



Comisiynydd
Cenedlaethau'r
Dyfodol
Cymru

**Future
Generations**
Commissioner
for Wales



A Journey to

A Wales of Vibrant Culture and Thriving Welsh Language

1: Developing skills, increasing opportunities and respecting our status as a bilingual nation.

2: Supporting people to engage with culture in their daily working and recreational lives, and bringing out the best in our cultural professionals.

3: Using cultural and linguistic interventions to address wider societal issues.

4: Using culture and the Welsh language as a driver for economic and environmental change.

5: Enabling our citizens to access and engage with their own and other cultures.





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In the Well-being of Future Generations
Act, this goal is defined as

*“a society that promotes and protects
culture, heritage and the Welsh
Language and which encourages people
to participate in the arts and sport and
recreation.”*



Defining the goal

Mahatma Gandhi famously said that “a nation’s culture resides in the hearts and in the souls of its people.”

Culture is important to all our lives. From being a member of your local sports club, to visiting the theatre at the weekend, to singing in a choir, culture makes our lives worthwhile. Within Wales, culture is strongly associated with our heritage and Welsh language; it’s what makes us unique.

During times of austerity, however, culture can be mistakenly seen as a ‘nice to have’ or even a luxury when evidence shows that valuing arts and creativity is beneficial for our economic, environmental, social and cultural well-being. Research also suggests that creativity will be the number one desired skill for the future. Greater cross-sector support is needed to boost participation in and engagement with

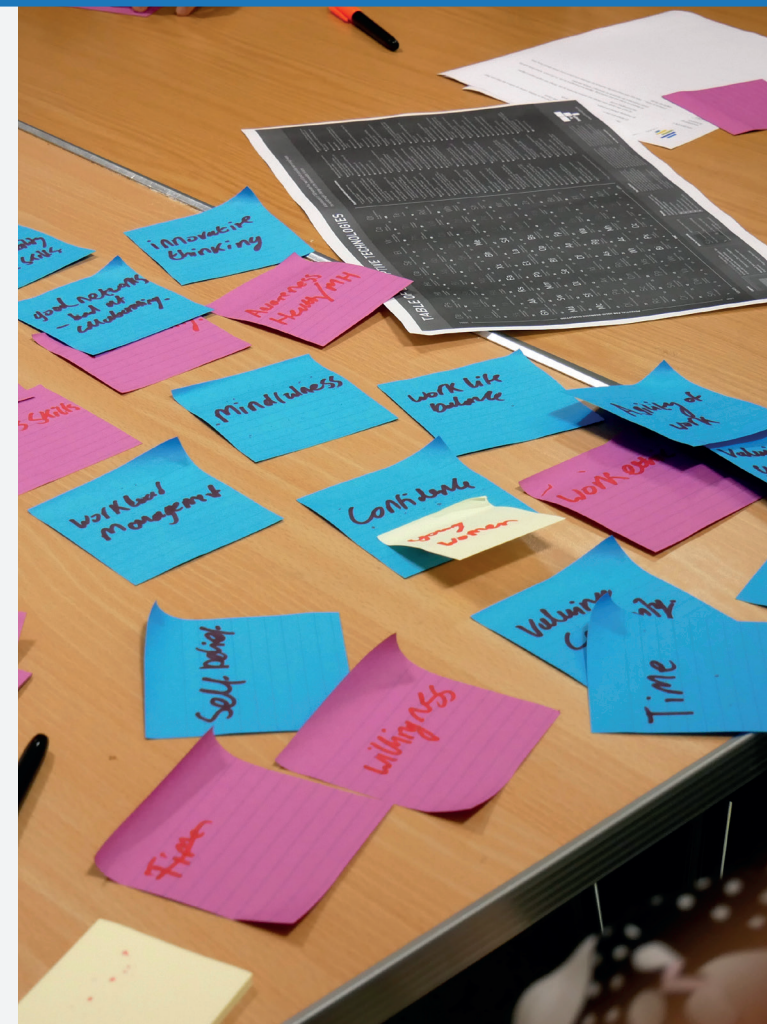
culture, including arts, sport and recreation, as well as the Welsh language. Equality of access to culture is therefore vital in achieving this goal. Through promoting and protecting our culture and heritage, we come to value their role as mechanisms for social change and their potential to achieve prosperity and resilience.

Culture in this document is used as a term to encompass archives, arts, heritage, language, libraries, museums, play and sport.



Case studies

Throughout the document you will find a number of reports relating to the topic subject. Please read the link if you see this symbol.



Defining the goal

Where to focus action in contributing to this goal

Promoting and protecting the Welsh language

[\(See Wales of vibrant culture and thriving Welsh Language journey topic 1: Supporting the Welsh Language\)](#)

Promoting and protecting culture and heritage, valuing their role as mechanisms for social change

[\(See Wales of vibrant culture and thriving Welsh Language journey topic 3: Culture as a mechanism for change\)](#)

Promoting and protecting culture and heritage, valuing their potential to achieve prosperity and resilience

[\(See Wales of vibrant culture and thriving Welsh Language journey topic 4: Culture enabling prosperity and resilience\)](#)

Encouraging people to participate in the arts, sport and recreation, and valuing creativity

[\(See Wales of vibrant culture and thriving Welsh Language journey topic 2: Valuing Creativity\)](#)

Encouraging organisations to ensure that the arts, sport and recreation are available to all

[\(See Wales of vibrant culture and thriving Welsh Language journey topic 5: Culture available to all\)](#)

Other statutory requirements in relation to this goal

Public bodies are required to adhere to legislation that covers them, and with any agreement set out between themselves and Welsh Government or their sponsored body.

The Welsh Language Measure was passed by the National Assembly for Wales in 2011, and put in place the Welsh Language Standards – more information is on the [website of the Welsh Language Commissioner](#).

Some of the suggested steps and actions in this document are in line with the Welsh Language Standards, so public bodies in Wales should already be doing them - these steps and actions are highlighted in orange with an 'St' symbol. Some of the steps, whilst they appear to be in keeping with the ethos of the standards, are asking public bodies to go further and embed language initiatives and opportunities across the organisation.



Enablers

Achieving this goal is **more likely to happen** when...

- **There is a national and local cultural strategy.**
- **Organisations understand how to make the most of local assets such as libraries, play facilities, museums, galleries, sports facilities, arts organisations, natural resources and historic buildings.**
- **There is understanding of the potential of creativity (particularly among cultural professionals) to support change in policy making and broader society.**
- **Business development in towns and cities is built around their cultural offer.**
- **There are innovative partnerships that allow for culture to be more visible in daily life, for example linking the culture and health agendas.**
- **Legacy projects show the long-term impact of investment in culture and language.**



Disablers

Achieving this goal is **less likely to happen** when...

- **The contribution of culture and the Welsh language to wider outcomes and the prevention agenda is not understood or valued.**
- **There is short-term support or funding for time-limited projects or pilots, minimising the opportunity for lasting impact.**
- **There is limited evidence or indicators to 'prove' value and impact.**
- **Cultural and language activities take place in siloes.**
- **There isn't a full picture of local cultural assets (including buildings, spaces, natural resources and people), and they aren't linked to delivering broader objectives.**





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A Journey to

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1: Supporting the Welsh language

Developing skills, increasing opportunities and
respecting our status as a bilingual nation

Defining the issue

According to the census statistics, the number of Welsh speakers overall has fallen from 582,000 in 2001 to 562,000 in 2011, despite an increase in the size of the population, indicating that just 19% of the population are Welsh speakers. Since 1981 there has been a steady increase in the percentage of children and young people speaking Welsh through the education system in Wales. This is still however far short of the Welsh Government's target of [1m Welsh speakers by 2050](#).

Recent [Canadian research](#) demonstrates the value of bilingualism to not only the economy but to individuals through cognitive and social benefits. We need to find ways of making the Welsh Language an inherent part of who we are in Wales and give people every opportunity (where they want it) to learn, maintain and develop their personal language skills. The Welsh Language Standards place promotional standards on many public bodies in Wales that ask them to create a five year strategy to increase or maintain the number of Welsh speakers in their area – this is intrinsically linked to the five ways of working in the Well-being of Future Generations Act and is an important component in how we support, perceive and develop the language locally across Wales. Public services, as the largest employer in Wales, has a huge contribution to make to this agenda and to making it possible for the Welsh Government to meet its ambitious target that will ultimately strengthen Wales's identity and uniqueness.

This journey has been worked on in partnership with the Welsh Language Commissioner. Support for implementation of the Welsh Language Standards is available from the [Welsh Language Commissioner's Office](#).

Making **Simple** Changes

St

Policy

Ensure that all your access points have bilingual greetings.

Eg

e.g. - **The National Library of Wales** recognises that Wales has two official languages - Welsh and English. Their signs, lanyards, emails, communications, press releases, marketing, promotion, service delivery are all completely bilingual.

<https://youtu.be/PxyTFAd4nok>

Make Cysill and Cysgeir (Welsh grammar / spellcheck resource) available to all staff.

Use the Iaith Gwaith on lanyards and in email signatures of staff who are Welsh speakers.

HOME

St

Use qualified translators that are members of [Cymdeithas Cyfeithwyr Cymru](#) to develop bilingual information.

St

Assess Welsh Language need as part of developing job descriptions.

Ensure that you have bilingual social media accounts.

St

Skills

Give staff access during work time, to free online resources to support learning and understanding of the Welsh language.

Provide staff with ½ hour during their working week to learn and develop their language skills.

Being More **Adventurous**

Policy

Make the Welsh language

a core part of your organisation's Corporate Plan with clear ambitions and actions in place for development.

Send emails which are communications to all staff in a bilingual form.

Require all groups receiving public money through grant schemes or strategic initiatives to publicise their funded activity bilingually.

Play Welsh and Welsh language music in public spaces.

St

Take into account Welsh language considerations when planning any new project, activity or building.

Support opportunities for staff to draft information in Welsh rather than simply translating from English documents or utilising Google Translate (or similar).

Consider how to implement Welsh Language and culture awareness courses in your offices, and with the organisations you work with, to enable staff and people you work with to understand the connections between language and culture.

Eg

Actively encourage the uptake of your services available in Welsh through the design and implementation of marketing and PR plans.

Give weight to Welsh language considerations in planning applications to develop net gain for the language in new developments, influencing local businesses and benefiting the local community.

E.g. [Pets at Home planning case, Carmarthenshire](#)

Being More **Adventurous**

Where relevant to your organisation, ensure that medical tests (e.g. psychiatric, hearing etc.) are available through the medium of Welsh to first language speakers, particularly young children and older adults.

St

Ensure you have fully bilingual internal systems e.g. policies, appraisals, contracts.

St

Ensure your staff are supported and able to communicate internally in the language of their choice, both formally and informally.

HOME

Partnerships

Develop a relationship with the local Menter Iaith.

Develop partnerships with local and national organisations (e.g. Menter Iaith, Urdd Gobaith Cymru, Eisteddfod Genedlaethol, Mudiad Ysgolion Meithrin etc.) to develop meaningful, long-term opportunities to engage with local Welsh speaking communities.

Actively participate in your local or regional Welsh language strategic forum to co-produce research, projects and activities to support the development of the Welsh language.

Eg

Consider partnerships to provide opportunities for people to engage through the medium of Welsh at consultation events (even if the topic is not specifically around the Welsh language).

E.g. **Menter Iaith Caerffili and Caerphilly County Borough Council partnership** to facilitate Welsh language opportunities for local communities to feedback and have the conversation in Welsh at consultation events etc.

Being More **Adventurous**

Develop partnerships with organisations who can facilitate Welsh language activities as part of wider programmes of work e.g. at summer schemes, leisure centres etc.

Ensure that Welsh language groups (such as Mudiad Ysgolion Meithrin, Urdd Gobaith Cymru, Cymraeg i Oedolion) have the opportunity to be fully involved in decisions that affect them and the people they work with.

Eg

Skills

Create informal opportunities for Welsh language learners to practice their Welsh – such as Cinio Cymraeg, siop siarad, buddy scheme.

E.g. [Natural Resources Wales and Monmouthshire County Council](#) – opportunities for staff to develop skills in informal environments.

Encourage Welsh speakers and improvers to sign up to the Siarad initiative run by Canolfan Dysgu Cymraeg Genedlaethol.

Support Welsh speaking staff to enable them to utilise their Welsh in their professional environments – for example in health, education, sport.

Being More **Adventurous**

Include questions in staff

appraisals specifically linked to their personal aspirations and commitment for learning or developing their Welsh language skills, with language embedded into your Continuous Professional Development programme to support staff as appropriate to develop and maintain levels of both spoken and written Welsh for both work and social purposes.

Provide opportunities for people to learn Welsh through cultural activity and / or in cultural context developed, such as e.g. through song, heritage walks, museum visits.

Owning your **Ambition**

Collaborative or national actions

Play your part in ensuring bilingualism is the 'normal' practice across Wales.

Develop high-level national partnerships (that allow for local delivery and engagement) to build robust, collaborative approach to Welsh Language development across Wales, for example through opening up Welsh language classes in your organisation to other organisations, or creating joint opportunities to use the language socially.

Develop Welsh language technical terminology in all public sector areas of expertise.

Work collaboratively to maximise the profile of the Welsh language in Wales, raise awareness of its potential opportunities for individual and community development and capitalise upon it as a unique selling point to attract international visits to Wales.

Organisational actions

Policy

Ensure your leaders utilise Welsh first in public events and meetings as a default setting.

Partnerships

You are part of collaborative approaches to nurturing Welsh language skills at a regional level to support public service employees (and others) to access appropriate learning opportunities locally.

Owning your **Ambition**

You provide support for non-public body organisations you work with to craft public information through the medium of Welsh and work bilingually.

Eg

E.g. **Heddlu Gogledd Cymru** – [actively committed to being a bilingual organisation](#)

Skills

You provide continuous professional development opportunities linked to language skills in workplace and community settings.

Eg

E.g. **Pontio / University of Bangor** – [Welsh language development with formal and informal opportunities for staff and the wider community](#)

Other examples and resources

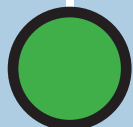


[The Welsh Language Standards](#)

place expectations on public bodies that mean most will meet these Simple Changes easily. The National Library of Wales is however one example where Welsh language working is embedded into their daily life.



[Highlands and Islands project,](#)
Scotland – [Gaelic Plan.](#)



[MA Mindfulness – Bangor](#)

[University](#) Psychology Department - making mindfulness culturally relevant to Wales and Welsh language.

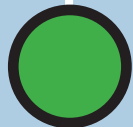


[Welsh Language](#)

[Commissioner's office](#) - support for organisations to promote and increase use of Welsh language.



[Ar Lafar](#) – Welsh Language Learners' Festival collaboratively developed.



[Canolfan Dysgu Cymraeg](#)

[Genedlaethol](#) – opportunities to learn / develop Welsh language skills in numerous ways.



Advice and guidance on how to use [Cysill / Cysgeir](#) here.



10 hour taster courses available [here.](#)



Find out more about **Welsh language courses** [here.](#)