

Isle of Anglesey County Council	
Report to:	County Council
Date:	29 November 2021
Subject:	Welsh Language Promotion Strategy
Portfolio Holder(s):	Councillor Ieuan Williams
Head of Service / Director:	Annwen Morgan, Chief Executive
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Local Members:	Relevant to all elected members

A –Recommendation/s and reason/s

R1 – The County Council is asked to approve the appended Welsh Language Promotion Strategy 2021-2026 and to authorise the strategy's publication on the Council's website by no later than 31 December 2021.

Reasons

The Isle of Anglesey County Council (the Council) is required to prepare a Welsh language promotion strategy. The purpose of such a 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 period of the Council's first promotional strategy 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 months to produce a new promotion strategy for the period 2021-2026. An assessment was also undertaken of the first strategy which contributed to the preparation of the promotion strategy.

The main challenge of preparing the promotion strategy is the lack of current data about 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 the number of Welsh speakers is appropriate.

The Welsh Language Promotion Strategy 2021-2026 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 summary on the strategy's implementation will also be included in the annual Welsh language standards report.

B – What other options did you consider and why did you reject them and/or opt for this option?

No other options were considered. The proposals put forward are prescribed by the Welsh Language Standards (No. 1) Regulations 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.

C – Why is this a decision for the Council?

As noted on section (B) above, the proposals put forward are prescribed by statute. The draft promotion strategy is the key document outlining the Council's strategic direction and its actions in relation to the Welsh language for the next five years.

Ch – Is this decision consistent with policy approved by the full Council?

Yes.

D – Is this decision within the budget approved by the Council?

N/A

Dd – Assessing the potential impact (if relevant):

1	How does this decision impact on our long term needs as an Island?	<p>The Council Plan 2017-2022 states that protecting the language is a high priority for the Council. The promotion strategy identifies the main challenges facing the Welsh language on Anglesey and outlines how we intend to address those challenges over the next five years. This includes, among other things:</p> <ul style="list-style-type: none"> • increasing rates of language transmission within families; • ensuring that our children and young people benefit from being bilingual; • ensuring that residents able to afford to live and set up home in their local communities; and • the Welsh language prioritised in local economic development, housing and planning schemes.
2	Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how?	N/A
3	Have we been working collaboratively with other	Yes. The promotion strategy is the result of purposeful collaboration with

Dd – Assessing the potential impact (if relevant):		
	organisations to come to this decision? If so, please advise whom.	Fforwm Iaith Ynys Môn. Details of the forum's member associations are included in the strategy document.
4	Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how.	The interests of Anglesey citizens have been represented through consultation with Fforwm Iaith Ynys Môn members and, the portfolio holder and the elected members who sit on the Council's Welsh Language Promotion Group, the Scrutiny Committee (Partnerships and Regeneration) and the Executive.
5	Note any potential impact that this decision would have on the groups protected under the Equality Act 2010.	One of the main purposes of the promotion strategy 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	If this is a strategic decision, note any potential impact that the decision would have on those experiencing socio-economic disadvantage.	Research shows that bilingualism can have a positive impact on children's academic development and attainment. 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 advantageous.
7	Note any potential impact that this decision would have on opportunities for people to use the Welsh language and on treating the Welsh language no less favourably than the English language.	The purpose of the 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 is consistent the core principles of the Welsh Language (Wales) Measure 2011, namely: <ul style="list-style-type: none"> • Welsh should not be treated less favourably than English in Wales; and

Dd – Assessing the potential impact (if relevant):

	<ul style="list-style-type: none"> persons in Wales should be able to live their lives through the medium of Welsh if they so wish.
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E – Who did you consult?**What did they say?**

1	Chief Executive / Senior Leadership Team (SLT) (mandatory)	Yes. The Chief Executive was consulted as part of the drafting process. Report appendices were put before the SLT during its meetings on 20 October and 8 November 2021. SLT members' comments following those meetings have been incorporated in full.
2	Finance / Section 151 (mandatory)	Yes, see above.
3	Legal / Monitoring Officer (mandatory)	Yes, see above.
4	Human Resources (HR)	N/A
5	Property	N/A
6	Information Communication Technology (ICT)	N/A
7	Procurement	N/A
8	Scrutiny	Yes. The promotion strategy was recommended by the Scrutiny Committee (Partnerships and Regeneration) for the Executive's approval at its meeting on 9 November 2021.
9	Local Members	N/A

F - Appendices:

Welsh Language Promotion Strategy 2021-2026 (draft)

Ff - 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](#)
- [Language Profile: An overview of the situation of Welsh on Anglesey](#)
- [Five year strategies: A best practice guide for county and county borough councils and National Park authorities](#)
- [Assessing the achievement of the five year strategies: Effective practice guidance document](#)



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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: December 2021

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

Please refer any enquiries about this document to:

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Additional copies

This document is available on the Council's website at 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.

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Portfolio holder's foreword

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.

Councillor Ieuan Williams, Deputy Council Leader

Portfolio Holder – Service Transformation and the Welsh Language
December 2021



Our vision

At least 325 more Welsh speakers on Anglesey by 2026

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

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.¹

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](#).² 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**

¹ Menter Iaith Môn, Proffil Iaith: Darlun o sefyllfa'r Gymraeg ar Ynys Môn (2021), p. 40. Available at mentermon.com.

² 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 our vision for Anglesey is realised, and
- what indicators can we use to measure the success of our efforts.

When addressing these priority areas we will also be mindful of the strategic themes of Cymraeg 2050: A million Welsh speakers. This is to ensure that our local efforts 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

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](#)³, 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'.

³ Welsh Language Commissioner, Stepping Forward: Assurance Report 2020-2021, available at welshlanguagecommissioner.wales.

Context

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

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](#)⁴ 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.⁵

⁴ Welsh Language Commissioner, Compliance notice under section 44 of the Welsh Language (Wales) Measure 2011, available at welshlanguagecommissioner.wales.

⁵ Isle of Anglesey County Council, Welsh Language Strategy 2016-2021: Assessment report, available at ynysmon.gov.uk.

Policy context

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](#)⁶ acknowledges the importance of our Welsh heritage and culture and states that protecting the language is a key priority. Our [Welsh Language Policy](#)⁷ 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](#)⁸. 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](#)⁹ for both counties in order to work together towards achieving the aims of the act.

More than just words

[More than just words](#)¹⁰ 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

⁶ Isle of Anglesey County Council, Council Plan 2017-2022, available at ynysmon.gov.uk.

⁷ Isle of Anglesey County Council, Welsh Language Policy, available at ynysmon.gov.uk.

⁸ Welsh Government, Cymraeg 2050: A million Welsh speakers, available at llyw.cymru.

⁹ Gwynedd and Anglesey Public Services Board, Gwynedd and Anglesey Local Well-being Plan, available at lesiantgwyneddaron.org.

¹⁰ Welsh Government, More than just words: Strategic framework for Welsh language services in health, social services and social care, available at wales.nhs.uk.

developed a joint [Local Development Plan](#)¹¹ 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](#)¹² 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](#).¹³ 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.

¹¹ Gwynedd Council and Isle of Anglesey County Council, Gwynedd and Anglesey Joint Local Development Plan 2011-2025, available at ynysmon.gov.uk.

¹² Gwynedd Council and Isle of Anglesey County Council, Supplementary Planning Guidance: Maintaining and creating distinctive and sustainable communities, available at ynysmon.gov.uk.

¹³ Isle of Anglesey County Council, Welsh in Education Strategic Plan 2022-2032, available at 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.

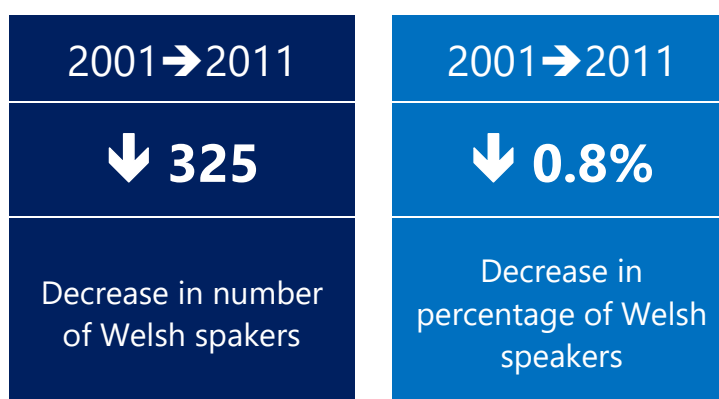


Table: Number and percentage of Welsh speakers

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

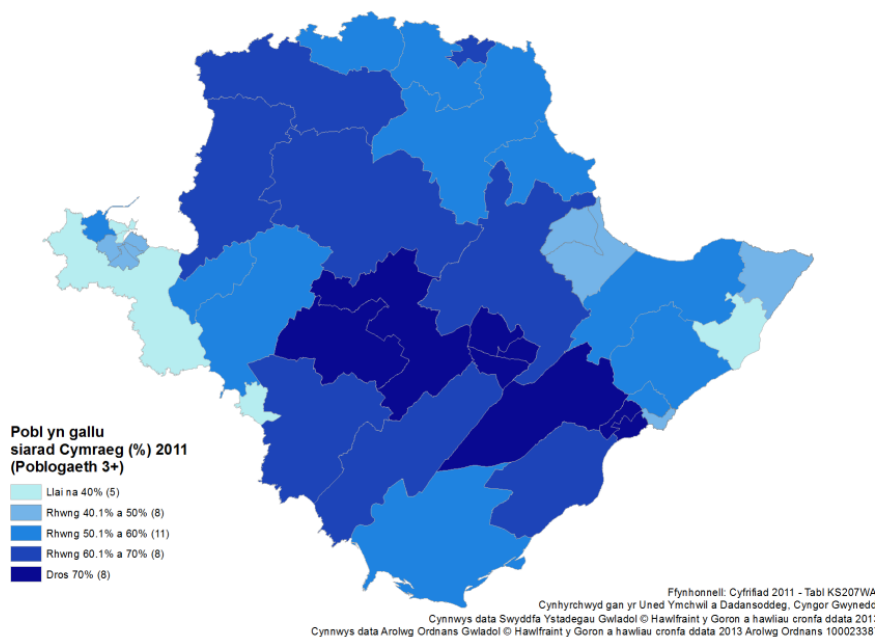


Table: Wards with the highest number of Welsh speakers

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%
Maeshyfyd	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.

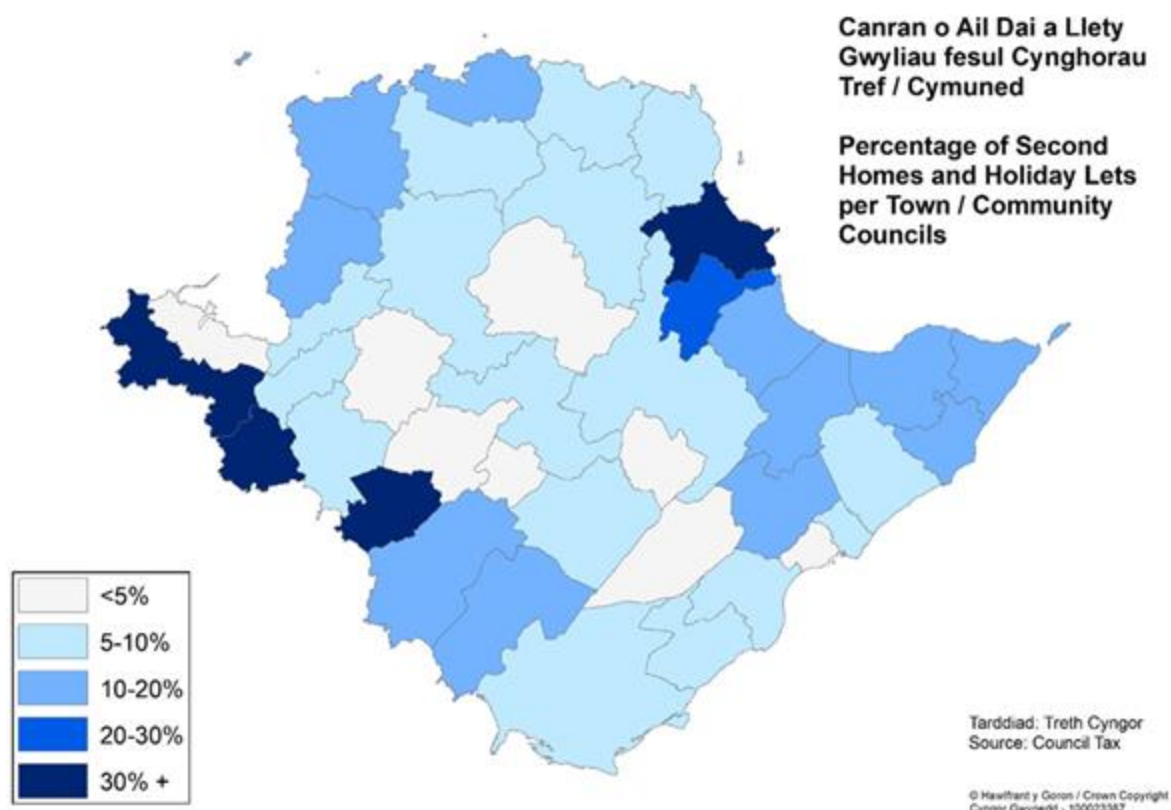
Although the exact impact of the COVID-19 pandemic on migration rates is not yet known, the table below of Council tax data from summer of 2020 shows a greater concentration of holiday and second homes on Anglesey when compared to Wales as a whole.

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
Combined percentage of holiday homes	9.9%	2.56%

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.¹⁴ A copy is available on the 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.

¹⁴ Menter Iaith Môn, Proffil Iaith: Darlun o sefyllfa'r Gymraeg ar Ynys Môn, available at 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.



Priority area 1: Children, young people and the family

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

- 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

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.¹⁵ 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

- 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.

¹⁵ Menter Iaith Môn, Proffil Iaith: Darlun o sefyllfa'r Gymraeg ar Ynys Môn (2021), pp. 58-61. Available at 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.¹⁶ 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

¹⁶ Welsh Government, Flying Start– Annexe: Guidance on Speech, Language and Communication (2017), p. 34. Available at 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 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 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

- 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

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

- 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

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

- 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%.¹⁷
- 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.¹⁸
- All members of our Senior Leadership Team and heads of service speak Welsh.

¹⁷ Welsh Government and Welsh Language Commissioner, The use of Welsh in Wales 2015-15, available at lyw.cymru.

¹⁸ Isle of Anglesey County Council, Annual Welsh Language Standards Report 2020-21, pp. 23-24. Available at 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

- 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

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

- 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

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

- 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.



Implementing the strategy

This strategy mainly focuses on areas over which we have direct influence. However, its success is entirely dependent on collaboration. When it comes 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

- 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"> • Isle of Anglesey County Council Registration Services • Gwynedd Council Registration Services • Cymraeg for Kids • Cylchoedd Ti a Fi • Betsi Cadwaladr University Health Board midwives and health visitors 			
	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			
More Welsh language immersion opportunities during the early years between 0-5 years of age	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.				
Improved standards of Welsh language provision and education in schools	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			
Ensuring that ability in Welsh is considered a valuable skill by further education students	Promoting the benefits of a career in health and care to Welsh speaking young people.	<ul style="list-style-type: none"> • Isle of Anglesey County Council Learning department • Grŵp Llandrillo Menai • As prospective employers, Fforwm Iaith Ynys Môn and Anglesey Welsh for Families Partnership members to support by proving Welsh 			

		language awareness			
Priority area 2: The workplace, Welsh language services and the infrastructure					
Broad aim	Objective to be achieved	Responsibility	Funding source	Success indicator	RAG status
More use of Welsh within the Council and supporting our workforce to use the language in the workplace	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"> Isle of Anglesey County Council Policy and Welsh Language unit Isle of Anglesey County Council Human Resources department 			

Ensuring that ability in Welsh is considered a valuable skill in training and employment	Offering language awareness training for careers advisers and teachers responsible for providing careers advice in schools.	Isle of Anglesey County Council Learning department with support from Menter Iaith Môn			
More use of Welsh language services by residents and implementing standards	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"> • Isle of Anglesey County Council • Gwynedd Council 		
	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"> • Isle of Anglesey County Council Learning department • Isle of Anglesey County Council Policy and Welsh Language unit 			
	Review of corporate website pages about the Welsh language.	<ul style="list-style-type: none"> • Isle of Anglesey County Council Policy and Welsh Language unit • Isle of Anglesey County Council Digital Services unit 			
	Welsh language standards' training for Academi Môn trainees.	<ul style="list-style-type: none"> • Isle of Anglesey County Council Policy and Welsh Language unit • Isle of Anglesey County Council Human Resources department 			

	Welsh language standards' training for new elected members.	Isle of Anglesey County Council Democratic Services department			
Priority area 3: The community					
Broad aim	Objective to be achieved	Responsibility	Funding source	Success indicator	RAG status
Introducing Welsh to new communities and promoting Welsh language learning and education opportunities	Publishing promotional material for newcomers on our website.	Isle of Anglesey County Council in partnership with Menter Iaith Môn	ARFOR programme funding		
	Trial sharing of information about the Welsh language with potential buyers as part of property searches.	Isle of Anglesey County Council Legal Services department	N/A		
Greater awareness by businesses of the benefits of using Welsh	Publishing promotional material for businesses on our website.	Isle of Anglesey County Council in partnership with Menter Iaith Môn	ARFOR programme funding		
More opportunities for people to use health and social care services in Welsh	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"> • Isle of Anglesey County Council Learning Department • Grŵp Llandrillo Menai • As prospective employers, Fforwm Iaith Ynys Môn and Anglesey Welsh for Families Partnership members to support by proving Welsh 			

		language awareness			
More opportunities to use Welsh in communities	Preparing a memorandum of understanding for sports clubs.	Isle of Anglesey County Council Leisure department			
	Establishing a virtual Village Hall.	Isle of Anglesey County Council Social Services department			

