Welsh as the County Council's language of administration. An increase in the profile of the Welsh language as a catalyst for change by Anglesey County Council and Town and Community Councils.</li> </ul>
	<p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>An increase in the use of Welsh in the administration of the county council as a spoken/and or written language</li> <li>100% of language impact assessments are carried out on any housing, economic / business developments</li> </ul>	<ul style="list-style-type: none"> <li>Number of language policies by developers and the impact of policy implementation within * month/s</li> <li>% increase in those taking Welsh Learning Courses</li> <li>Number following Welsh Language Learning Courses</li> <li>Increase in employment for local people in the major developments</li> </ul>

## Priority area three: The community

<p>The Language Strategy's third priority area focuses on promoting the Welsh language at community level.</p>	<p><b>Aims</b></p> <ul style="list-style-type: none"> <li>Promoting and marketing the value and importance of Welsh Promote and identify opportunities to strengthen the Welsh language within the communities and identify gaps in provision.</li> </ul>	<p><b>The desired outcome</b></p> <ul style="list-style-type: none"> <li>Maintain the wards where 70% of the population speak Welsh and increase the percentages of the other, remaining wards</li> </ul>
	<p><b>Indicators</b></p> <ul style="list-style-type: none"> <li>An increase in wards with over 70% speaking Welsh</li> <li>An increase in wards with over 50% speaking Welsh</li> <li>Number of activities undertaken to integrate Welsh learners</li> <li>Number of Welsh in the community or Welsh for the family classes</li> <li>An increase in the number involved in Welsh-medium volunteer activities</li> <li>Increased use of the translation app</li> </ul>	<ul style="list-style-type: none"> <li>An increase in the number of meetings held in Welsh within the County Council</li> <li>Number of visits to the Web site that advertises Welsh-medium activities</li> <li>Number of developments that comply with the policies of the Local Development Plan</li> <li>Number of empty houses on the island brought back into use as permanent housing</li> <li>Number welcome packs distributed to immigrants / downloaded</li> </ul>

## 4. Year one progress report

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At the end of the first year, progress against the action plan was given amber RAG status.

The following summarises the outcomes of the action plan against each priority area at the end of the 2016/17 academic year.

### Priority area one: Children, young people and the family

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- 250 parents indicated that they are working on changing their language habits in the home.
- 500 talks held by Menter Iaith Môn with parents about the benefits of bilingualism for their children.
- Sessions run by Menter Iaith Môn in 10 childcare settings about the benefits of using Welsh with children.
- Welsh language promotional material distributed by Menter Iaith Môn to every Cylch Meithrin and Cylch Ti a Fi in the area.
- Schools Welsh Language Policy revised and adopted by all schools under Council control.
- All but one school achieved bronze Siarter Iaith status.
- All schools prioritised the development of Welsh in their school development plans with GwE monitoring progress.
- 15 classroom assistants received language awareness training, including intensive language immersion training for assistants in three primary schools that will feed into Ysgol Cybi, Holyhead (a new Welsh medium 21st century school) in September 2017.
- Learn Welsh North West courses widely promoted amongst the education workforce and course provision exceeded national target. Training also successfully delivered to Learning department officers.
- 550 [555] foundation phase pupils (out of a total of 763) received a Welsh first language assessment, 9% more than the target. 480 key stage two pupils (out of a total of 619 [677]) received a Welsh first language assessment. End of year Welsh language results were as follows:
  - Foundation phase: 85.6% D5 + [90.3%]
  - Key stage 2: 83.33% [88.3%]
  - Key stage 3: 88.8% [Level 5 + 95%] [Level 6 + 72.6%]
- 63.7% of secondary pupils sat Welsh first language examinations.
- £486,000 distributed to GwE to develop the workforce to support Welsh in education.
- 100% of new schools designated as Welsh medium.
- 80% of swimming lessons held in Welsh and training to support swimming instructors successfully delivered.
- Seminar on Welsh language standards requirements held for 38 Youth Service officers.
- 3 full time youth officers received Welsh language confidence building training.
- Welsh language action plans prepared by all youth clubs.

- Urdd membership at its highest ever (3,000 members) following a successful social media campaign.
- A new 'aelwyd yr Urdd' established at Holyhead High School which meets weekly and encourages members to use Welsh when socialising.

## Priority area two: The workplace, Welsh language services and the infrastructure

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- Rolling programme established to increase the use of Welsh within the Council's administration.
- Intensive work undertaken with Housing officers as the first phase of the rolling programme. A questionnaire was distributed to establish a baseline of language use among officers and, following analysis of the results, an action plan was prepared for the department.
- A network of language champions identified within the Housing department in order to take ownership of the rolling programme and create informal opportunities for officers to hear and practice the Welsh language at work.
- Regular meetings held to support the language champions.
- Resources prepared and shared to support the language champions, including a bank of Housing related terms, working language resources and guidance on using Cysgeir and Cysill spelling and dictionary software.
- A comprehensive package of training provided to officers including language awareness, skills development and language improvement, charring bilingual meetings, and on Welsh language standards and the proactive offer.
- Action plan prepared by Social Services in relation to the Welsh Government framework, More than just words.
- Work to raise awareness of the proactive offer undertaken through training and induction programmes for Social Services officers.
- Full time language tutor from appointed by Betsi Cadwaladr University Health Board from January 2017.

## Priority area three: The community

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- The Council's corporate website updated to try and attract individuals back to Anglesey to work.
- Welcome packs containing information about the Welsh language on Anglesey commissioned and arrangements put in place by Menter Iaith Môn to distribute to a targeted audience.
- Volunteers contributed to the preparations for the 2017 National Eisteddfod on Anglesey.
- Responsibility for leisure centre marketing materials transferred to the corporate Communications teams to ensure services are marketed bilingually.
- Progress made towards ensuring that all leisure centre self-service machines operate bilingually.
- Initial scope for the Supplementary Planning Guidance relating to the Joint Local Development Plan prepared for public examination.

- 91 long term empty homes of more than 6 months brought back into use.
- Supply of 19 Council houses added to Anglesey's housing stock.
- 10 affordable homes marketed on the Tai Teg site.

Draft



## 5. Year two progress report

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At the end of the second year, progress against the action plan was given amber RAG status.

The following summarises the outcomes of the action plan against each priority area at the end of the 2017/18 academic year.

### Priority area one: Children, young people and the family

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- 70% of schools achieved silver Siarter Iaith status.
- 88.3% of foundation phase pupils received a Welsh first language assessment, an increase of 15.6% since 2017.
- 10% increase in social use of Welsh according to language web questionnaire data.
- All schools planning and taking appropriate action in relation to linguistic needs.
- Estyn reports note that nearly all schools inspected made good progress in promoting Welsh and Welshness.
- Schemes derived from workforce development grant funding realised and had an impact on promoting Welsh language transmission in the Holyhead area.
- Co-ordinator appointed to monitor the progress of Ysgol Cybi's Welsh-medium provision and ensure that the needs of teaching staff are identified.
- A minimum of 200 sessions (five sessions a week) for parents held by Menter Iaith Môn about the benefits of bilingualism for their children.
- 150 mixed language families targeted by Menter Iaith Môn with one-to-one attention and resources about the benefits of bilingualism.
- Implementation of youth club action plans assessed by five Youth Service area officers.

### Priority area two: The workplace, Welsh language services and the infrastructure

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- 100% of new Betsi Cadwaladr University Health Board staff received an induction on the requirements of the Welsh language standards and the More than just words framework.
- Intensive work continued with the Housing service as part of the rolling programme to increase the use of Welsh within the Council's administration.
- Rolling programme extended to Public Protection and Leisure service departments. Baseline of language use established and action plans prepared for both departments.
- A comprehensive package of training provided to officers including language awareness, skills development and language improvement, chairing bilingual meetings, and on Welsh language standards and the proactive offer.
- Language champions identified in three town and community councils.
- National Centre for Learning Welsh targets for Anglesey achieved.

- A summary of the requirements of the Welsh language standards and the More than just words framework prepared for officers of the Social Services Provider Unit.

### Priority area three: The community

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- Gwynedd and Anglesey Joint Local Development Plan adopted.
- Construction of 30 new council houses has commenced.
- 60 long term empty homes of more than 6 months brought back into use.

Draft

## 6. Year three progress report

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At the end of year tree, progress against the action plan was given amber RAG status.

The following summarises the outcomes of the action plan against each priority area at the end of the 2018/19 academic year.

### Priority area one: Children, young people and the family

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- 87.5% of foundation phase pupils received a Welsh first language assessment. National data highlighted that there had been a general decline in the number of primary pupils receiving such an assessment compared to previous years. The main reason for this was a change to new, challenging language outcomes, as part of the foundation phase assessment framework. The national decline was reflected in Anglesey's results.
- In 81% of schools that assess through the medium of Welsh, data showed good progress between the assessment on admission to school and the assessment at the end of the foundation phase. The expected national progress for pupils was three outcomes within the period. The average increase in Anglesey of 3.67 outcomes over the period was higher than expected.
- 86.7% of key stage two pupils received a Welsh first language assessment, an increase of 5.5% since 2017.
- 72.5% of key stage three pupils have received a Welsh first language assessment, compared with 69.9% in 2018.
- Language awareness training provided to year 10 pupils at Holyhead High School by Mudiad Meithrin in order to promote Welsh as an important skill for the childcare workforce.
- Immersion training provided during a language conference for schools.
- 100% of pupils in the language units achieved level two or better in spoken Welsh at the end of the summer term. 88% achieved the same level in written Welsh and 75% in reading.
- Target of holding a minimum of 150 Welsh for Children sessions in Llangefni, Amlwch, Holyhead and Rhosneigr achieved.
- Programme of Clwb Cwtsh sessions held at Ysgol y Tywyn in Llanfihangel-yn-Nhowyn, Valley, Holyhead and Cemaes.
- Three new cylchoedd meithrin opened as part of Mudiad Meithrin's set up and succeed scheme, namely Tywyn, Ysgol Bro Santes Dwynwen and Llangoed.
- 150 mixed language families and 150 non-Welsh speaking families targeted by Menter Iaith Môn with information and resources about the benefits of bilingualism to their children.
- 600 talks held by Menter Iaith Môn with parents about the benefits of bilingualism to their children.
- A meeting of the Welsh for Families Partnership (a sub-group of Fforwm Iaith Ynys Môn) was held every quarter to improve collaboration between partners working with parents and families in the area.
- 20 visits by Menter Iaith Môn to promote Welsh language apps for children.

- Cymraeg for Kids resources on the benefits of Welsh medium education and care distributed to prospective parents by health visitors, midwives and the Family Information service.
- 5 cylchoedd meithrin committed to promoting linguistic consistency and the correct use of language patterns as part of Mudiad Meithrin's language immersion scheme, Crossing the Bridge.
- Seren Iaith programme to increase awareness and use of Welsh socially piloted successfully by Grŵp Llandrillo Menai.
- Coleg Menai lecturers reported greater confidence when teaching bilingual courses in the fields of health and care, public services and sport.
- Progress made towards achieving the Leisure service's target of holding 90% of swimming lessons in Welsh. Welsh language training provided to one swimming instructor.
- Welsh language action plans implemented by all youth clubs.
- Duke of Edinburgh's award expeditions, evidence and feedback from attendees in provided Welsh.
- Bilingual Twitter and Instagram social media accounts set up by the youth service and a 50% increase in followers of their Facebook page.
- 50 cultural, 70 social and 50 sports activities held by the Urdd.
- 50 cultural activities, 70 social activities, 10 sporting activities and a successful eisteddfod held by the Young Farmers.
- 150 sessions run by Anglesey Youth Theatre.
- Every secondary school visited by Urdd roadshow.
- Lunch club run by the Urdd at Holyhead High School Urdd together with seasonal activities at the other four secondary schools.

## Priority area two: The workplace, Welsh language services and the infrastructure

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- Confidence boosting course at Nant Gwrtheyrn attended by 60 Betsi Cadwaladr University Health Board staff members and 10 hour online course completed by 75 members of staff.
- Written guidance on internal administration and designating Welsh language skills provided to the Council's workforce.
- A comprehensive package of training provided to officers including language awareness, skills development and language improvement, chairing bilingual meetings, and on Welsh language standards and the proactive offer.
- 31 language champions identified in the three service departments that are part of the rolling programme to increase the use of Welsh in the Council's administration.
- Intensive support given to the three departments as part of the rolling programme.
- Welsh hour held every Wednesday morning by the Housing department.
- Word of the day and say something in Welsh campaigns carried out by the Public Protection department.
- Working Welsh badges embroidered on Leisure officers' uniforms.
- Housing language champions' contact details included on posters and in the service newsletter.

- Cuppa and chat sessions held regularly.
- Office equipment and items labelled with Welsh names to assist learners.

### Priority area three: The community

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- Evidence given on the importance of developing local workforce and jobs, supporting local supply chains and legacy as part of the Wylfa Newydd development consent order process
- Intensive support given to five businesses by Menter Iaith Môn.
- Intensive action plans to promote the Welsh language developed by 10 new businesses with the help of Menter Iaith Môn.
- 20 houses purchased to add to the Council's housing stock.
- Construction of 40 new council houses has commenced.
- 10 affordable homes marketed on the Tai Teg site.
- 5% increase in MônFM's Welsh language offer compared to the 2018 baseline level.
- 50% of MônFM's articles and publications in Welsh in accordance with the conditions of its broadcast license.
- Fforwm Iaith Ynys Môn's terms of reference reviewed.

## 7. Year four progress report

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At the end of year four, progress against the action plan was given amber RAG status. There was broad acknowledgment amongst Fforwm Iaith Ynys Môn members that targets relating face-to-face to activities could not be met due to COVID-19 pandemic restrictions. Concern was expressed about the impact of lockdowns on numbers attending community provisions such as youth clubs, Urdd activities and the Young Farmers.

Plans to increase the use of Welsh within the Council's administration were affected as a result of social distancing and the change to remote working.

The following summarises the outcomes of the action plan against each priority area at the end of the 2019/20 academic year.

### Priority area one: Children, young people and the family

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- Fun morning held by the Council including sessions by Menter Iaith Môn. In particular, a language awareness session for foster parents; three sessions to promote the use of Welsh language apps in childcare settings; and a training session for 11 early years practitioners on using Welsh apps with children.
- Seven events for parents on the benefits of language immersion for children held by Menter Iaith Môn between January and the start of March 2020. An average of 16 parents attended each event.
- Language awareness training provided by Menter Iaith Môn to 14 Medrwn Môn officers.
- Menter Iaith Môn's Welsh medium St David's Day celebrations expanded.
- 25 businesses benefited from the support of Menter Iaith Môn's Helo Blod officer to use Welsh for the first time.
- Information about the Helo Blod service shared with 70 businesses.
- 48 sessions run by Anglesey Youth Theatre between January and March 2020.
- 21 school pupils attended the first meeting of the Language Forum in the Holyhead area as part of implementing the Siarter Iaith framework. Attendees at the meeting included two pupils from each school and a discussion was held on encouraging greater use of Welsh in the community and by businesses.
- Youth service officer awarded Welsh Learner of the Year at the Council's Excellence Awards.
- Over 1,000 young people attended a virtual gig organised by the Urdd, Young Farmers and the Youth service through the Welsh Government youth support grant to celebrate St David's Day.
- 25 sessions on the importance of Welsh as a skill for the world of work held in youth clubs.

## Priority area two: The workplace, Welsh language services and the infrastructure

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- Meetings of the County Council, the Executive and the Planning Committee were held virtually with the assistance of remote simultaneous translation from the Translation unit.
- A comprehensive package of training provided to officers including language awareness, skills development and language improvement, chairing bilingual meetings, and on Welsh language standards and the proactive offer.

## Priority area three: The community

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- First meeting of town and community council language champions held, facilitated by the Council.
- Work completed on 49 new social housing.
- 20 affordable homes added to the Council's housing stock.
- 141 applicants from Anglesey registered on the Tai Teg website.
- Construction of 21 Council houses completed.
- Construction of 34 new Council houses commenced.
- Three houses purchased and refurbished for sale as part of a shared equity scheme. Two of the houses were sold during the period.
- Fforwm Iaith Ynys Môn continued to meet virtually.

## 8. Year five progress report

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COVID-19 pandemic restrictions continued to affect the strategy's annual plans. The activity of the period was considerably lower as a result.

The following summarises the outcomes of the action plan against each priority area at the end of the 2020/21 academic year.

### Priority area one: Children, young people and the family

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- Report on the Council's Welsh in education strategic plan provided to the Welsh Government.
- Caru Iaith intranet developed for the education workforce to facilitate collaboration on the Welsh in education strategic plan and other schemes relating to the language.
- Sabbatical Welsh language training courses attended by members of the education workforce.
- Remote language immersion education offered by the language centres over lockdown periods and learners welcomed back in November 2020 and March 2021.
- Accelerated Welsh language plan produced in conjunction with GwE, Siarter Iaith and Learning department. Mass training and a website to support the scheme offered to all schools.
- Joint response issued by Fforwm Iaith Môn and the Learning department to a consultation on the language categorisation of schools.

### Priority area two: The workplace, Welsh language services and the infrastructure

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- A comprehensive package of training provided to officers including language awareness, skills development and language improvement, chairing bilingual meetings, and on Welsh language standards and the proactive offer.
- Work undertaken to resume the rolling programme to increase the use of Welsh in the Council's administration and to adapt it to virtual working conditions. Including extending the programme to three new service departments, Finance, Regulation and Economic Development and Adult services.
- Work undertaken to identify new language champions amongst council officers.

### Priority area three: The community

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- Comprehensive profile of the state of the Welsh language on Anglesey produced by Menter Iaith Môn with the assistance of members of Fforwm Iaith Môn.



## 9. Conclusion

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It is clear from the progress reports that significant work has been undertaken as a result of implementing the strategy. We made good progress against a number of indicators. In relation to the first priority area, we succeeded in ensuring that all of our schools prioritised the implementation of the Siarter Iaith framework as part of their development plans. We exceeded our targets for ensuring that primary pupils from foundation phase to key stage three received a Welsh first language assessment by the third year of the strategy. We also managed to increase the number of swimming lessons held in Welsh.

In relation to the second priority area, we made good progress in the use of the Welsh language within our administration by working with and supporting officers from the Housing, Public Protection and Leisure departments as part of our rolling programme. A comprehensive package of Welsh language training was offered to our officers and a number of language awareness sessions were held.

We adopted a Joint Local Development Plan with Gwynedd Council and in implementing it, we made progress towards achieving the objectives of the third priority area relating to the community. As part of our house building and refurbishment programme over 200 affordable homes were added to the local stock. Many of the island's long-term empty properties have been returned to permanent use.

However, it is also clear that the restrictions of the COVID-19 pandemic have significantly affected the momentum of the work during the last two years of the strategy. Many of the social activities that create valuable opportunities for children, young people and adults to hear and use Welsh together in our communities were stopped. Our rolling programme was affected by the change to remote working and opportunities for officers to use the language informally at work, in popular cuppa and chat sessions, were hampered. The work of assessing pupils' linguistic ability came to an end as a result of the lock down periods.

In addition to the effects of the pandemic, one of the main obstacles to preparing this assessment is the lack of current data on the number of Welsh speakers on Anglesey. In the absence of current census data, we are unable to fully quantify our progress against the strategy target of increasing the number of Welsh speakers in the area to 60.1% of the population, as it was during the 2001 Census period. We will not know whether the target has been met until 2021 Census data is published in 2022 and 2023.

The results of the Annual Population Survey, the National Survey for Wales and the Welsh Language Use Survey published during 2020 and 2021 suggest that there is some room for optimism. All three surveys showed a national increase in participants' ability in Welsh and positive attitudes towards the language. The results of the Annual Population Survey in relation to Anglesey were encouraging showing that 66.3% reported that they could speak Welsh. However, the results of these surveys tend to form a more optimistic picture of the state of the Welsh language compared to the census results. For this reason the Welsh Government does not

use these results to measure progress towards its target of one million Welsh speakers.

Census data is the most important, most comprehensive source of information on the number of Welsh speakers in our area. Although the data contained in the appendix shows that the number of Welsh speakers has remained relatively static since 1961, as the area's population increases year on year the number of speakers as a percentage of the population has steadily declined. We need to be realistic and prepare for a deeper change to the demography of the island as a result of the effects of the COVID-19 pandemic. Possible factors include the prosperity of the housing market, increased investment in second and holiday homes, remote working which allows relocation from urban to rural and coastal areas.

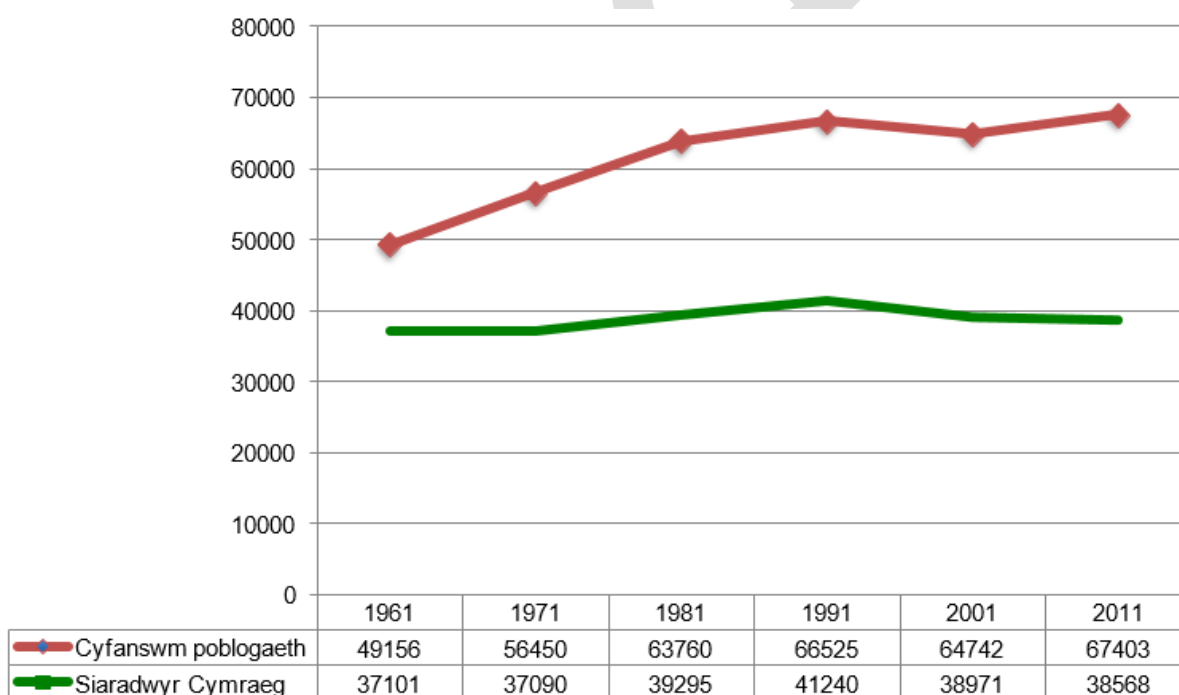
Implementing our second promotion strategy from 2021 to 2026 will allow us to address the above challenges. We intend to build on the foundations of our first strategy and will deliberately adhere to our target for increasing the number of Welsh speakers in our area. Following a full analysis of the 2021 Census results we will revisit the strategy to assess whether or not our target has been, that it remains appropriate moving forward and to ensure that our plans adequately respond to any changes the linguistic dynamics of the island.

## 10. Appendix: Number of Welsh speakers on Anglesey

### Census data

10.1 The most significant and comprehensive information source about the number of Welsh speakers in our area is the census. Data gathered since 1961 shows that the number of Welsh speakers has remained relatively static. However, as the island's population increased, the number of Welsh speakers has consistently declined as a percentage of the population.

#### 10.2 Chart: Population and number of Welsh speakers 1961-2011



10.3 Despite the most recent census being conducted in 2021, no significant new data will be available until the results are analysed and published during 2022 and 2023. Therefore, the following analysis of the number of Welsh speakers on Anglesey according to age is based on 2011 Census results.

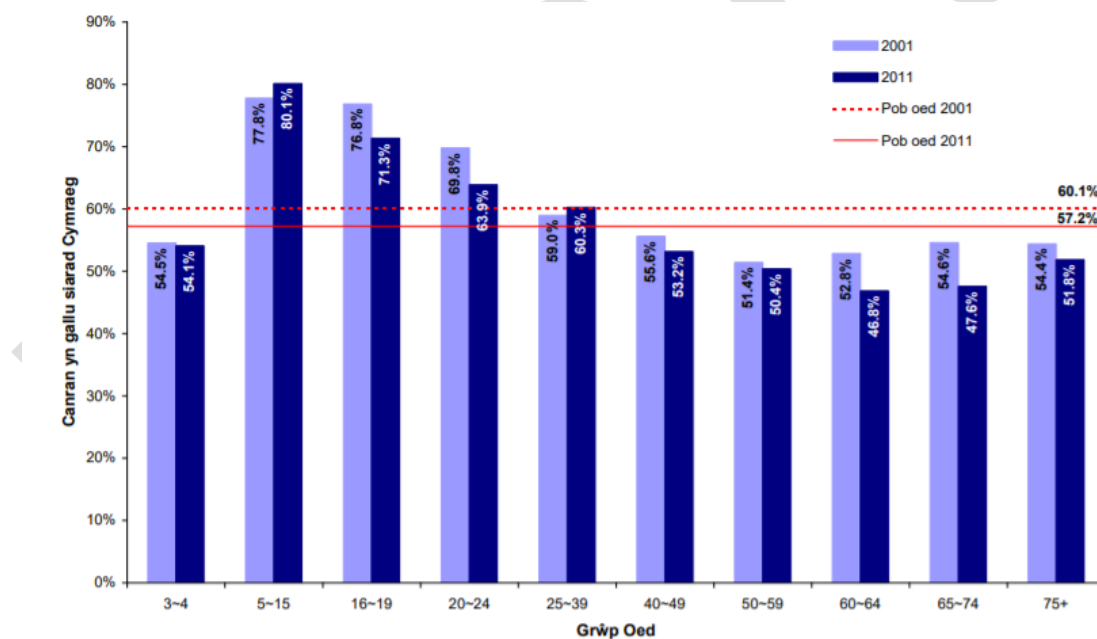
10.4 Anglesey's population in 2011 was 67,403. According to census figures the number of Welsh speakers fell from 38,893 (60.1%) in 2001 to 38,568 (57.2%) in 2011. This decrease of 325 individuals was equivalent to a 0.8% reduction in the number of Welsh speakers in the area.

### 10.5 Table: Number and percentage of Welsh speakers (three years and older) by age group, 2011

Age group	Number	Percentage
3-4	827	54.1%
5-15	6,394	80.1%
16-19	2,196	71.3%
20-24	2,467	63.9%
25-39	6,635	60.3%
40-49	4,992	53.2%
50-59	4,755	50.4%
60-64	2,557	46.8%
65-74	4,080	47.6%
75+	3,665	51.8%

Source: 2011 Census, table DC2203WA

### 10.6 Chart: Proportion of Welsh speakers (three years and older) by age group, 2001 and 2011



Source: 2001 Census, table CS146; 2011 Census, table DC2203WA

**10.7 Table: Proportion of Welsh speakers (three years and older) by ward, 2001 a 2011**

Ward	2001		2011		Change 2001-2011		
	No.	%	No.	%	In no.	In %	In % point
Aberffraw	972	76.8%	961	71.6%	-11	-1.1%	-5.2%
Amlwch – Ward y Porth*	1,035	76.8%	1,862	77.1%	*	*	*
Amlwch – Rural Ward	799	66.4%	798	64.3%	-1	-0.1%	-2.1%
Beaumaris	1,123	56.4%	1,082	57.2%	-41	-3.7%	0.8%
Bodffordd	1,249	83.8%	1,208	80.7%	-41	-3.3%	-3.1%
Bodorgan	1,183	78.8%	1,255	75.8%	72	6.1%	-3.0%
Braint	1,206	83.5%	1,205	81.8%	-1	-0.1%	-1.7%
Bryngwran	1,326	81.8%	1,441	78.3%	115	8.7%	-3.5%
Brynteg	1,071	60.4%	1,065	58.3%	-6	-0.6%	-2.1%
Cadnant	641	61.6%	721	59.8%	80	12.5%	-1.8%
Cefni	1,220	88.1%	1,254	87.0%	34	2.8%	-1.1%
Cwm Cadnant	1,473	67.6%	1,529	69.8%	56	3.8%	2.2%
Cyngar	1,503	89.4%	1,702	87.3%	199	13.2%	-2.1%
Gwyngyll	1,233	81.5%	1,223	78.9%	-10	-0.8%	-2.6%
Holyhead Town	636	61.0%	691	60.4%	55	8.6%	-0.6%
Kingsland	912	66.4%	943	64.6%	31	3.4%	-1.8%
Llanbadrig	881	65.1%	838	63.7%	-43	-4.9%	-1.4%
Llanbedrgoch	860	55.2%	789	52.9%	-71	-8.3%	-2.3%
Llanddyfnan	968	76.8%	930	72.5%	-38	-3.9%	-4.3%
Llaneilian	1,479	68.1%	1,515	69.0%	36	2.4%	0.9%
Llanfaethlu	1,121	73.7%	1,153	72.4%	32	2.9%	-1.3%
Llanfair-yn-Neubwll	1,537	59.0%	1,668	60.4%	131	8.5%	1.4%
Llanfihangel Ysgeifiog	1,661	85.1%	1,630	83.6%	-31	-1.9%	-1.5%
Llangoed	789	63.7%	747	61.8%	-42	-5.3%	-1.9%
Llanidan	1,240	76.7%	1,356	76.0%	116	9.4%	-0.7%
Llannerch-y-medd	1,368	79.0%	1,424	76.9%	56	4.1%	-2.1%
London Rd	1,014	70.8%	946	66.5%	-68	-6.7%	-4.3%
Maeshyfyd	1,331	62.3%	1,396	64.1%	65	4.9%	1.8%
Mechell	1,043	70.3%	1,030	68.6%	-13	-1.2%	-1.7%
Moelfre	670	61.1%	645	62.0%	-25	-3.7%	0.9%
Morawelon	945	63.4%	915	63.2%	-30	-3.2%	-0.2%
Parc a'r Mynydd	800	72.2%	806	72.1%	6	0.8%	-0.1%
Pentraeth	1,191	68.8%	1,210	67.1%	19	1.6%	-1.7%
Porthyfelin	1,453	65.2%	1,377	63.4%	-76	-5.2%	-1.8%
Rhosneigr	498	52.3%	483	49.5%	-15	-3.0%	-2.8%
Rhosyr	1,484	70.6%	1,482	69.1%	-2	-0.1%	-1.5%
Trearddur	1,249	54.3%	1,161	52.9%	-88	-7.0%	-1.4%
Tudur	1,284	90.2%	1,335	89.3%	51	4.0%	-0.9%
Tysilio	1,522	76.3%	1,528	74.2%	6	0.4%	-2.1%
Valley	1,564	67.0%	1,575	68.7%	11	0.7%	1.7%
<b>Anglesey</b>	<b>45,534</b>	<b>70.4%</b>	<b>46,879</b>	<b>69.6%</b>	<b>1,345</b>	<b>3.0%</b>	<b>-0.8%</b>
Wales	797,717	28.4%	787,854	26.7%	-9,863	-1.2%	-1.7%

Source: 2001 Census – KS25; 2011 Census - Table KS208WA

*\*Note: In 2001 450 o census were not processed by the Office for National Statistics which lead to miscalculating the population of the word 1,035. Figures form 2001 and 2011 cannot be compared as a result.*

10.8 In terms of wider Welsh language skills, the proportion of the population aged three and over with Welsh language skills decreased between 2001 and 2011.

**10.9 Table: Number and percentage of people (three years and older) with Welsh language skills, 2001 a 2011**

Welsh language skills	2001		2011		Chabe 2001-2011		
	No.	%	No.	%	In no.	In %	In % point
Can speak, read and write	32,672	50.5%	30,756	45.6%	-1,916	-5.9%	-4.9%
Can speak and read but not write	1,902	2.9%	2,905	4.3%	1,003	52.7%	1.4%
Can speak but not read or write	4,135	6.4%	4,726	7.0%	591	14.3%	0.6%
Can understand spoken Welsh only	5,649	8.7%	7,215	10.7%	1,566	27.7%	2.0%
Any other combination of skills	1,176	1.8%	1,277	1.9%	101	8.6%	0.1%
One or more skills in Welsh	45,534	70.4%	46,879	69.6%	1,345	3.0%	-0.8%
No skills	19,145	29.6%	20,524	30.4%	1,379	7.2%	0.8%
Total population (3+)	64,679		67,403		2,724	4.2%	

Source: 2001 Census, table KS025; 2011 Census, table KS207WA

'One or more skills in Welsh' Figure calculated by subtracting the number with no skills in Welsh from the total population aged three and over.

## Annual Population Survey

- 10.10 The main data in relation to the Welsh language published since the 2011 Census are the results of the Annual Population Survey. This quarterly survey is conducted by the Office for National Statistics and provides useful data on Welsh language trends between at local authority level.
- 10.11 The Annual Population Survey's estimates in relation to people's Welsh language ability are generally higher than those generated by the census. For this reason its results are not considered as reliable as those of the census in order to count the number of Welsh speakers. The Welsh Government makes clear in *Cymraeg 2050: A million speakers* that its national Welsh language strategy is based on census data. Census data is also the Welsh Government's basis for monitoring and assessing outcomes against the survey's targets.
- 10.12 The Annual Population Survey was conducted by telephone only from March 2020 onwards. As a result, the Office of National Statistics found that a slightly different type of respondent participated in the survey. The organisation has changed the way it weights the survey to account for this and revised its surveys for the previous two quarters, July 2019 to June 2020 and April 2019 to March 2020.
- 10.13 In summary, the results of the survey show a steady increase in the estimates of the number and percentage of Welsh speakers on Anglesey.<sup>6</sup>
- 10.14 **Table: Number and percentage of Welsh speakers, September 2021**

	Total people three years and over	Yes, can speak Welsh	No, cannot speak Welsh	Percentage who say they can speak Welsh
Wales	3,034,400	884,300	2,147,800	29.2%
Anglesey	68,100	45,100	22,900	66.3%

## National Survey for Wales

- 10.15 The National Survey for Wales collects information on the ability of adults aged 16 and over to speak Welsh, as well as their fluency and frequency of speaking the language.
- 10.16 As with the Annual Population Survey, the National Survey estimates of the number of Welsh speakers are historically higher than those produced by the census.

<sup>6</sup> Welsh Government, Annual Population Survey, available at [statscymru.llyw.cymru](https://statscymru.llyw.cymru).

10.17 Survey data will be used as a source for national well-being indicator for future generations number 36, 'Percentage of people who speak Welsh daily and can speak more than a few words of Welsh'.

10.18 **Table: Percentage of adults 16+ who can speak Welsh**

	2017-18			2018-19			2019-20		
	% of adults (16+)	Max confidence interval	Min confidence interval	% of adults (16+)	Max confidence interval	Min confidence interval	% of adults (16+)	Max confidence interval	Min confidence interval
Wales	19%	19%	20%	18%	17%	19%	16%	15%	16%
Anglesey	61%	55%	67%	53%	47%	59%	55%	50%	61%

10.19 **Table: Percentage of adults 16+ who can speak Welsh (including percentage who cannot speak Welsh and percentage who can speak some Welsh)**

	2016-17			2017-18			2018-19		
	Can speak Welsh	Cannot speak Welsh	Some Welsh speaking ability	Can speak Welsh	Cannot speak Welsh	Some Welsh speaking ability	Can speak Welsh	Cannot speak Welsh	Some Welsh speaking ability
Wales	20%	71%	9%	19%	69%	12%	18%	67%	15%
Anglesey	62%	32%	*	61%	34%	*	53%	33%	14%

### Anglesey Welsh Language Profile

In 2021 Menter Iaith Môn a language profile, a comprehensive picture of the state of the Welsh language on Anglesey based on a variety of data sources and research. It is available to view at [mentermon.com](http://mentermon.com).<sup>7</sup>

<sup>7</sup> Menter Iaith Môn, Proffil Iaith: Darlun o sefyllfa'r Gymraeg ar Ynys Môn, available at [mentermon.com](http://mentermon.com).





CYNGOR SIR  
YNYS MÔN  
ISLE OF ANGLESEY  
COUNTY COUNCIL

POLICY AND WELSH LANGUAGE

# Welsh Language Promotion Strategy 2021-2026

What we will do during 2021 to 2026 to promote and facilitate the use of the Welsh language on Anglesey.

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**Publication date:** [Dyddiad]

# Welsh Language Promotion Strategy

## Overview

This is the Isle of Anglesey County Council's (the Council's) strategy for promoting and facilitating the use of the Welsh language on Anglesey. It was produced in accordance with the requirements of Schedule 4 of the Welsh Language Standards (No. 1) Regulations 2015 and replaces the Council's first promotion strategy, Welsh Language Strategy 2016-2021. Welsh Language Promotion Strategy 2021-2026 sets out how the Council proposes to promote the Welsh language and facilitate the use of the language more widely during the five-year period in question.

## Further information

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## Additional copies

This document is available on the Council's website at [ynysmon.gov.uk](http://ynysmon.gov.uk). It is also available in other formats by request using the above contact details.

## Related documents

Compliance Notice under Section 44 of the Welsh Language (Wales) Measure 2011; Welsh Language Policy; Welsh Language Strategy 2016-2021: Assessment report. All available on the Council's website at [anglesey.gov.uk/en/Council/Welsh-language-standards/Language](http://anglesey.gov.uk/en/Council/Welsh-language-standards/Language).

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Draft



## Portfolio holder's foreword

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The Welsh language has a special place on Anglesey. It is a living language spoken by over half our resident population in homes, workplaces and in our communities. We are fiercely proud of our distinctive culture which makes our island a Welsh language stronghold.

However, the situation is far from ideal. The results of the 2011 Census confirmed that the national picture of steady decline also applies to us. In numeric terms, there were 325 fewer Welsh speakers here in 2011 compared with 2001, and 0.8% in terms of percentage. This has been the trend for over half a century.

The main challenge of preparing this strategy is the lack of current data about the state of the language on Anglesey. The situation will be revealed to us in 2023 when the results of the 2021 Census are published in full. However, we do know that the language continues to face the historical challenges of migration, with younger people leaving rural areas in search of work, and the failure to pass on the language from one generation to the next. There are also newer obstacles. Time will tell what the impact of the coronavirus pandemic will be on rural communities as workers turn their back on city life and take advantage of the ability to work remotely.

In the face of these challenges, working hard to ensure that Welsh remains a living language in our communities is as important as ever. As a Council we have the will and commitment to do so. We welcome the opportunity that preparing this strategy has given us to strategically reconsider the state of the Welsh language locally. It is vital that there are sufficient opportunities for children, young people, adults and families to learn and use Welsh at school, at work, in business and in leisure. We also want to ensure that newcomers are aware of our culture and that opportunities are available for them to learn the language.

This strategy builds on the priorities of our first from 2016-2021. It is the result of sustained and purposeful collaboration with our key partners who regularly meet under the auspices of Fforwm Iaith Ynys Môn (Anglesey Welsh Language Forum). We are also particularly grateful to Menter Iaith Môn for its comprehensive profile of the Welsh language on the island which has been an invaluable evidence base to this strategy.

By working together to create more opportunities to use the language on Anglesey our aim is to reverse the fall in the number of Welsh speakers according to the 2011 Census and make a tangible contribution to the Welsh Government's national target of a million speakers by 2050.

[Llofnod]

**Councillor Ieuan Williams, Deputy Council Leader**

Portfolio Holder – Service Transformation and the Welsh Language

[Mis] 2021



## Our vision

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### At least 325 more Welsh speakers on Anglesey by 2026

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This is our target for increasing the number of Welsh speakers in our area during the period of this strategy. Our aim in setting this target is to reverse the fall in the number of speakers on the island from 60.1% of the population in 2001 to 57.2% in 2011. This means that we must work strategically to create the conditions that will lead to at least a further 325 Welsh speakers on Anglesey by 2026.

### Achieving our vision

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This strategy builds on the foundations of our first, from 2016-2021, and we have deliberately set a consistent target. Our reason for doing this is that it is not yet clear whether our previous aim of increasing the number of Welsh speakers by the end of the first five-year period has been achieved.

We have also decided to frame our target this time as a particular number of Welsh speakers. This is to account for the increase in the island's population since the target was first set as a percentage. Anglesey's population increased by 2,922 between 2001 and 2011 and data suggests that there has been a further increase of 1,800 in the ten years since.<sup>1</sup>

The results of the 2021 Census will not be available in full until 2023. It is this data that will confirm the size of the population and tell us whether there has been a change in the number of Welsh speakers. If the results show that we have met the target, this does not mean resting on our laurels. We must work hard to ensure that the increase in the number of speakers is sustained. If the target has not been met we will need to work to understand why. For these reasons **we will revisit the strategy after analysing the 2021 Census data in full** to ensure that our target is appropriate.

This is a target and a strategy for the whole of Anglesey and not for one organisation alone. Our success relies on strategic and purposeful collaboration with our key partners who make up *Fforwm Iaith Ynys Môn*.<sup>2</sup> As with our first strategy, we will focus on fewer priorities to ensure that a difference is made and build upon the three priority areas, which are:

1. **Children, young people and the family**
2. **The workplace, Welsh language services and the infrastructure**
3. **The community**

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<sup>1</sup> Menter Iaith Môn, Proffil Iaith: Darlun o sefyllfa'r Gymraeg ar Ynys Môn (2021), p. 40. Available at [mentermon.com](http://mentermon.com).

<sup>2</sup> Fforwm Iaith Ynys Môn member list, available in appendix 1.

## 1. Children, young people and the family

- Language transmission within the family
- The early years up to five years of age
- Compulsory education
- Post-compulsory education and preparing for the world of work

## 2. The workplace, Welsh language services and the infrastructure

- Internal administration
- Training and development
- Technology
- Designing and promoting Welsh language services

## 3. The community

- Town and country planning
- Housing
- Tourism and businesses
- Non-Welsh speakers and newcomers
- Community activities

Under each of the three priority areas we will consider:

- what we want to see on Anglesey,
- what are the challenges are locally,
- what needs to happen next to ensure that what we want to see on Anglesey happens, and
- what indicators can we use to measure the success of our efforts.

When addressing these priority areas we will also be considerate of the strategic themes of Cymraeg 2050: A million Welsh speakers. This is to ensure that our local efforts locally contribute towards achieving the Welsh Government's national vision. The strategic themes are:

- 1. Increasing the number of Welsh speakers**
- 2. Increasing the use of Welsh**
- 3. Creating favourable conditions – Context and infrastructure**

Supporting children, young people and families to use Welsh will be key to achieving our vision. Above all else we must ensure that parents understand the value of the language and use Welsh with their children. Data shows that children benefit from being surrounded with the language before even reaching the classroom if they are to become fluent users as adults. This is where we need to focus our efforts.

Our successful education system means that there are more Welsh speaking 15-19 year olds here than in any other part of the country. Our challenge is to ensure that our young people benefit from the skills they learnt at school and continue to use the language outside of the classroom.

The workplace also has an important role to play in increasing Welsh speakers' confidence to use the language at work and in their personal lives. As the island's main employer, we have a duty to promote the use of Welsh within our internal administration and to develop the language skills of our workforce. We will build upon the success of our six year rolling programme to increase our use of Welsh and will extend it to new service departments. We will also be mindful of the opportunities that technology can offer to increase the use of the language. This will be particularly important as we adjust to post-pandemic life and the new emphasis on working and communicating virtually. We must continually strive to raise awareness of our Welsh language services and encourage their use.

We want to ensure that as wide an audience as possible is made aware of the value of Welsh and the benefits of using the language. This means reaching out to newcomers, developers, businesses and communities that are less familiar with Welsh. We will use our influence to share information and resources to raise awareness of the importance of the language locally. We aim to create a sense of belonging where all our residents feel ownership of the Welsh language and are proud to live in a vibrant, truly bilingual community.

## **Effects of the COVID-19 pandemic**

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This strategy was prepared in the shadow of one of the biggest events to affect the way we live and work. Developments during 2020 and 2021 led to growing concerns about the state of the Welsh language nationally and calls for action to protect the language. Factors included housing market boom, increased investment in second and holiday homes, remote working allowing relocation from urban to rural and coastal areas, and cases of traditional house names being changed to English. All these effects were felt on Anglesey.

Lockdowns led to an increase in local house prices and almost certainly more people moving to the area to take advantage of the opportunity to work remotely. Inward migration presents a historic challenge to the prosperity of the Welsh language in rural areas, and it is not yet clear what the true impact of the pandemic will be on the linguistic demography of our island.

Restrictions and social distancing reduced opportunities for Welsh speakers and learners to use the language together informally at work. Despite their value, some virtual meeting platforms lack simultaneous translation facilities; a barrier that has impacted the general use of Welsh in meetings.

We must also acknowledge that there may be fewer opportunities to use the language post COVID-19 due to the winding down of groups or events. Less frequent users may have lost confidence due to diminished opportunities to practice the language in person with others.

As life recovers from the pandemic, we hope to see social activity resume with renewed enthusiasm. Remote working may also offer some advantages such as enabling Welsh speakers to continue working from home on Anglesey, wherever

their jobs are located. We also hope to see former residents attracted back to the area.

In his 2020-2021 assurance report, [Stepping Forward](#)<sup>3</sup>, the Welsh Language Commissioner outlined the importance of considering the impact of COVID-19 on the Welsh language when preparing this strategy. As well as addressing what we already know about the pandemic's implications on the way we work and interact, we will continue to revisit this strategy as we understand more about the effects on the island's demography. This is to ensure that our plans adequately respond to any changes in linguistic dynamics and are fit for purpose in the 'new normal'.

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<sup>3</sup> Welsh Language Commissioner, [Stepping Forward: Assurance Report 2020-2021](#), available at [welshlanguagecommissioner.wales](https://welshlanguagecommissioner.wales).



## Context

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Formulating a five year strategy to promote the Welsh language on Anglesey is a statutory and strategic requirement stemming from the Welsh Language (Wales) Measure 2011. The Welsh Language Measure gave Welsh official status in Wales and established two key principles relating to language which affect all aspects of public life, which are:

- that the Welsh language should be treated no less favourably than the English language in Wales; and
- that persons in Wales should be able to live their lives through the medium of the Welsh language if they choose to do so.

### Requirements of the promotion standards

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The Welsh Language Measure also established the role of Welsh Language Commissioner, who has the authority to impose standards of conduct that relate to the use of the Welsh language on a range of organisations. The Council received its [compliance notice](#)<sup>4</sup> from the Welsh Language Commissioner on 30 September 2015. This is the document outlining the 160 standards that we must meet.

The standards are broadly divided into five classes that relate to different functions:

- service delivery standards;
- policy making standards;
- operational standards;
- record keeping standards; and
- promotion standards.

The final class, the promotion standards, place a duty on local authorities to support and encourage the use of Welsh in the communities they serve. Promotion standard 145 is the standard that requires us to produce and this strategy. It prescribes that we must prepare and publish on our website a five year strategy explaining how we intend to promote Welsh and facilitate the wider use of the language on Anglesey. The strategy must include, among other things:

- a target for increasing or maintaining the number of Welsh speakers in the area by the end of the five year period; and
- a statement outlining how we intend to meet that target.

At the end of the five year period we must review and republish the strategy. Our assessment of our first promotional strategy, Welsh Language Strategy 2016-2021, is available on our website.<sup>5</sup>

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<sup>4</sup> Welsh Language Commissioner, Compliance notice under section 44 of the Welsh Language (Wales) Measure 2011, available at [welshlanguagecommissioner.wales](http://welshlanguagecommissioner.wales).

<sup>5</sup> Isle of Anglesey County Council, Welsh Language Strategy 2016-2021: Assessment report, available at [ynysmon.gov.uk](http://ynysmon.gov.uk).

## Policy context

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This strategy does not exist on a vacuum. The Council has an established record of providing quality Welsh language services to our residents and the language is prominent in our schemes. Our [Council Plan](#)<sup>6</sup> acknowledges the importance of our Welsh heritage and culture and states that protecting the language is a key priority. Our [Welsh Language Policy](#)<sup>7</sup> reflects our duty to promote the language in our communities and our responsibility as an employer to attract and retain Welsh speakers to maintain our high standards of service.

In addition to our commitment to using and considering the language in our services and schemes, a number of other duties and responsibilities also contribute towards promoting the Welsh language in our area.

### **Cymraeg 2050: A million Welsh speakers**

The Welsh Government's aims and objectives for achieving its vision of a million Welsh speakers by 2050 are set out in its national language strategy, [Cymraeg 2050: A million Welsh speakers](#)<sup>8</sup>. The strategy identifies a need to create opportunities for Welsh speakers to use their skills easily at work, as part of the education system, and socially. It is also clear that favourable conditions must be created to encourage the number of Welsh speakers. Our strategy will contribute to achieving this national vision for Wales.

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

The main aim of the Well-being of Future Generations Act is to improve the social, economic, environmental and cultural well-being of Wales. It sets out a well-being duty that we must meet and seven well-being goals that we must work towards. One of those goals is, 'a Wales with a vibrant culture where the Welsh language thrives'. As part of the Gwynedd and Anglesey Public Services Board we have developed a [Well-being Plan](#)<sup>9</sup> for both counties in order to work together towards achieving the aims of the act.

### **More than just words**

[More than just words](#)<sup>10</sup> is the Welsh Government's strategic framework for improving Welsh language services in the health, social services and social care sectors. It requires us to provide social care services in Welsh and to make an active offer to our service users so that they do not have to ask to use the language with us.

### **Planning and the Welsh language**

National planning policy advises that particular consideration is given to Welsh language communities when making decisions and policies about land use. We have

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<sup>6</sup> Isle of Anglesey County Council, Council Plan 2017-2022, available at [ynysmon.gov.uk](http://ynysmon.gov.uk).

<sup>7</sup> Isle of Anglesey County Council, Welsh Language Policy, available at [ynysmon.gov.uk](http://ynysmon.gov.uk).

<sup>8</sup> Welsh Government, Cymraeg 2050: A million Welsh speakers, available at [llyw.cymru](http://llyw.cymru).

<sup>9</sup> Gwynedd and Anglesey Public Services Board, Gwynedd and Anglesey Local Well-being Plan, available at [lesiantgwyneddamon.org](http://lesiantgwyneddamon.org).

<sup>10</sup> Welsh Government, More than just words: Strategic framework for Welsh language services in health, social services and social care, available at [wales.nhs.uk](http://wales.nhs.uk).

developed a joint [Local Development Plan](#)<sup>11</sup> with Gwynedd Council which focuses on local issues and objectives including the language. The plan's first strategic policy, [PS1 \(Welsh Language and Culture\)](#), promotes and supports the use of the language. It prescribes that information on specific types of developments must be gathered in order to reach a conclusion about the likely impact on the Welsh language. [Supplementary Planning Guidance: Maintaining and creating distinctive and sustainable communities](#)<sup>12</sup> provides further guidance on giving due consideration to the Welsh language in order to meet the criteria of Strategic Policy PS1.

### **Welsh in education strategic plan**

The School Standards and Organisation (Wales) Act 2013 requires us to prepare a [Welsh in education strategic plan](#) or [WESP](#).<sup>13</sup> The vision of our WESP is that all of our children and young people are fully bilingual and can use both Welsh and English with equal proficiency at the end of their school or college careers. The plan sets out our aims for achieving this vision.

As the above makes clear, there is a significant policy base relating to the promotion of the Welsh language that we must be mindful of. It highlights the importance of having appropriate policies and strategies in place to protect, promote and increase the use of the language nationally and locally.

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<sup>11</sup> Gwynedd Council and Isle of Anglesey County Council, Gwynedd and Anglesey Joint Local Development Plan 2011-2025, available at [ynysmon.gov.uk](http://ynysmon.gov.uk).

<sup>12</sup> Gwynedd Council and Isle of Anglesey County Council, Supplementary Planning Guidance: Maintaining and creating distinctive and sustainable communities, available at [ynysmon.gov.uk](http://ynysmon.gov.uk).

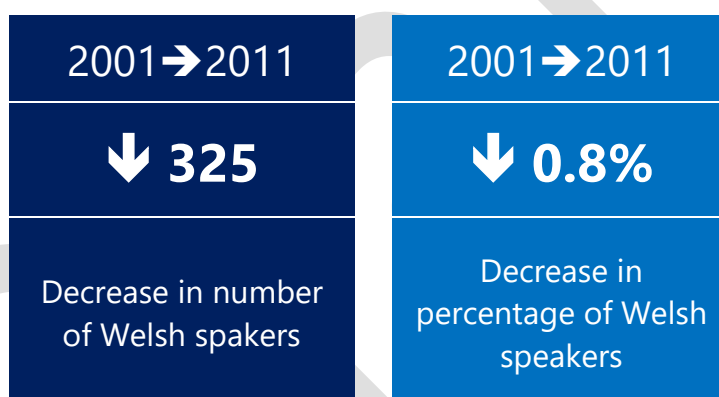
<sup>13</sup> Isle of Anglesey County Council, Welsh in Education Strategic Plan 2022-2032, available at [ynysmon.gov.uk](http://ynysmon.gov.uk).

## The Welsh language on Anglesey

The most valuable and comprehensive source of information about the number of Welsh speakers in our area is the census. Although the most recent census was carried out in 2021, no significant new data available will be available until the results are published during 2022 and 2023. Therefore, the following overview of the state of the Welsh language on Anglesey is based on 2011 Census data.

### Main census results

19% of the Welsh population can speak the language. On Anglesey the figure is 57.2%, or 38,568 people. This means that 6.8% of all Welsh speakers live here. Although this means we have the second highest rate of Welsh speakers in the country, this figure is a decrease of 0.8% compared to the situation in 2001. At that time 60.1% of the population (38,893) could speak the language. This means that there were 325 fewer Welsh speakers on Anglesey in 2011 compared to 2001. This is part of a long-term pattern of steady decline since the mid-twentieth century.

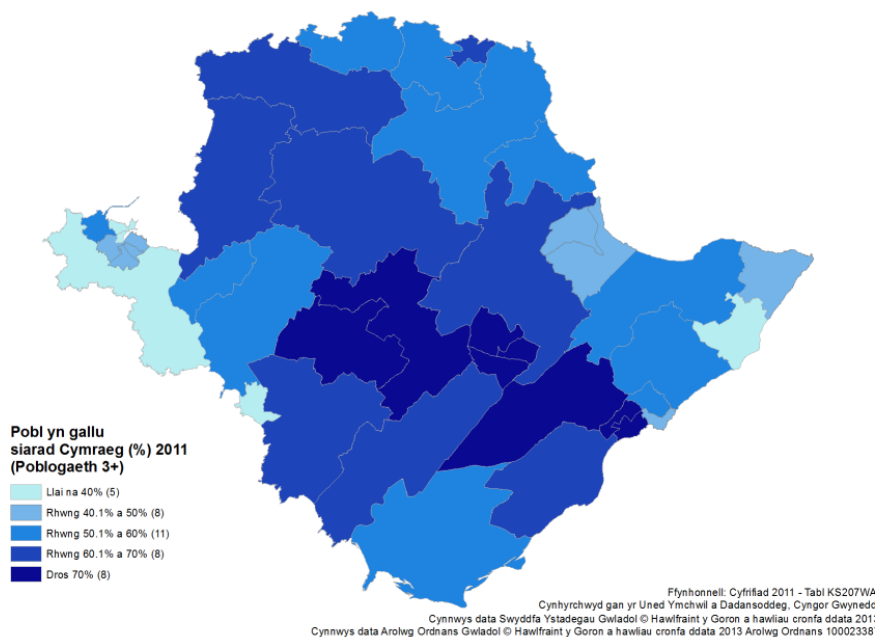


**Table: Number and percentage of Welsh speakers**

Year	Anglesey	Wales
1951	38,443 (80.0%)	714,700 (28.9%)
1961	37,101 (75.0%)	656,000 (26.0%)
1971	37,135 (66.0%)	542,400 (20.8%)
1981	39,229 (61.0%)	508,200 (18.9%)
1991	41,240 (61.9%)	500,000 (18.5%)
2001	38,893 (60.1%)	582,368 (20.7%)
2011	38,568 (57.2%)	562,016 (19%)

As the map below shows, the use of the language varies considerably on the island, with many more Welsh speakers in central areas compared to the coast. Over 70% can speak Welsh in almost all inland communities.

## Map: Percentage of Welsh speakers over three years of age 2011



**Table: Wards with the highest number of Welsh speakers**

Ward	2001		2011		Variation
	Position	Percentage	Position	Percentage	
Cyngar	1	84.7%	1	80.8%	-3.9%
Tudur	2	83.6%	2	80.7%	-2.9%
Cefni	3	83.1%	3	80.5%	-2.6%
Llanfihangel Ysgeifiog	4	78.3%	4	75.8%	-2.5%
Bodffordd	5	77.9%	5	73.3%	-4.6%
Braint	6	77.1%	6	73.2%	-3.9%
Bryngwran	7	76.1%	7	71.2%	-4.9%
Gwyngyll	8	73.9%	8	70.5%	-3.4%
Bodorgan	9	72.7%	10	68.3%	-4.4%
Llannerch-y-medd	10	72.3%	9	69.9%	-2.4%

**Table: Wards with the lowest number of Welsh speakers**

Ward	2001		2011		Variation
	Position	Percentage	Position	Percentage	
Beaumaris	1	39.7%	4	39.5%	-0.2%
Rhosneigr	2 (=)	42.6%	1	36.0%	-6.6%
Trearddur	2 (=)	42.6%	2	38.1%	-4.5%
Holyhead Town	4	43.2%	3	39.1%	-4.1%
Maeshyfryd	5	43.7%	7	40.6%	-3.1%
Morawelon	6	45.3%	6	40.4%	-4.9%
Llanbedrgoch	7	45.5%	9	43.9%	-1.6%
Porthyfelin	8	45.7%	5	39.7%	-6.0%
Kingsland	9	48.0%	8	42.9%	-5.1%
Moelfre	10	51.4%	10	52.3%	0.9%

Welsh language ability also varies with age. Over 72.8% of our 15-19 year olds can speak Welsh, which is the highest percentage of speakers in that category across the whole of Wales. Over 61% of 25-29 year olds can speak Welsh, which is the second highest percentage of speakers in that category across the country. This probably reflects the influence of the education system on the language skills of school-age children.

The number of Welsh speakers is lower for the 30-34 age group (60.2%), the 50-54 age group (50.6%), the 70–74 age group (49.6%) and the 85+ age group (50.8%).

## Migration

Anglesey's population increased by 2,922 between 2001 and 2011. The main reason for the increase was not natural change due to births and deaths, but inward migration. Over the period an average of 2,350 people migrated to Anglesey each year from the rest of Britain. This is equivalent to the population of Valley moving into the area annually.

Outward migration is highest among 15-29 year olds with on average about 180 more people from this age group moving out of the area than moving in. This is the age when young people tend to move away to study or pursue career paths. Inward migration is highest among the 45-59 age group with an average of 130 more people from this age group moving into the area than moving out. This is probably due to people choosing to move to Anglesey to retire.

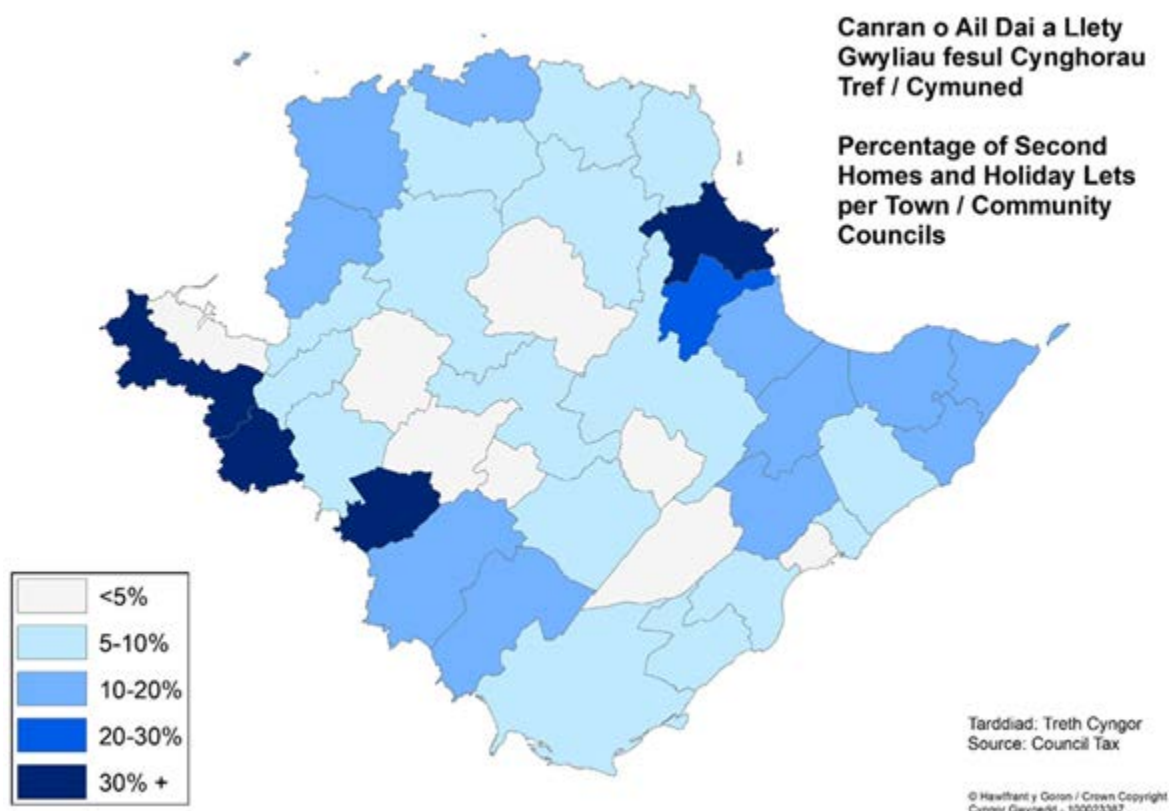
Although the exact impact of the COVID-19 pandemic on migration rates is not yet known, the table below of Council tax data from summer of 2020 shows a greater concentration of holiday and second homes on Anglesey when compared to Wales as a whole.

**Table: Total holiday homes**

	Anglesey	Wales
Number of residential units	35,195	988,418
Number of second homes	2,719	18,547
Total holiday accommodation (non-domestic business units)	861	6,906
Total	3,580	25,453
<b>Combined percentage of holiday homes</b>	<b>9.9%</b>	<b>2.56%</b>

It appears from the map below (also from 2020 Council tax data) that there is some correlation between levels of holiday homes and the proportion of Welsh speakers on some areas. Communities where there is a high proportion of holiday accommodation and second homes are broadly communities where the general use of Welsh is lower.

## Map: Percentage of second homes and holiday lets per town/community council 2020



The above provides a snapshot of the use of the language in our area based primarily on 2011 Census data. In 2021 Menter Iaith Môn published a language profile, a comprehensive picture of the state of the language on Anglesey based on a variety of data and research sources.<sup>14</sup> A copy is available on the [Mentermon.com](http://Mentermon.com) website. The main messages arising from the language profile are:

- The results of the 2011 Census provide a relatively mixed picture of the language locally. Although the impact of inward migration is clearly visible and the language continues to lose ground in the Holyhead area, the centre of the island remains one of the 'Welshest' parts of Wales.
- There has been little change in the state of the language between 2001 and 2011. Despite the relatively small decrease in the number of Welsh speakers, it is part of a national pattern of steady decline over the last half century.
- The Holyhead area saw the greatest decline, with 500 fewer Welsh speakers here overall. Unlike other parts of the island, the cause was not inward migration as a high proportion of the local population was born in Wales.

<sup>14</sup> Menter Iaith Môn, Proffil Iaith: Darlun o sefyllfa'r Gymraeg ar Ynys Môn, available at [mentermon.com](http://mentermon.com).

- The influence of inward migration is clearly visible along most of the island's coastline with over 40% of the population born outside Wales in many areas.
- The vast majority (78.2%) of Welsh-born Anglesey residents can speak Welsh.
- Llangefni is one of the 'Welshest' towns in Wales with more Welsh speakers living here than anywhere else, except for the Caernarfon area.
- The increase over the last fifty years in the island's population has led to a decline in the number of Welsh speakers. Despite this, the language has held its ground well given the level of inward migration to the area.

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## Priority area 1: Children, young people and the family

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Our first priority area focuses on children, young people and the family. This is because passing on Welsh from one generation to the next is crucial to maintaining and protecting the language in our communities. Education also has a key role to play in creating opportunities for children and young people to learn, hear and use Welsh in the classroom and beyond the school gates.

### The vision

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- More families recognising the value of Welsh and using the language with their children.
- More children and young people using the language every day at school and socially.
- More parents choosing Welsh medium education for their children.
- More pupils continuing to practice their Welsh language skills when moving from primary to secondary school and into post-compulsory education.
- The right of all pupils to be fully bilingual by the time they finish school at 16.
- More newcomers choosing Welsh medium education for their children and seeing the value of language immersion.
- More newcomers who are parents choosing to learn Welsh themselves.
- Greater awareness amongst young people of the value of the Welsh language as a skill and asset in the world of work.

### The challenges

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#### Passing on the language within the family

Failure within families to pass on the language to the next generation is a particular barrier to the prosperity of Welsh on Anglesey. In homes where only one parent (of a couple) can speak Welsh, only 38.1% of three year olds can speak the language. Even where both parents speak Welsh, the equivalent figure for three year olds is 76.7%.

Despite the challenge, this is also our greatest opportunity to create new Welsh speakers. National data shows where Welsh is passed on to children in the home, 80% remain fluent as adults. This compares with 49% of those who learned in

nursery school, 26% in primary school, and 8% in secondary school.<sup>15</sup> Therefore, the earliest a child acquires that language the greater the chance of retaining it into adulthood.

### **Non Welsh-speaking households**

Some families choose not to speak the language and may intentionally seek to avoid Welsh medium care or education by sending their children to non-controlled settings or to settings in other parts of the region.

### **Misconceptions about the value of Welsh**

Myths and misconceptions about the value of Welsh and bilingualism persist. These include the misconception that hearing two languages is confusing and that it is better to introduce only one language to a child at first. There is also the mistaken assumption that Welsh-medium care or education is unsuitable for non-Welsh speaking children because they cannot express themselves. Some old fashioned beliefs that Welsh is not useful in the world of work and that studying through the medium of the language is a barrier to success in subjects such as maths and science also remain.

### **Losing Welsh after leaving school**

Education has a powerful influence on school age children and young people's Welsh language ability. We are particularly fortunate that Anglesey has the highest proportion of Welsh speakers in the 15-19 age group throughout Wales. Our challenge is to ensure that this ability is not lost as our young people transition out of the education system into the world of work and life as adults.

## **The statistics**

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- 80.1% of Anglesey's three to four year olds who come from homes where both parents speak Welsh can themselves speak the language.
- 86.8% of Anglesey's primary school pupils were mainly educated through the medium of Welsh in 2012-20.
- In 2020, 72.7% of Anglesey's secondary school pupils gained A \*-C grades in GCSE in first language Welsh.
- According to Cymraeg 2050: A million Welsh speakers, over half of Welsh learners leave school at 16, moving on to further education, apprenticeships or employment.

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<sup>15</sup> Menter Iaith Môn, Proffil Iaith: Darlun o sefyllfa'r Gymraeg ar Ynys Môn (2021), pp. 58-61. Available at [mentermon.com](http://mentermon.com).

## What next?

We will ensure:

- that families appreciate the value of Welsh;
- that quality Welsh medium care and education is available to all;
- that our young people realise how Welsh language skills benefit them; and
- that children and young people can have fun in Welsh language activities.

If we are serious about creating new, natural Welsh speakers, we must focus on creating positive language associations early in children's lives. We need to reach out to prospective parents during pregnancy and maternity/paternity periods to reinforce positive messages about the benefits of introducing and passing on Welsh to their babies. Evidence suggests that this is a golden opportunity to educate parents about the advantages of Welsh as they are particularly eager to establish good habits for the benefit of their children.<sup>16</sup> Our early years' practitioners will have an influential role in many new parents' lives so it is important that they also understand the benefits. We will work with Menter Iaith Môn as part of the [Anglesey Welsh for Families Partnership](#) to equip them with appropriate information and resources. The partnership (a sub-group of Fforwm Iaith Ynys Môn) includes representatives from the health, care, education and third sectors who collaborate on projects with a specific focus on local Welsh language provision for families.

Our Flying Start officers offer targeted support for children under three years of age and their families as part of the Welsh Government's early years programme. The programme's primary focus is to promote social, emotional, cognitive and language skills, physical development and the early identification of additional needs. We will ensure that positive messages about the benefits of using Welsh with their children are shared with parents who come into contact with the service.

Although many early years settings offer an element of their care in Welsh on Anglesey, we need to work to increase language immersion opportunities, a way of introducing Welsh as a second language to infants and young children who do not hear the language at home. This will also involve working with Flying Start, Menter Iaith, Mudiad Meithrin, Cymraeg for Kids and schools, to ensure that providers receive the support they need to positively influence the language patterns of the young children in their care.

By creating more informal play opportunities more children will be surrounded by the language and pick it up naturally. We are fortunate that Mudiad Meithrin (the leading provider of language immersion opportunities) has a strong presence on the island. As well as the many Cylchoedd Meithrin and Cylchoedd Ti a Fi that operate here, one of the organisation's day nurseries is located in Llangefni. Mudiad Meithrin's work on the island is vital as the key to starting the bilingual journey from the

<sup>16</sup> Welsh Government, Flying Start– Annexe: Guidance on Speech, Language and Communication (2017), p. 34. Available at [llyw.cymru](http://llyw.cymru).

antenatal period (through the Cymraeg for Kids programme and collaboration with the health sector) through to the Cylch Ti a Fi and then the Cylch Meithrin. We need to build on our relationship with the organisation to ensure that all parents, regardless of their ability in Welsh, have access to welcoming settings that understand the benefits of language transmission and immersion in every part of the island.

We must similarly ensure that high quality Welsh medium education is available across the island and that we promote its benefits to all our communities. All but two of Anglesey's primary schools are community schools under the Council's control. This means that Welsh is the main medium of instruction for 86.8% of primary pupils. There are five community comprehensive schools for secondary pupils on the island, four of which are bilingual. One (Holyhead High School) is an English medium school with a significant proportion of Welsh provision. Welsh is the main medium of education for 34.8% of our secondary pupils. 39.2% receive some Welsh as part of their education, and 24.6% are educated in English. Welsh is the main language communication and administration of our special education school for pupils aged 3-19, Canolfan Addysg y Bont. The school places particular emphasis on the bilingual skills of its pupils.

As in the early years, we need to promote the benefits of language immersion for school age children. Our Language Centre is located on two sites in primary schools in Moelfre and Holyhead and offers Welsh language immersion education by specialist language teachers. We will look to extend our immersion provision during the period of the strategy and will benefit from of financial support from the Welsh Government to support older Welsh learners undertaking late immersion in schools. The bilingual language policy of all our schools will be strengthened with the introduction of our new Welsh in Education Strategic Plan (WESP) in 2022. Each of the WESP's outcomes contribute to the aim of increasing the use of Welsh. They include, among other things, increasing the number of pupils being taught in Welsh, more children using the language when moving from primary to secondary school, more pupils studying for Welsh qualifications, and creating more opportunities to use the language in different contexts. Implementing our WESP is therefore critical to the success of this strategy.

Alongside the WESP, we must ensure that our schools continue to implement the national Siarter Iaith (Language Charter) framework. The aim of the Siarter Iaith is to influence pupils' language use outside the classroom, which is key if we want to see our children and young people continue to use Welsh once they leave school. The framework provides schools with a structure that leads to increasing their pupils' social use of the language and we will continue to support our schools to carry it out.

Siarter Iaith has the advantage of assisting parents to learn Welsh, primarily to encourage their children with their school work, but also to help social integration and improve employment prospects. Due to the wealth of Welsh medium education provision on Anglesey, there are a number of parents who do not themselves speak the language or are confident in their Welsh who support their children through bilingual education. It is important that we recognise how difficult this can be and that we are encourage those parents with positive messages about the benefits of bilingualism.

Our young Welsh speakers need to understand that they have a valuable competitive advantage that sets them apart from some of their peers when it comes to applying for jobs, for example. Post-compulsory education providers have an important role to play in promoting the value of the language as a skill and asset when it comes to choosing a career path. We will work with our partners to promote job opportunities that require Welsh language skills in the area and ensure that our education system develops those skills so that there is a ready workforce here on Anglesey.

We have repeatedly mentioned the importance of hearing and using Welsh outside the classroom if we are to see our children and young people develop positive attitudes towards the language. There are a number of organisations on Anglesey that offer opportunities to use the Welsh language socially, such as the Urdd, Young Farmers, Menter Iaith Môn, sports clubs and youth clubs. We must work with our partners to support Welsh-medium social activity for children and young people following the pandemic to ensure that there are as many opportunities as possible to use Welsh socially. Such activities offer an excellent language immersion opportunity for children and young people to hear and use Welsh in a fun, informal atmosphere.

### Measures of success

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- More early years settings for children up to the age of five offering Welsh language immersion.
- An increase in the number secondary pupils being taught in Welsh.
- An increase in the number of secondary pupils studying first language Welsh as a qualification.
- An increase in the number of secondary pupils studying other subjects through the medium of Welsh.
- The number of parents of school age children learning Welsh.
- The number of newcomers with school age children choosing language immersion education within a year of moving to the area.
- An increase in the number of students studying Welsh-medium or bilingual further education courses.
- The number of Welsh language sports and leisure activities for children and young people.

## Priority area 2: The workplace, Welsh language services and the infrastructure

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Our objective in relation to the strategy's second priority area is to mainstream the Welsh language and to secure its status in the workplace. Our services should reflect the local community and residents should be aware of and feel confident to use the Welsh language services that are available locally. We must also be mindful of the opportunities that technology can offer to increase and facilitate use of the language in the workplace.

### The vision

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- More residents using Welsh at work.
- Increased awareness among businesses of the value of Welsh language ability as a skill and an asset in the world of work.
- More quality jobs and employment opportunities locally.
- Increased use of Welsh in local government administration, including town and community councils.
- More use of Welsh when using technology.
- More residents using Welsh language services in writing, in person and online.
- Quality Welsh medium care services available in homes, care homes and in the health sector.

### The challenges

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#### Geographical challenges

Anglesey's linguistic demography shows that the use of Welsh varies from area to area. Employment opportunities and the provision of local services also vary. The same opportunities are not always available to residents living in more rural parts of the island, which are, more often than not, the communities most likely to use the Welsh language naturally.

#### Seasonal economy

An over reliance on a seasonal economy linked to the tourism industry creates unstable employment opportunities. However, changes to the employment landscape post COVID-19 may present an opportunity to address the situation by allowing residents to take advantage of new, remote job opportunities.

### **Mobility and migration**

The issue of young people moving away to study or look for work is one that has affected our communities for decades. Similarly, there is a tendency to see fewer families moving into some areas due to a lack of job opportunities and services.

### **The language of business**

The Welsh language often lacks a prominent place in business. We have already noted that old-fashioned attitudes about the language persist, such as the perception that Welsh is not useful in the world of work and that English is the language of progress. Misconceptions also exist about the cost of operating bilingually and providing services in both languages.

### **Individuals' lack of confidence**

Less frequent users may lack confidence in their Welsh language ability and avoid using it at work. These individuals are also more likely to underestimate their ability in the language. Lack of ability in Welsh can be a barrier to finding good jobs locally and, in exceptional cases, may adversely affect the life chances of some individuals.

### **Changes to working conditions following the COVID-19 pandemic**

Remote working may have adversely impacted opportunities for those who do not use the language socially to practice their Welsh with colleagues in the workplace.

## **The statistics**

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- 77% of Anglesey's fluent Welsh speakers used the language every day in 2013-2015. This is a 10% decrease on the 2004-2006 figure of 87%.<sup>17</sup>
- In 2013-2015 nine out of 10 Welsh speakers on Anglesey said they spoke Welsh with colleagues at least occasionally.
- In 2013-15 over half of Welsh speakers said that they tried to use the Welsh language, at least occasionally, when dealing with public organisations.
- Over 90% of our officers speak Welsh which means we can offer a complete Welsh language service to our residents.<sup>18</sup>
- All members of our Senior Leadership Team and heads of service speak Welsh.

<sup>17</sup> Welsh Government and Welsh Language Commissioner, The use of Welsh in Wales 2015-15, available at [llyw.cymru](http://llyw.cymru).

<sup>18</sup> Isle of Anglesey County Council, Annual Welsh Language Standards Report 2020-21, pp. 23-24. Available at [ynysmon.gov.uk](http://ynysmon.gov.uk). Figure based on the results of the annual workforce language skills survey and reflecting the percentage of officers able to answer straightforward work-related queries in Welsh to fluency (levels 2-5 of our Recruitment and Selection Policy language requirements framework).

## What next?

We will ensure:

- that we support our workforce to use more Welsh at work;
- that we use technology to facilitate the use of Welsh;
- that businesses understand the benefits of using Welsh; and
- that the needs of Welsh language service users are central to our plans.

The workplace has an influence on what language people use. After all, most adults spend a significant proportion of their time at work. We want to ensure that the Council is an example to the island's employers of a workplace that values the Welsh language skills of its workforce and uses the language as a natural part of its administration. By using Welsh ourselves we hope to see a virtuous circle develop. Evidence shows that individuals who work for employers who support the use of Welsh are much more likely to use the language themselves.

In 2017 we decided to implement an innovative rolling programme to increase our use of Welsh over a six year period. This led to identifying language champions responsible for promoting the Welsh language and making small interventions to change the linguistic culture within their teams. Although the pandemic meant delaying our plans for a period during 2020 and 2021, our intention is to build on the programme's success and extend it to new service departments. We will continue to support our current language champions and work with them to identify more opportunities to use Welsh at work. Our Translation unit will also support our officers by assisting them to work bilingually. We will adopt some of the latest technology, specifically in relation to simultaneous translation, to facilitate this work and the development of the Welsh language within the Council more broadly. We will also learn from and share best practice with our public sector partners as part of the Gwynedd and Anglesey Public Service Board's Welsh language sub-group and the region's Welsh language officers' network. We will take advantage of any opportunity to work with the higher education sector on behaviour change models to help change the linguistic practices of our workforce for the better.

Our workforce is our greatest asset and we want to attract more Welsh speakers to work for us. We must therefore work with our partners in the further education sector, such as Grŵp Llandrillo Menai, to ensure that our young people are aware of the career opportunities that we have to offer.

We will continue to work with our partners in Learn Welsh North West to support our workforce to learn the language and, just as importantly, to increase confidence in the skills they already have. It is likely that some momentum will have been lost as a result of the transition to remote working and the reduction in opportunities to use the language informally at work. Creating opportunities to hear and practice Welsh will therefore be vital as working life returns to normal after the pandemic. We will



encourage and support less confident users to develop their Welsh language ability by providing training that is suitable for them. We will also facilitate less formal opportunities to practice Welsh at work, by hosting cuppa and chat sessions for example. We will be mindful of the opportunities that new technology and virtual meeting platforms can offer to increase confidence and use of the language.

We must ensure that the needs of language users are central to our proposals and that we work tirelessly to encourage our residents to use Welsh language services. We will reach out to business owners with information and resources about the benefits of using Welsh. If we want to see more use made of Welsh the myth that English is the language of business and formality must be dispelled. This means using language that is suitable and easy to understand and designing our services in such a way that there is no barrier to using them in Welsh. We must continually strive to make it absolutely clear to our residents that they are welcome to use the language with us and that they do not have to ask for services in Welsh. This is the principle at the heart of the proactive offer.

We will make sure that our workforce understands the importance of providing services – particularly care and welfare services – in our residents' chosen language by offering them language awareness training. As well as ensuring that we work continually to improve our care services through the medium of Welsh, we will call on our partners in the health sector to provide quality services in line with the requirements of the Welsh Government's national framework, More than just words. Our aim will be to instil respect and goodwill amongst towards language choice and to ensure that local services reflect the vibrant, bilingual community we are so privileged to serve.

## Measures of success

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- The number of Welsh language training courses attended.
- The number of Welsh language awareness sessions attended.
- The number of officers using Welsh language Microsoft interfaces.
- The number of visits to the Welsh version of our website.
- The number of Welsh speakers who choose to use our services in Welsh.
- The number of visits to Welsh language resources for businesses on our website.

## Priority area 3: The community

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Our strategy's final priority area focuses on promoting Welsh as a living language in our communities. Through hard work and collaboration with our partners we will aim to foster greater goodwill towards the language by sharing positive messages about the value and importance of Welsh on Anglesey.

### The vision

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- Residents able to afford to live and set up homes in their local communities.
- A shared sense of involvement and pride amongst residents in our vibrant, truly bilingual community.
- Residents who are willing and confident Welsh language users, regardless of their level of ability.
- More Welsh language activity, a prominent place for the language at events and fewer activities being conducted exclusively in English in our communities.
- Learners and less confident Welsh speakers welcomed and supported to participate in community events.
- Support for councils and community groups who conduct their business in Welsh.
- The Welsh language prioritised in local economic development, housing and planning schemes.

### The challenges

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#### The housing market

One of the main challenges on Anglesey is ensuring that there is enough affordable housing available to our residents. The COVID-19 pandemic period in particular saw growing concern about local residents – particularly young people – unable to compete with retirees and second home buyers. If we are to ensure that our young people can stay and work in our communities there must be an adequate supply of suitable housing.

#### Mobility and migration

Census data shows that older people of retirement age are most likely to move to Anglesey causing changes in demography and language use patterns in some areas.

### Opportunities and support to learn Welsh

Many newcomers to the area are eager to learn about our language and culture but often find it difficult to integrate into Welsh-speaking communities. Some may find it difficult to learn the language due to a lack of convenient opportunities.

Not everyone who moves to Anglesey has a desire to learn Welsh. This may be because they do not see a need to learn the language due to the English language's influence on some of our communities.

### Individuals' lack of confidence

Despite having a relatively large number of Welsh speakers, not everyone who can speak the language on Anglesey does so. This is a particular issue in the Holyhead area where intergenerational language transmission rates are at their lowest.

## The statistics

- 60% of Holyhead's population understands Welsh but does not use the language.
- 9.9% of Anglesey's residential units are holiday or second homes.

## What next?

We will ensure:

- that Anglesey is an appealing place for Welsh speakers to live;
- that there is a range of housing options available to local residents;
- that newcomers understand the importance of the Welsh language; and
- that Welsh is prominent in community activities.

For the Welsh language to flourish in our communities, Anglesey needs to be an appealing place for Welsh speakers to live and work. We will aim to attract individuals who have left the island to study or follow career paths back to the area to raise families. To succeed, we need to make sure that good jobs and social opportunities and high standards of Welsh education are all available here.

We must also offer a range of housing options. This means supporting owners to bring empty homes back into use, working with private landlords, and encouraging developers and social housing providers to build more affordable housing. We will also add to the local housing stock by building new council houses.

By working with the Gwynedd and Anglesey Joint Planning Policy Unit we will ensure that the impact of proposed developments on communities and the language is conscientiously considered. Where appropriate, we will call on developers to take

action to mitigate any negative impacts and encourage them to use and support local supply chains. Our Policy and Welsh Language unit will have an input into town and country planning decisions to ensure that the interests of Welsh speakers are considered and protected. At a strategic level, the Welsh language will be given priority in our economic plans.

As our economy is largely reliant on tourism, we will take every opportunity to market the island's distinctive culture. This will include drawing visitors' attention to the area's natural bilingualism and embracing native, Welsh language place-names when promoting Anglesey as a destination. Working with stakeholders in the sector, we will aim to develop a successful and sustainable tourism industry that contributes to and enhances the area.

We will target newcomers to the island to make sure they understand the prominent place that the Welsh language has here. We will support Menter Iaith Môn to build on the success of their schemes to help immigrants and refugees fully integrate into their new communities. Through innovative programmes that introduce the history of the Welsh language, local traditions and culture we hope to influence and support newcomers' efforts to learn Welsh and feel part of their new area.

Our town and community councils will have an important role to play in sharing positive messages about the value of the Welsh language in our communities. We already have an established relationship with designated language champions within these organisations and will support their efforts increase participation in Welsh language community activity. It is vital that we continue to listen to and respond to the concerns of our town and community councils about the state of the Welsh language in their areas. Often it is these residents who first sense the true impact of changes to linguistic dynamics on this island.

We will benefit from the special influence that organisations such as Medrwn Môn, Merched y Wawr, the Urdd and the Young Farmers have on Welsh language activity in our communities. It is vital that we offer them every support to resume their activities following the restrictions of the COVID-19 pandemic. We will use our influence to encourage businesses and event organisers to showcase the language at events. We will support and promote volunteering opportunities through the medium of Welsh. It is vital that our elected members and community representatives are aware of their capacity to drive change and ensure that the Welsh language has a prominent place in events and activities.

## Measures of success

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- An increase in the number of electoral wards with more than 70% Welsh speaking population.
- An increase in the number of electoral wards with more than 50% Welsh speaking population.
- The number of visits to Welsh language resources for newcomers on our website.

- The number of newcomers contacting us to request resources.
- The number of newcomers enrolling in Welsh language lessons or training within a year of moving to the area.
- The number of fitness classes held in Welsh.

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## Implementing the strategy

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This strategy mainly focuses on areas over which we have direct influence. However, its success is entirely dependent on collaboration. When it come to the Welsh language, many other local organisations share our priorities. It would be a mistake not to co-ordinate our efforts and make the most of each other's resources and expertise to achieve our shared goal of increasing the use of Welsh on our island.

We have already mentioned some of our key partners and a full list of Fforwm Iaith Ynys Môn's members is included in the appendix. This forum of various organisations who operate on Anglesey meets regularly with the aim of working together to support and promote the Welsh language locally. Each of these organisations also has an important role to play in implementing this strategy.

For each year of the strategy's life there will be an action plan. This document will set out our plans for taking action and working together to increase the use of Welsh. It contains aims and objectives relating to the three priority areas together with details of specific schemes and projects to be delivered during the period.

Fforwm Iaith Ynys Môn will be responsible for monitoring the progress of the annual action plans. We will work closely with the forum to strengthen the aims and objectives of our strategy. It is also our platform for sharing information, coordinating efforts and identifying further opportunities for collaboration. The forum will identify annual projects where there is collaboration between its members, including the Council and our service departments.

Progress against annual action plan targets will also be monitored as part of the Council's formal scrutiny arrangements.

At the end of each year we keep a record of the period's activity. These records will form the basis of our end of strategy assessment of the success of our efforts, as required by standard 146. We will also keep a record of all community events and activities, supported by us, to promote the Welsh language. This information will be published on our website and shared with the Welsh Language Commissioner.

## Appendix 1: Fforwm Iaith Ynys Môn member list

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- Dr Haydn E. Edwards (independent chair since 2019)
- Anglesey and Gwynedd Joint Planning Policy Unit
- Anglesey and Gwynedd post-16 Education Consortium
- Anglesey Primary Heads Forum (chair)
- Anglesey Secondary Heads Forum (chair)
- Bangor University
- Betsi Cadwaladr University Health Board
- Cymdeithas yr Iaith
- Cymraeg for Kids
- Grŵp Llandrillo Menai
- GwE
- Isle of Anglesey County Council, including;
  - Elected Members: Portfolio Holder with responsibility for the Welsh language, and four other elected members
  - Officers: Chief Executive, Director of Education, Skills and Young People, Policy and Welsh Language Manager and other officers as required
- Learn Welsh North West
- Llys Eisteddfod Môn
- Medrwn Môn
- Menter Iaith Môn
- Menter Môn
- Merched y Wawr
- Môn CF
- Môn FM
- Mudiad Meithrin
- North Wales Police
- One Voice Wales
- Siarter Iaith
- Welsh Government
- Welsh Language Commissioner
- Young Farmers
- Yr Urdd

## Appendix 2: Year one action plan

Priority area 1: Children, young people and the family					
Broad aim	Objective to be achieved	Responsibility	Funding source	Success indicator	RAG status
Increased awareness of the advantages of passing on the Welsh language	Working together to produce a comprehensive resource for prospective parents on the benefits of language transmission.	Menter Iaith Môn to lead on behalf of the Anglesey Welsh for Families Partnership			
	Welsh language awareness training offered to Flying Start officers.	Isle of Anglesey County Council Social Services with support from Menter Iaith Môn			
	Sharing information with parents in the pre and postnatal period about the benefits of the Welsh language.	<ul style="list-style-type: none"> <li>• Isle of Anglesey County Council Registration Services</li> <li>• Gwynedd Council Registration Services</li> <li>• Cymraeg for Kids</li> <li>• Cylchoedd Ti a Fi</li> <li>• Betsi Cadwaladr University Health Board midwives and health visitors</li> </ul>			
	Sharing information with foster parents about the benefits of the Welsh language.	Isle of Anglesey County Council Social Services department with support from Menter Iaith Môn			



	Welsh language awareness training offered to all boards of school governors.	Isle of Anglesey County Council Learning department with support from Menter Iaith Môn			
<b>More Welsh language immersion opportunities during the early years between 0-5 years of age</b>	Publishing a comprehensive list of early years settings for 0-5 year olds offering language immersion.	Isle of Anglesey County Council Social Services department			
	Sharing information about the benefits of Welsh language immersion with settings that do not currently offer Welsh language provision.				
<b>Improved standards of Welsh language provision and education in schools</b>	Implementing the WESP 2022-2032.	Isle of Anglesey County Council Learning department			
	Implementing the Siarter Iaith framework in schools.	Isle of Anglesey County Council Learning department			
<b>Ensuring that ability in Welsh is considered a valuable skill by further education students</b>	Promoting the benefits of a career in health and care to Welsh speaking young people.	<ul style="list-style-type: none"> <li>• Isle of Anglesey County Council Learning department</li> <li>• Grŵp Llandrillo Menai</li> <li>• As prospective employers, Fforwm Iaith Ynys Môn and Anglesey Welsh for Families Partnership members to support by proving Welsh</li> </ul>			

		language awareness			
<b>riority area 2: The workplace, Welsh language services and the infrastructure</b>					
<b>Broad aim</b>	<b>Objective to be achieved</b>	<b>Responsibility</b>	<b>Funding source</b>	<b>Success indicator</b>	<b>RAG status</b>
<b>More use of Welsh within the Council and supporting our workforce to use the language in the workplace</b>	Supporting current Welsh language champions in the Housing, Leisure and Public Protection service departments.	Isle of Anglesey County Council Policy and Welsh Language unit			
	Extending the six-year rolling programme to Finance, Social Services and Economic Development departments.	Isle of Anglesey County Council Policy and Welsh Language unit			
	Changing workplace language practices by implementing ARFer behaviour change methodology.	Isle of Anglesey County Council Policy and Welsh Language unit in partnership with Canolfan Bedwyr, Bangor University			
	Improving officers' awareness of support resources by reviewing intranet pages about the Welsh language.	Isle of Anglesey County Council Policy and Welsh Language unit			
	Reviewing how we convey Welsh language requirements in job descriptions.	<ul style="list-style-type: none"> <li>Isle of Anglesey County Council Policy and Welsh Language unit</li> <li>Isle of Anglesey County Council Human Resources department</li> </ul>			
<b>Ensuring that ability in Welsh is</b>	Offering language awareness training for	Isle of Anglesey County Council Learning			

<b>considered a valuable skill in training and employment</b>	careers advisers and teachers responsible for providing careers advice in schools.	department with support from Menter Iaith Môn			
<b>More use of Welsh language services by residents and implementing standards</b>	Improved understanding of services users' language choices and behaviour at receptions.	Gwynedd and Anglesey Public Services Board Welsh language sub-group	<ul style="list-style-type: none"> <li>• Isle of Anglesey County Council</li> <li>• Gwynedd Council</li> </ul>		
	Review of corporate Welsh Language Policy.	Isle of Anglesey County Council Policy and Welsh Language unit			
	Review of schools' Welsh Language Policy.	<ul style="list-style-type: none"> <li>• Isle of Anglesey County Council Learning department</li> <li>• Isle of Anglesey County Council Policy and Welsh Language unit</li> </ul>			
	Review of corporate website pages about the Welsh language.	<ul style="list-style-type: none"> <li>• Isle of Anglesey County Council Policy and Welsh Language unit</li> <li>• Isle of Anglesey County Council Digital Services unit</li> </ul>			
	Welsh language standards' training for Academi Môn trainees.	<ul style="list-style-type: none"> <li>• Isle of Anglesey County Council Policy and Welsh Language unit</li> <li>• Isle of Anglesey County Council Human Resources department</li> </ul>			

	Welsh language standards' training for new elected members.	Isle of Anglesey County Council Democratic Services department			
<b>riority area 3: The community</b>					
<b>Broad aim</b>	<b>Objective to be achieved</b>	<b>Responsibility</b>	<b>Funding source</b>	<b>Success indicator</b>	<b>RAG status</b>
<b>Introducing Welsh to new communities and promoting Welsh language learning and education opportunities</b>	Publishing promotional material for newcomers on our website.	Isle of Anglesey County Council in partnership with Menter Iaith Môn	ARFOR programme funding		
	Sharing information about the Welsh language with potential buyers as part of property searches.	Isle of Anglesey County Council Legal Services department	N/A		
<b>Greater awareness by businesses of the benefits of using Welsh</b>	Publishing promotional material for businesses on our website.	Isle of Anglesey County Council in partnership with Menter Iaith Môn	ARFOR programme funding		
<b>More opportunities for people to use health and social care services in Welsh</b>	Responding to a review of More than just words.	Isle of Anglesey County Council Social Services department			
	Promoting the benefits of a career in health and care to Welsh speaking young people.	<ul style="list-style-type: none"> <li>• Isle of Anglesey County Council Learning Department</li> <li>• Grŵp Llandrillo Menai</li> <li>• As prospective employers, Fforwm Iaith Ynys Môn and Anglesey Welsh for Families Partnership members to support by proving Welsh</li> </ul>			

		language awareness			
<b>More opportunities to use Welsh in communities</b>	Preparing a memorandum of understanding for sports clubs.				
	Establishing a virtual Village Hall.				