



## Snowdonia National Park Authority's Strategy for Promoting the Welsh Language 2016-21: Assessing the Outcome

### 1. Context

- 1.1. Since its inception, the Authority has always been very active in its use and promotion of the Welsh language. As the primary language in many social and professional environments within the National Park, Welsh has been identified as a special quality of Eryri which the Authority has a duty to protect as well as promote through all aspects of our work. As a special quality it has been included in Cynllun Eryri (National Park Management Plan) to ensure that it continues to be a vibrant part of our everyday life. However, until recent years we have never had a formal strategy to guide this work.
- 1.2. In September 2015, the Authority received confirmation of the Welsh Language Standards that we would be subject to, as required under the Welsh Language (Wales) Measure 2011. One of those standards is the requirement to adopt a 5 year Strategy that sets out how we propose to promote the Welsh language and to facilitate the use of the Welsh language more widely in our area. This was therefore the perfect opportunity to bring together in one place and formalise the work the Authority already does and to set out plans for future projects and activities.

### 2. The Vision

- 2.1. In November 2016, the Authority adopted its first Strategy, which included a 2% target for increasing the number of Welsh speakers by the end of the 5 year period concerned.
- 2.2. This Strategy was based on 4 strategic areas identified by the Welsh Government as the key areas to focus on:
- 2.3. **Strategic Area 1: The Family**
- 2.4. Aim: Encourage and support the use of Welsh within families.
- 2.5. Evidence shows that living in a home where everyone can speak Welsh increases the opportunity that Welsh is used every day by two and a half times. Therefore, the home is a vitally important social resource in linguistic

terms. Language patterns between parents and their children are established early on, and these established patterns continue throughout the early years.

- 2.6. Although the Authority has little direct influence over this area, we continue to have indirect influence over this group by continuing to promote the Welsh language through our everyday activities, showing best practice and normalising the use of Welsh and to highlight its value as a skill.

## 2.5. **Strategic Aim 2: Children and Young People**

- 2.7. Aim: Increase the provision of activities through the Welsh language for children and young people, and increase their awareness of the value of the language.
- 2.8. Evidence gathered internationally suggests that the teenage years are crucial in developing a favourable attitude towards a minority language and in determining the extent to which an individual will use the language.
- 2.9. It can therefore be seen that using Welsh at school alone is not enough; the child or young person needs to be supported at home and be encouraged to participate in wider social and cultural activities through the medium of Welsh.
- 2.10. There is therefore a need to provide children and young people with a wide range of social opportunities to use their Welsh outside school, so that they associate the language not only with education, but also with leisure and cultural activities and, above all, with pleasure and entertainment.
- 2.11. The Authority provides various different opportunities for children and young people to participate in social and cultural as well as learning activities, many of which are outside the formal setting of the classroom.
- 2.12. **Strategic Aim 3: The Community**
- 2.13. Aim: Strengthen the standing of the Welsh language within communities.
- 2.14. The density of the Welsh speaking population is key to the prosperity of the language, and this is reflected by community activity through the medium of Welsh. Community and cultural activities that take place is a means to ensure the value of the language, as well as creating the vital feeling of belonging to a community or area.
- 2.15. Organisations such as the *Urdd*, Young Farmers, *Merched y Wawr*, local *Eisteddfodau* and a host of other local societies play a key role in supporting the Welsh language in many communities. These organisations are responsible for developing local leaders and for supporting volunteers, as well as offering vital social activities through the medium of Welsh.

- 2.16. Despite this hive of activity in many communities within the National Park, it is clear that inward and outward migration has a significant impact on the Welsh language and the social networks that are maintained locally.
- 2.17. The Authority undertakes many activities and projects which are held through the medium of Welsh, giving additional opportunities for people to socialise and participate through the language. Numerous and various opportunities are available to volunteer with the Authority, giving valuable opportunities to participate in these events through the medium of Welsh, which gives a good opportunity for Welsh language speakers and learners to socialise through the language, in addition to being an opportunity for non-Welsh speakers to be immersed in the language and to see it used naturally in everyday life.
- 2.18. In addition, planning policies within the Eryri Local Development Plan are very important for the long-term future of the language. When new housing developments are proposed within the National Park, impact assessments are required to ensure that the development does not have the potential to negatively affect the Welsh language within that community. In addition, policies on local affordable housing will also play a part on enabling young people to be able to stay locally.
- 2.19. **Strategic Aim 4: Welsh Language Services**
- 2.20. Aim: Promote and improve Welsh language services for citizens.
- 2.21. Extensive evidence suggests that a large proportion of the population of Wales are supportive of services that are provided through the medium of Welsh. 90% of the country's Welsh-speakers believe that providing Welsh-medium services is vital in order to ensure the survival of the language.
- 2.22. Providing fully bilingual services is a way to create opportunities to use the language, and therefore using Welsh in the workplace is a key element of promoting and encouraging the use of the Welsh language.
- 2.23. The Authority has for a number of years been able to conduct Welsh medium services throughout all services (with a few exceptions). This policy has meant that the Authority has done a lot to normalise Welsh language services over the years, meaning that many residents of the National Park know that they do not have to request services through the medium of Welsh, it is automatically available to them. Although we know that nationally the availability of services does not necessarily equate to more people taking advantage of those services, the opposite is true in Eryri. Our experience is that residents make good use of our services through the medium of Welsh.
- 2.24. The Authority's Strategy for Promoting the Welsh language therefore focused its work on the four Strategic Aims highlighted above. It is now time to assess the work completed under the Strategy and to see whether this has had an impact on the number of Welsh speakers, its everyday use and the perception people have of the language.

3. Reviewing some of the Actions Taken over the last 5 years

<p><b>Activity / Project / Work Area:</b>            3.1. Provide work experience and longer-term placements for young people of various ages between 15 and 21 years old.</p> <p><b>Contributes to Strategic Area: Children and Young People</b></p>		
<b>Description:</b>	<b>Outcome / Results:</b>	<b>Conclusion:</b>
<p>Giving individuals first-hand experience of working through the medium of Welsh, seeing it used naturally through all aspects of the Authority's work.</p> <p>By showing how valuable and essential the Welsh language is as a skill to work in the Authority, this hopefully encourages children and young people to study advanced subjects through Welsh or to at least further develop their Welsh language skills.</p>	<p><u>2016/17</u>            School Work Experience: 11            FE College Work Placement: 1            University Work Placement: 2</p> <p><u>2017/18</u>            School Work Experience: 6            Hafod Lôn Work Placement: 1            FE College Work Placement: 5            University Work Placement: 1</p> <p><u>2018/19</u>            School Work Experience: 8            FE College Work Experience: 2            University Work Placement: 2</p> <p><u>2019/20</u>            School Work Experience: 7            FE College Work Experience: 1            University Work Experience: 1</p> <p><u>2020/21</u>            No placements due to Covid-19</p>	<p>Overall feedback from individuals who have had work experience and work placements is generally very positive.</p> <p>Individuals get first-hand experience of working with a predominately Welsh speaking workforce, and seeing what this means in practice every day i.e., communicating internally with staff and externally with the public, communicating in writing both formally and informally etc.</p>

**Activity / Project / Work Area:**

3.2. Attending Job Fairs and Further Education Fresher's Fairs to highlight the value of the Welsh language as a skill for the jobs within the Authority.

**Contributes to Strategic Area: Children and Young People**

<b>Description:</b>	<b>Outcome / Results:</b>	<b>Conclusion:</b>
<p>Jobs Fairs give an excellent opportunity for the Authority to showcase the wide-ranging career areas that the Authority offers, from numerous roles in the Environment and Conservation sector, Planning Policy and Development Management, Cultural Heritage, Sustainable Tourism, Communication and Engagement, Finance, IT, Personnel etc., to name but a few.</p>	<p><u>2017/18</u> September 2018: Exhibited at Freshers Fairs at Coleg Meirion Dwyfor sites. Direct contact was made with 178 students, mostly looking for work experience and volunteering opportunities.</p> <p><u>2018/19</u> June 2018: Exhibited at the CodiSTEM event at Coleg Meirion Dwyfor, Dolgellau aimed at pupils in years 9 to 11, to highlight the benefits of choosing STEM based careers. Direct contact with 146 pupils made during the day.</p> <p>March 2019: Attended the Welsh Jobs Fair at the University of Wales, Bangor. Direct contact regarding specific seasonal paid work and volunteering availability and placements made with 30 individuals, with around 80 others getting general information about career planning and Welsh language requirements.</p> <p><u>2019/20</u> September 2019: 3 freshers fairs were attended in Coleg Meirion Dwyfor (Glynllifon, Pwllheli and</p>	<p>Freshers Fairs are good opportunities to raise awareness of all the work areas the Authority covers, and the wide-ranging roles available.</p> <p>Discussions are held with students on the importance of Welsh language skills to gaining employment at the Authority and information given on how to gain work experience and take part in volunteering activities with the Authority (which many require for the Welsh Bacallaureate qualification).</p> <p>In the same way, events such as CodiSTEM gives a good opportunity to show the range of jobs within the Authority which requires the study of various STEM subjects at their core whilst highlighting the importance of Welsh language</p>

	<p>Dolgellau sites). Over the course of 3 days, contact was made with 135 students.</p> <p>March 2020: Welsh Language Jobs Fair cancelled due to Covid-19.</p> <p><u>2020/21</u> March 2021: Virtual Welsh Language Jobs Fair held over Facebook for University of Wales, Bangor students. A pre-recorded video was made by the Authority to post during the day. All online content posted on the day is permanently accessible.</p>	<p>abilities to be able to work at the Authority at the same time.</p> <p>The University of Wales, Bangor Welsh Language Jobs Fair has in attendance a mixture of local secondary school children and university students. It showcases the wide variety of jobs available where being able to communicate in Welsh is essential and the possibilities open to different and interesting career paths.</p>
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**Activity / Project / Work Area:**

3.3. Holding activities and events for children, young people and adults, which give a good opportunity to promote and use the Welsh language.

**Contributes to Strategic Area: The Family, Children and Young People, The Community**

<b>Description:</b>	<b>Outcome / Results:</b>	<b>Conclusion:</b>
<p>With the assistance of Welsh Government and the National Lottery Heritage Fund, the Authority secured Yr Ysgwrn for the nation in 2012.</p> <p>After over 18 months of careful renovation and development at the site, Yr Ysgwrn was re-opened to the public in June 2017.</p> <p>Museum accreditation status has since been given to Yr Ysgwrn.</p>	<p>Since re-opening, Yr Ysgwrn has provided access to collections and services to a wide range of audiences, which promotes, supports and inspires creativity of all kinds which simulates enjoyment and appreciation of both the history, culture and sense of place. At the heart of all this is the Welsh language.</p> <p>Around 2,500 people visited Yr Ysgwrn annually prior to the Authority taking ownership. In the first year of opening, visitor numbers were 12,236 and visitor numbers remained steady up until the pandemic. Feedback results have been excellent, with 96% giving 5 star trip advisor reviews, along with excellent written feedback also given at the site and online.</p> <p>Tours are given not only to the public but also to specific organisations such as school groups, lifelong learning groups, and community and society groups of all kinds.</p> <p>Outside of tours, some of the activities and events that have taken place are:</p>	<p>Outside of the traditional tours which are conducted either in Welsh or bilingually, Yr Ysgwrn holds events and activities centred around the rich culture of the Welsh language. This gives an opportunity for non-Welsh speakers to learn about and appreciate the language and the history.</p> <p>It gives learners an opportunity to immerse themselves in the language and to hopefully inspire them to persevere with their learning.</p> <p>Yr Ysgwrn gives everyone who visits an opportunity to learn and appreciate the important role that the language plays in the rich culture of Eryri, and why it is one of our special qualities.</p>

	<p>Performances of the 'In Character' shows, arts and well-being workshops for children, young people and adults, themed guided walks, poetry, storytelling and history evenings.</p> <p>These events and activities play an important role in promoting the Welsh language. For example, the Christmas Carol Evening which was filmed at the beginning of December 2020 had been viewed 2,000 times in the first 18 hours of being broadcast on social media and by January 2021 had been viewed 17,000 times.</p> <p>Yr Ysgwrn has also developed educational resources. The 'In Character' show is now available virtually in a bilingual and BSL version.</p>	<p>Media attention outside of Wales has enabled the positive promotion of the Welsh language not only across the UK but worldwide.</p> <p>Looking forward to the future, Yr Ysgwrn will play an important role in promoting the Welsh language through its continued education and social activities and events. It has already successfully expanded its range of audience. The challenge for the future is to maintain and expand on this success.</p>
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<p><b>Activity / Project / Work Area:</b> 3.4. Holding education sessions and courses for children and young people.</p> <p><b>Contributes to Strategic Area: Children and Young People</b></p>		
<p><b>Description:</b></p>	<p><b>Outcome / Results:</b></p>	<p><b>Conclusion:</b></p>
<p>Through the Authority's two full-time Education Officers, education courses and sessions are given to primary and secondary school children within schools located within the National Park, and as day or residential courses at Plas Tan y Bwlch for all schools.</p>	<p>During 2016/17, 2,315 school pupils experienced educational sessions or courses either at their school or at Plas Tan y Bwlch. Of these, 1,587 children and young people were from schools within Wales.</p>	<p>In 2017/18 the Secondary Education Officer post became vacant and was not filled due to funding cuts. The numbers of individual pupils who experienced education sessions and courses fell year on year after this, despite initially contracting an external provider to carry out some of the courses.</p>

	<p>An important element of learning about the National Park and its special qualities is incorporating the Welsh language through either holding the sessions in Welsh or bilingually or by introducing the Welsh language and its importance into the sessions for those groups with no Welsh speakers or from outside Wales.</p> <p>The Welsh National Parks have an unique feedback and assessment tool which measures various factors, which gives an overall inspiration level score out of 11 by the school pupils following their sessions.</p> <p>Scores reported were as follows: 2016/17 = 10.8 2017/18 = 10.8 2018/19 = 10.43 2019/20 = 10.52</p>	<p>The courses and in particular the residential courses at Plas Tan y Bwlch have never been self-financing, and the attempts to diversify the business at the Centre to help fund core work have been largely unsuccessful.</p> <p>The full closure of the Centre at the start of the pandemic and the resulting cancellation of all courses made the situation unsustainable.</p> <p>The Authority no longer has any Education Officer posts, and this work now falls on other staff within the Authority.</p> <p>The challenge for the future is sustaining and if possible enhancing the educational provision given the Authority staff.</p>
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**Activity / Project / Work Area:**

3.5. Holding education sessions and courses for children and young people.

**Contributes to Strategic Area: Children and Young People**

<b>Description:</b>	<b>Outcome / Results:</b>	<b>Conclusion:</b>
<p>As part of their remit, the Authority's Warden Service run various educational sessions with school pupils and young people.</p>	<p>In the period from 2015 to 2019, the Warden Service held 49 various educational days across the National Park.</p> <p>No sessions have taken place from 2020 onwards due to the pandemic.</p>	<p>This aspect of the Wardens work enables children and young people to learn about various aspects of the National Park from learning about the landscape and the history of the area, to conservation issues and biodiversity, and much more.</p> <p>The Welsh language features prominently during these sessions, as they are conducted either entirely through the medium of Welsh or bilingually. In addition, the importance of the Welsh language as the working language of the Authority is transferred in these sessions, as well as the importance of the language as part of the cultural heritage of the area.</p> <p>Feedback received highlight how important this aspect of the Warden's role is, through the inspiration they provide to young people through these sessions.</p>

**Activity / Project / Work Area:**

3.6. Safeguarding against any negative impact on the Welsh language, by ensuring that policies in the Eryri Local Development Plan and the accompanying Supplementary Planning Guidance are up to date and remain relevant.

**Contributes to Strategic Area: The Family, The Community**

<b>Description:</b>	<b>Outcome / Results:</b>	<b>Conclusion:</b>
<p>The Eryri Local Development Plan for 2016-31 will be the basis for decisions on land use planning in the National Park.</p> <p>The short form review went through a comprehensive consultation process, which was accompanied by an Equality Impact Assessment at each stage (which includes consideration of the impact on the Welsh language), to assess the impact of the proposed changes and revisions, which culminated in a 3 day public enquiry.</p> <p>The subsequent public consultation on the revised Supplementary Planning Guidance on the Welsh Language was given full consideration by the Authority and through the public consultation process, before finally being adopted.</p>	<p>On the 6<sup>th</sup> of February 2019, the Authority adopted a revised Local Development Plan (LDP) for the Snowdonia National Park area, following the short form review.</p> <p>In 2021, the revised Supplementary Planning Guidance on the Welsh Language was adopted by the Authority.</p>	<p>The thoroughness of the review and public consultation process side by side with the impact assessment process, gives the Authority assurances that the planning policies are robust and fit for purpose.</p> <p>Other planning policies within the Eryri Local Development Plan are also relevant and have an impact on the future of the Welsh language in the National Park. Such policies relate to Affordable Housing and A Sustainable Local Economy.</p>

<p><b>Activity / Project / Work Area:</b> 3.7. Working with the Outdoor Partnership to offer a new scheme for young people.</p> <p><b>Contributes to Strategic Area: Children and Young People</b></p>		
<p><b>Description:</b></p>	<p><b>Outcome / Results:</b></p>	<p><b>Conclusion:</b></p>
<p>In the autumn of 2016, the first pilot Young Rangers Scheme was launched. The purpose of the scheme is to give young people between the ages of 14 and 18 an opportunity to learn a wide range of skills and to encourage an interest in the outdoors, through the primary medium of Welsh.</p>	<p>Since the launch in 2016 to the 2019/20 financial year, a total of 40 young people have taken part in the Young Rangers Scheme.</p>	<p>Experiencing various aspects of the work of a Ranger / Warden – the aim is to encourage young people to become the Rangers of the future.</p> <p>Learning through the medium of Welsh is central to this scheme, with young people developing an understanding of why being a Ranger / Warden that can communicate in Welsh with the local community is so important in the National Park.</p> <p>Participants have reported that they have valued the experiences they have had through this scheme.</p>

<p><b>Activity / Project / Work Area:</b> 3.8. Develop a Volunteering Framework</p> <p><b>Contributes to Strategic Area: The Family, Children and Young People, The Community</b></p>		
<p><b>Description:</b></p>	<p><b>Outcome / Results:</b></p>	<p><b>Conclusion:</b></p>
<p>Volunteer work has always formed an important part of the work of the National Park Authority through partnership work with Cymdeithas Eryri.</p> <p>Cymdeithas Eryri organise volunteering days each year to assist with various projects from conservation work, eradication of invasive species to litter picks.</p> <p>However, the opportunities for regular volunteering have also been developed and expanded over recent years by the Authority.</p> <p>These volunteering activities, whether one-off or on a more regular basis, provide good opportunities for Welsh speakers, learners and non-Welsh speakers to understand and value the language which has always formed an important and integral part of our work.</p>	<p>A Volunteer Warden Programme has been developed for operation in the busy summer months, and continues to attract a good number of people each year to participate.</p> <p>2016/17 – 26 Volunteer Wardens 2017/18 – 35 Volunteer Wardens 2018/19 – 29 Volunteer Wardens 2019/20 – 31 Volunteer Wardens</p> <p>Yr Ysgwrn also provides valuable volunteering opportunities, with between 12 and 25 regular volunteers every year since the site re-opened in June 2017.</p> <p>Since emerging from the lockdown, the National Park has attracted an unprecedented number of visitors. A team of 55 volunteers were recruited as part of the ‘Welcome Back’ campaign in the summer of 2020.</p> <p>A Volunteering Strategy has been developed, which it is hoped can be adopted by the Authority by the summer of 2022.</p>	<p>Volunteering provides an excellent opportunity for people to develop their skills, to socialise and meet new people, to get involved and to boost confidence.</p> <p>The volunteering work is led by Welsh speaking staff, which will enable any learners and non-Welsh speakers to be immersed in the language and to appreciate its importance and value in our work.</p> <p>Volunteers on Yr Wyddfa (Snowdon) get paired up according to their language ability, to ensure learners have an opportunity to practice their skills.</p> <p>Learners or non-Welsh speakers can see and appreciate the Welsh language in practical everyday use – reinforcing the message that it is a working, living, vibrant language in this area.</p>

**Activity / Project / Work Area:**

3.9. Carneddau Landscape Partnership - Celebrating the landscape, history and communities of the Carneddau.

**Contributes to Strategic Area: The Community, Welsh Language Services**

<b>Description:</b>	<b>Outcome / Results:</b>	<b>Conclusion:</b>
<p>The Carneddau Landscape Partnership has developed a scheme that will help promote a positive future for the Carneddau by increasing understanding and enjoyment of its history, cultural traditions and wildlife.</p> <p>It will conserve the area's heritage by promoting sustainable farming that protects rare habitats, species and archaeological remains, and by recording place names and memories.</p> <p>The project has a Community Engagement Officer and a Communications and Interpretation Officer who regularly engage and communicate with the Carneddau community on all aspects of this innovative scheme.</p> <p>In addition, a grants scheme is in place called Cronfa Gymunedol y Carneddau. The type of activities, events and projects that the grant scheme supports include,</p>	<p>The grant scheme in particular has specific Welsh language conditions attached to the grants, namely:</p> <ul style="list-style-type: none"> <li>• Any face-to-face activities or services in which the public take part, need to be available in Welsh and English;</li> <li>• Any printed material to be produced should be fully bilingual; and</li> <li>• Any website pages funded by the grants must be available in Welsh and English.</li> </ul> <p>The Carneddau Voices and Names project aims to record and raise awareness of place names through community recording sessions in conjunction with the Place Names Society.</p> <p>In addition, all communications and engagement by the project staff is always fully bilingual, from written materials,</p>	<p>The Welsh language lies at the heart of the history and culture of the Carneddau, so this project will inevitably promote the language as part of its various work streams as well as in day-to-day activities.</p> <p>The project staff are key to the continued promotion of the language, which is evidenced in everything they do.</p> <p>The grant scheme also ensures that community groups and volunteers carry out work which supports the use of the Welsh language at the same time, through the inclusion of the grant conditions. This ensures that no one is excluded.</p>

wellbeing initiatives, local events and festivals, community arts projects, and supporting volunteering opportunities.	marketing and publicity, social media and website content.  This ensures constant positive promotion of the Welsh language.	
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<b>Activity / Project / Work Area:</b> 3.10. Cynllun Eryri action plan projects that supports and promotes the Welsh Language.		
<b>Contributes to Strategic Area: The Family, Children and Young People, The Community</b>		
<b>Description:</b>	<b>Outcome / Results:</b>	<b>Conclusion:</b>
<p>As a Special Quality, the Welsh language is a key Strategic Outcome in Cynllun Eryri:</p> <p>C1: The language, culture and heritage of Snowdonia is being celebrated, supported and strengthened.</p> <p>There are 3 specific action areas identified in Cynllun Eryri, which along with our partners will involve various projects and work streams to achieve the strategic outcome. These are:</p> <p>C1.1. Promote understanding, enjoyment and protection of the Welsh language and culture C1.2. Provide opportunities for Welsh learners in the area</p>	<p>The first annual Monitoring Report for Cynllun Eryri has reported on progress on these 3 action areas.</p> <p>A new Communication and Engagement Strategy has been adopted by the Authority in June 2021.</p> <p>In addition to the previously noted activities on offer at Yr Ysgwrn, a Curriculum for Yr Ysgwrn has been commissioned which is due to be adopted by the spring of 2022. This will enable schools to use Yr Ysgwrn to teach the Curriculum for Wales for children and young people aged 7-14 based on 6 themes covering the 6 areas of learning. The Eryri Ambassador Scheme has been an outstanding success with over 600 participants undertaking the programme</p>	<p>Through these various projects and activities, the Authority and its partners, hopes to:</p> <p>Support and promote local community events, creative groups and projects linked to the Welsh language and culture.</p> <p>Create opportunities for young people to be ambassadors for the area's language and culture.</p> <p>Lead by example ensuring that the Welsh language, culture and heritage are promoted and used in events, activities and information.</p> <p>Create opportunities for Welsh learners and fluent speakers to socialize and use</p>

<p>C1.3. Protect Welsh place names</p>	<p>thus far. Looking to the future, consideration is being given to extending this Scheme to young people.</p> <p>The Welsh language and promoting Welsh culture form an integral part of the projects and associated engagement programmes which are ran by the Authority.</p> <p>One of these, the Harlech and Ardudwy Scheme records local and historical place names in the area through working with local communities to raise awareness of them and to interpret their origins.</p> <p>SNPA's Place-names Task and Finish Group was set up in October 2020 to develop a methodology for promoting and promoting placenames.</p> <p>The Group is collaborating on this work with the Welsh Language Commissioner, Cadw and the Royal Commission on the Ancient and Historical Monuments of Wales, as well as individual experts.</p>	<p>the language, especially through volunteer groups.</p> <p>Going forward, the Cynllun Eryri annual update reports will monitor progress on all of these aims.</p>
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**Activity / Project / Work Area:**

3.11. Ensure recruitment of sufficiently skilled staff to ensure the continued provision of fully bilingual services throughout the Authority.

**Contributes to Strategic Area: Welsh Language Services**

<b>Description:</b>	<b>Outcome / Results:</b>	<b>Conclusion:</b>
<p>The Authority has always advertised all vacant posts as Welsh essential. However, it is recognised that the skill level required in Welsh varies between posts.</p> <p>A Welsh language skills framework was developed at the start of 2020, which classifies the required skill level for each post from 0 to 5+ in 4 categories, namely listening, speaking, reading and writing.</p> <p>Each Head of Service now scores each vacant post, with the scoring being moderated by the Head of Administration and Customer Care, before receiving final approval from the Management Team. Applicants are now aware before applying, the exact skill level required for the position.</p>	<p>The percentage of Welsh speakers employed by the Authority has remained consistent since 2016, at between 94 – 95% each year.</p> <p>31.03.16: 140 staff employed, of which 132 were bilingual = 94%</p> <p>31.03.17: 134 staff employed, of which 127 were bilingual = 95%</p> <p>31.03.18: 143 staff employed, of which 136 were bilingual = 95%</p> <p>31.03.19: 126 staff employed, of which 119 were bilingual = 94%</p> <p>31.03.20: 131 staff employed, of which 124 were bilingual = 94.7%</p> <p>31.03.21: 136 staff were employed, of which 130 were bilingual = 95%</p>	<p>A total of 159 vacant posts classed as Welsh essential have been advertised since the year 2016/17. Of these, 2 posts could not be filled with Welsh speakers. 1 post was a seasonal short-term contract, and an appointment to the second post was made on the condition that the employee learn Welsh to a specific level within 2 years. In addition, some of the jobs by now have been filled with Welsh speakers who lack confidence and / or who have basic skills.</p> <p>Although the data appears positive, the reality is that it is becoming increasingly difficult to draw up a shortlist and appoint for certain posts.</p> <p>This has been identified as a barrier towards the Authority being able to operate all of its services in Welsh for the future.</p>

**Activity / Project / Work Area:**

3.12. Welsh is the primary language that the Authority uses to conduct its business.

**Contributes to Strategic Area: Welsh Language Services**

<b>Description:</b>	<b>Outcome / Results:</b>	<b>Conclusion:</b>
<p>The Authority always conducts its public meetings primarily in Welsh with translation services available for non-Welsh speaking attendees.</p> <p>The Authority also communicates closely with various partners and stakeholders on a regular basis. It is important to the Authority that it does this primarily through the medium of Welsh.</p>	<p>When partnership meetings are organised by the Authority, arrangements are made to always have the translation service present, unless all attendees are able to converse in Welsh.</p> <p>When attending partnership and other stakeholder meetings not organised by the Authority, staff request that they contribute in Welsh, and that arrangements are put in place to accommodate this.</p>	<p>Since the onset of the pandemic, the Authority as with all other organisations, have had to find alternatives to the usual ways of working. After an initial delay, the Authority's democratic functions were fully restored by May 2020. It was vital for the Authority to be able to have a fully operational virtual platform that could accommodate simultaneous translation, and this was achieved using Zoom.</p> <p>Whilst our committees were operational, staff did experience issues with conducting virtual meetings with some other public authorities during this time, as the use of Zoom was barred by many organisations. This issue was challenging, as using other platforms meant that translation was not possible. By and large this has been avoided, and staff have continued to hold partnership meetings through Zoom with simultaneous translation present when required.</p>

#### 4. Statistical Analysis

- 4.1. The statistical analysis included in the original Strategy document uses the data from the 2011 Census. As this data is available by Ward area, staff from the policy service were able to analyse and produce data specifically for residents who live within the National Park.
- 4.2. The Census data is the most accurate and comprehensive data source available. This gives us an unequivocal snapshot of the situation with regards to the Welsh language every 10 years. Unfortunately, the initial findings from the 2021 Census will not be available until March 2022, with more detailed and localised data not being published until much later, so this review will not be able to take advantage of the most up to date data gathered.
- 4.3. To try and assess whether the Authority's work in this area over the last few years is having a positive impact on the overall numbers of Welsh speakers as well as the use of the Welsh language locally, national data sources and local data have been used.
- 4.4. Below are 2 key statistics on the Welsh language derived from the Annual Population Survey and the National Survey for Wales. Breakdown of data is published by local authority areas only, and therefore Gwynedd and Conwy County Borough Council data has been used, as data for the National Park specifically is not available.
- 4.5. Important caveats need to be highlighted when considering this information:
  - As these surveys are taken by a sample of the population (National Survey for Wales is conducted on 12,000 people), the survey results historically tend to have estimated results that are higher than those produced by the Census.
  - Due to the pandemic, the method used to conduct the National Survey for Wales survey changed to telephone only in March 2020, and all face-to-face interviews ceased at this time. Uncertainty remains over whether the change in data collection has impacted the overall results. Caution must therefore be used in interpreting this data.
- 4.6. It can be seen that the significant differences in the data from these 2 national sources gives very little confidence on the accuracy of these survey results when the sample is then scaled up for the whole population.

#### 4.7. Annual Population Survey

Numbers and percentage who can speak Welsh (aged 3 or over)

	<b>GWYNEDD</b>		
	<b>2016/17</b>	<b>31/12/20</b>	<b>Trend</b>
Can speak Welsh	87,600	91,400	
% Can speak Welsh	74.1%	76.6%	
Cannot speak Welsh	30,600	27,900	
	<b>CONWY</b>		
Can speak Welsh	45,100	45,800	
% Can speak Welsh	40.9%	41%	
Cannot speak Welsh	65,200	65,900	

#### 4.8. National Survey for Wales

Percentage of Adults who can Speak Welsh (Aged 16+)

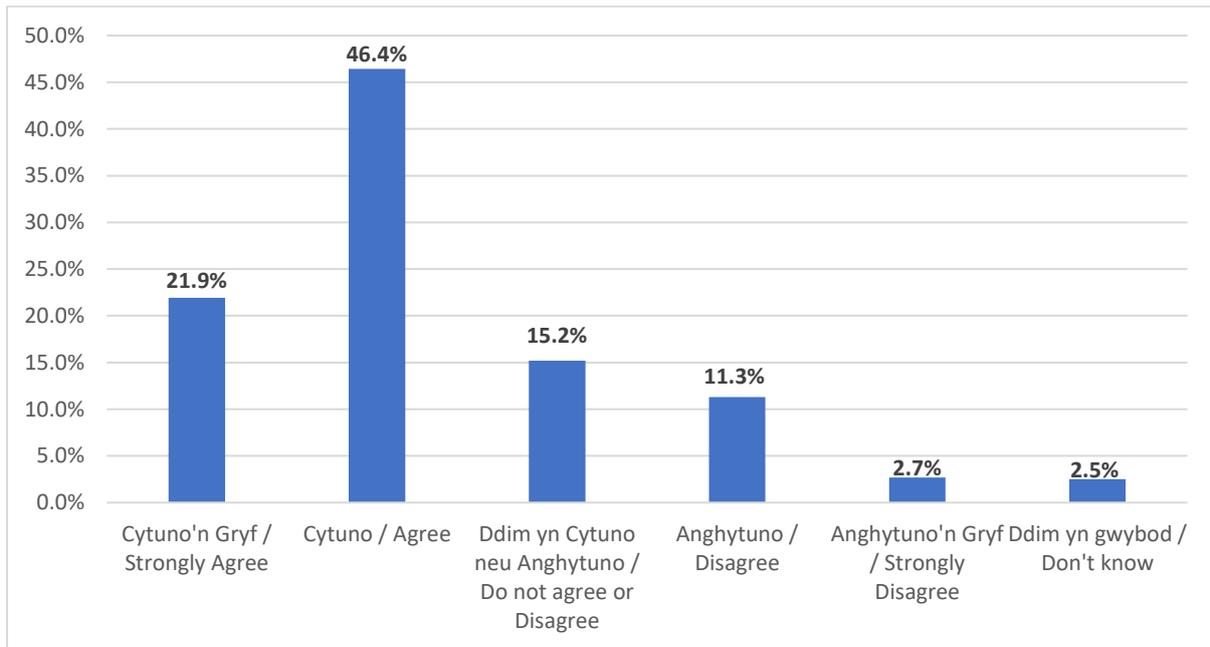
	<b>GWYNEDD</b>		
	<b>2017/18</b>	<b>2019/20</b>	<b>Trend</b>
% of Adults who can speak Welsh	70%	64%	
	<b>CONWY</b>		
% of Adults who can Speak Welsh	29%	24%	

4.9. In August and September 2021, an online survey was published and promoted through social media. This survey asked people to rate their experiences of interacting with Snowdonia National Park Authority and of their general perceptions of how we use the Welsh and English language in our everyday work.

4.10. In total 1,159 people completed the survey. 36.8% of the respondents lived and / or worked within the National Park, whilst a further 55.1% lived and / or worked on the outskirts or nearby the National Park, with only 8% of respondents being visitors to the area.

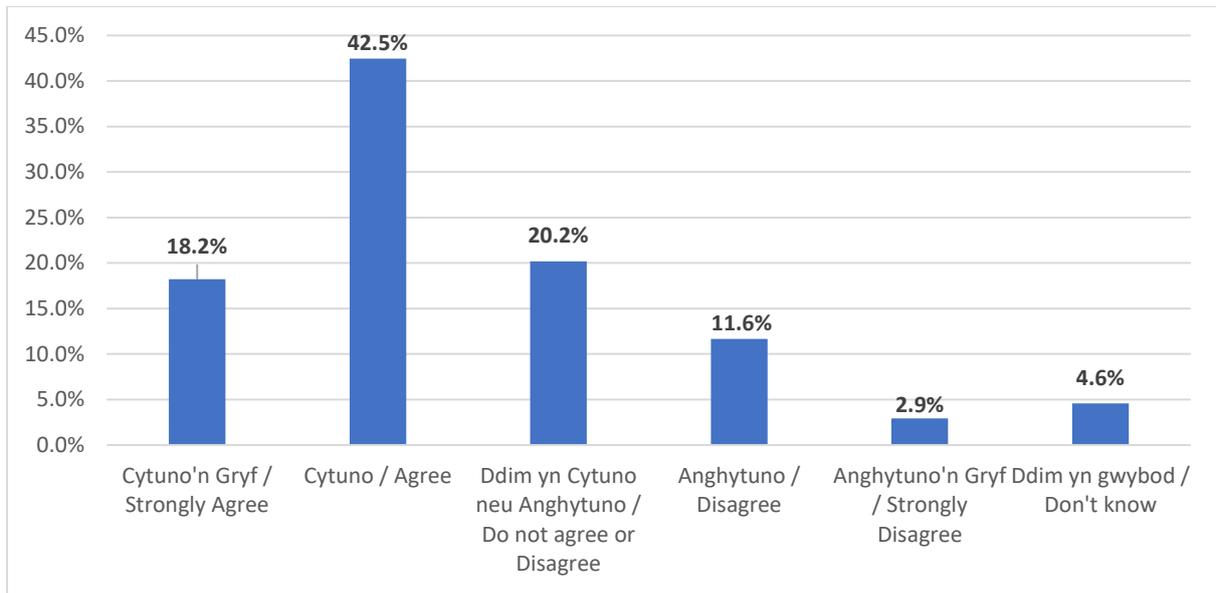
4.11. Promoting the Welsh Language  
 What are people’s perceptions / opinions of how the Authority is promoting the Welsh language?

**4.12. The National Park Authority actively promotes the Welsh Language**



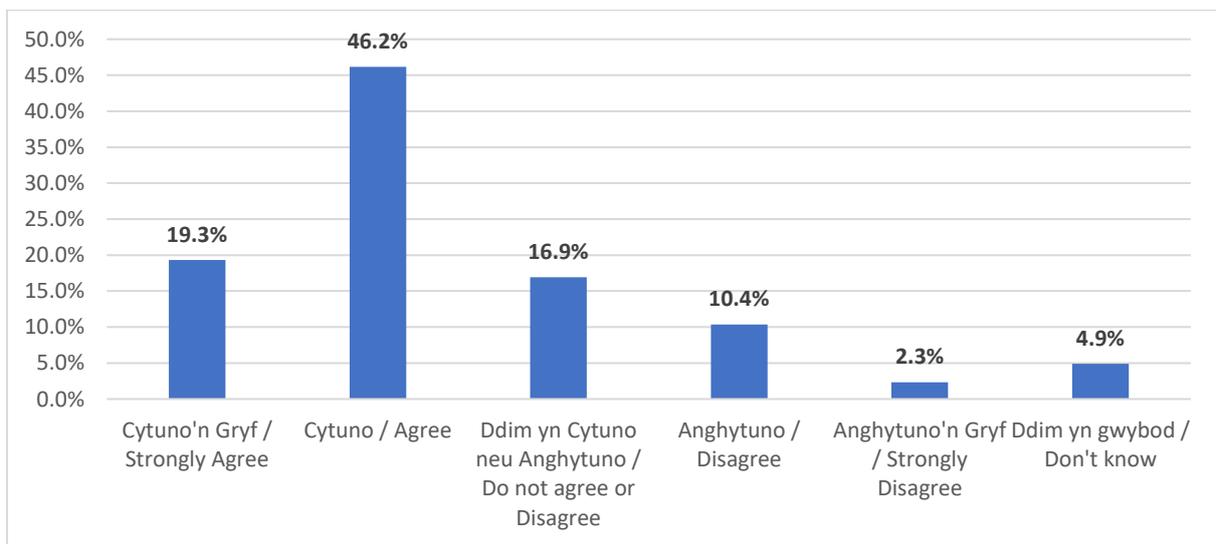
Strongly Agree	21.9%	254
Agree	46.4%	538
Do not agree or disagree	15.2%	176
Diagree	11.3%	131
Strongly disagree	2.7%	31
Don't know	2.5%	29

#### 4.13. The National Park Authority does a good job of promoting the Welsh Language



Strongly Agree	18.2%	211
Agree	42.5%	492
Do not agree or disagree	20.2%	234
Disagree	11.6%	135
Strongly disagree	2.9%	34
Don't know	4.6%	53

#### 4.14. The National Park Authority is a positive example of a bilingual organisation

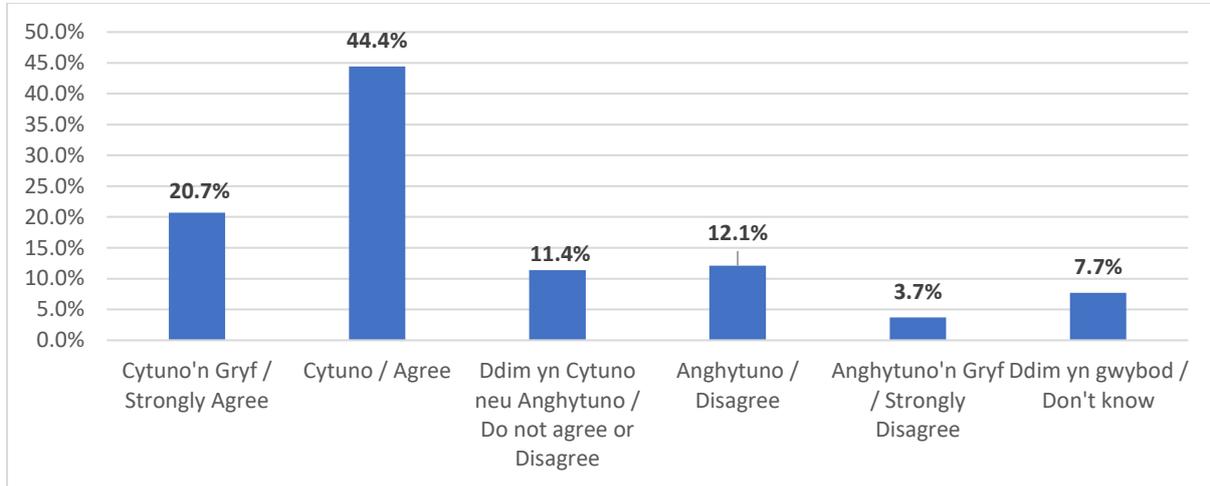


Strongly Agree	19.3%	224
Agree	46.2%	535
Do not agree or disagree	16.9%	196
Disagree	10.4%	120
Strongly disagree	2.3%	27
Don't know	4.9%	57

#### 4.15 Using the Welsh Language

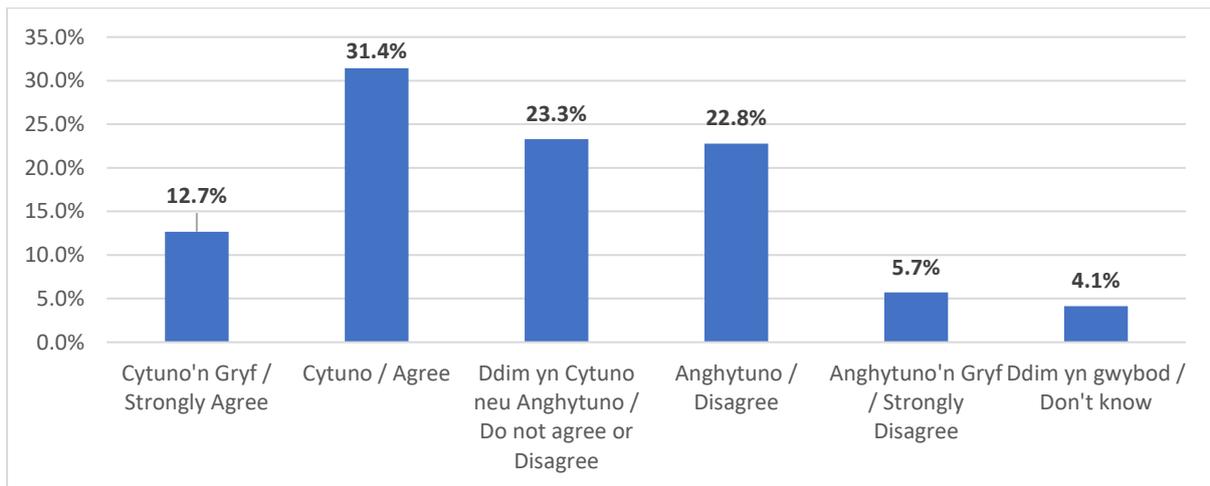
What are people's perceptions / opinions of how the Authority is using the Welsh language in its everyday business?

#### 4.16. **The National Park Authority does everything in Welsh and English equally**



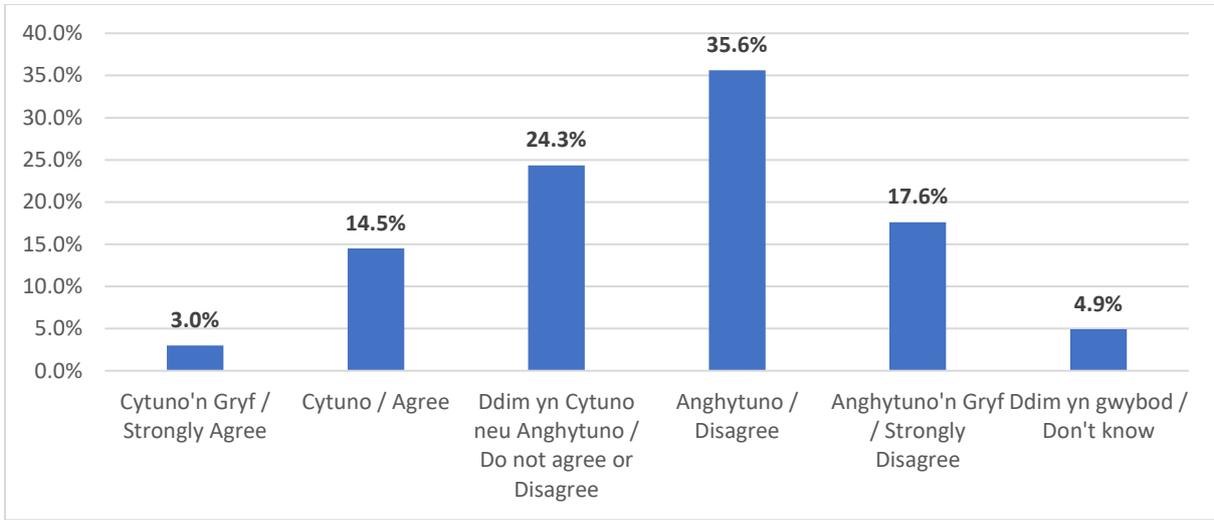
Strongly Agree	20.7%	240
Agree	44.4%	515
Do not agree or disagree	11.4%	132
Disagree	12.1%	140
Strongly disagree	3.7%	43
Don't know	7.7%	89

#### 4.17. **The National Park Authority primarily does things in Welsh but always accommodates English speakers**



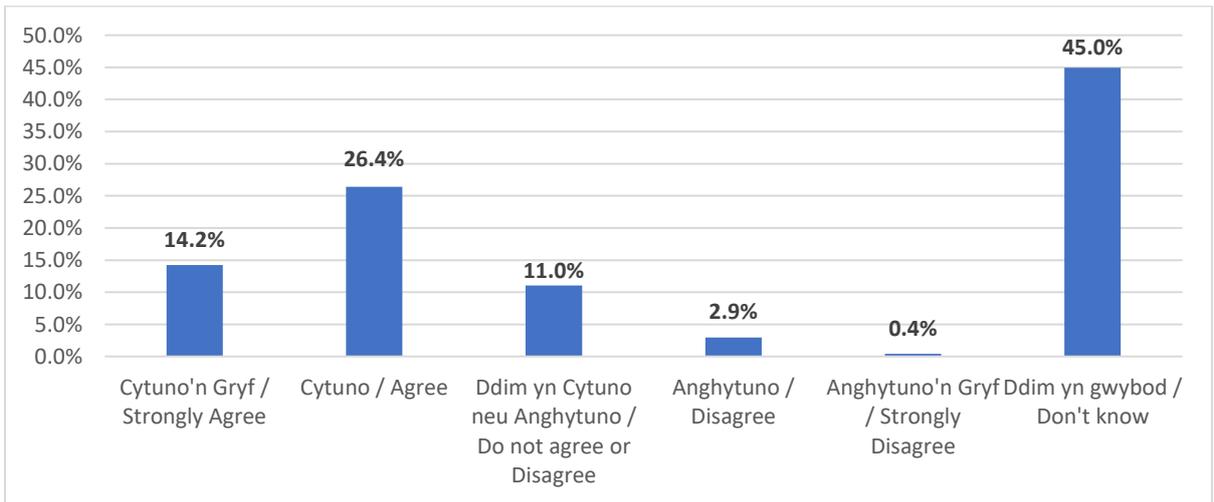
Strongly Agree	147	12.7%
Agree	364	31.4%
Do not agree or disagree	270	23.3%
Disagree	264	22.8%
Strongly disagree	66	5.7%
Don't know	48	4.1%

**4.18. The National Park Authority primarily does things in English but always accommodates Welsh speakers**



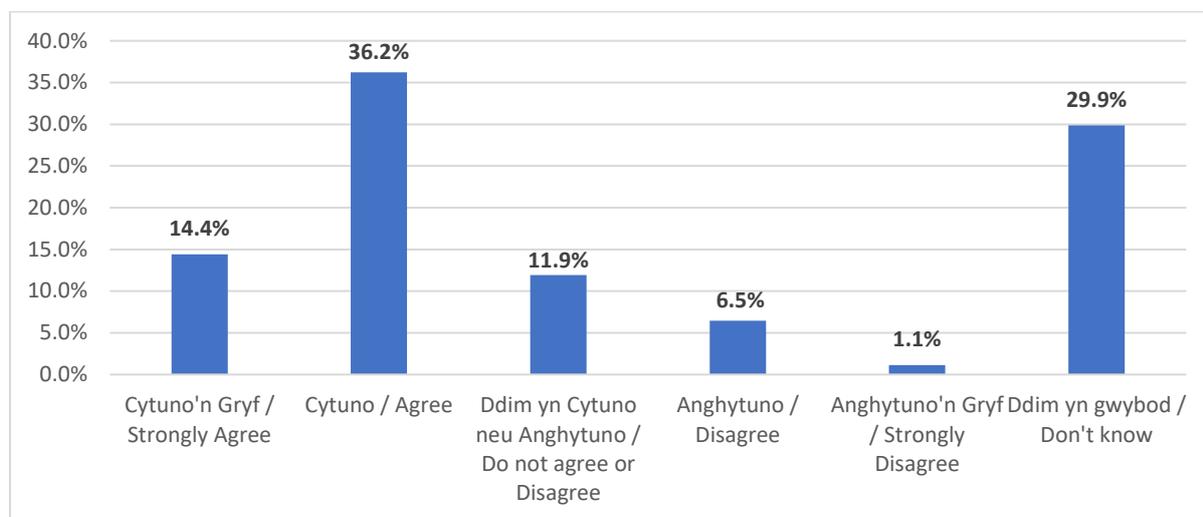
Strongly Agree	3.0%	35
Agree	14.5%	168
Do not agree or disagree	24.3%	282
Diagree	35.6%	413
Strongly disagree	17.6%	204
Don't know	4.9%	57

**4.19. When I've telephoned the National Park office, I've always been able to have discussions in the language of my choice**



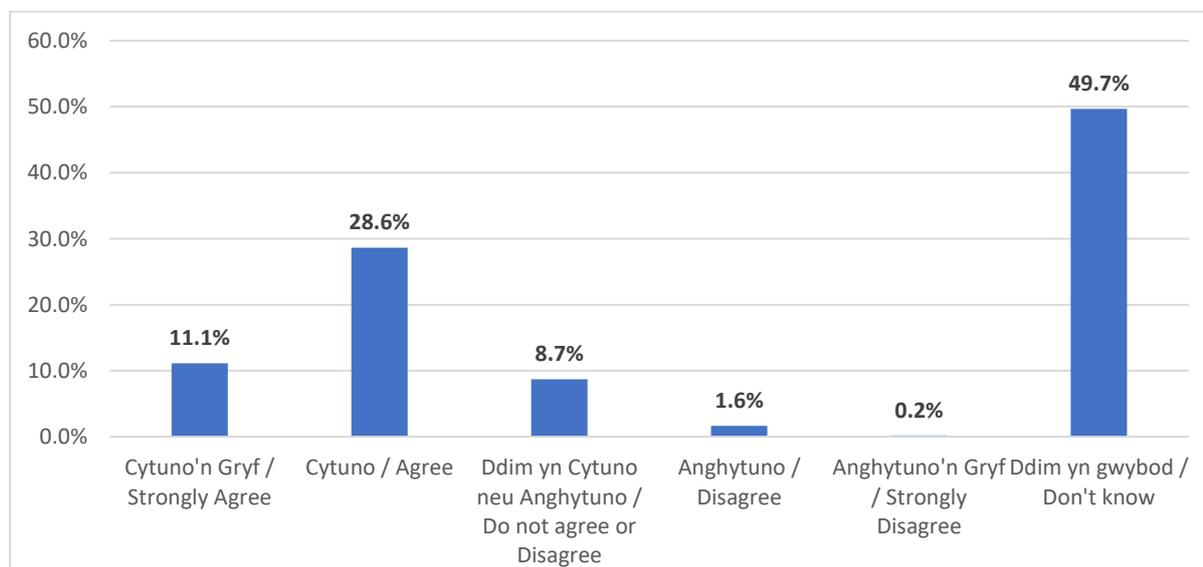
Strongly Agree	14.2%	165
Agree	26.4%	306
Do not agree or disagree	11.0%	128
Diagree	2.9%	34
Strongly disagree	0.4%	5
Don't know	45.0%	521

**4.20. Staff who work on the frontline for the National Park are able to converse fully in Welsh and English**



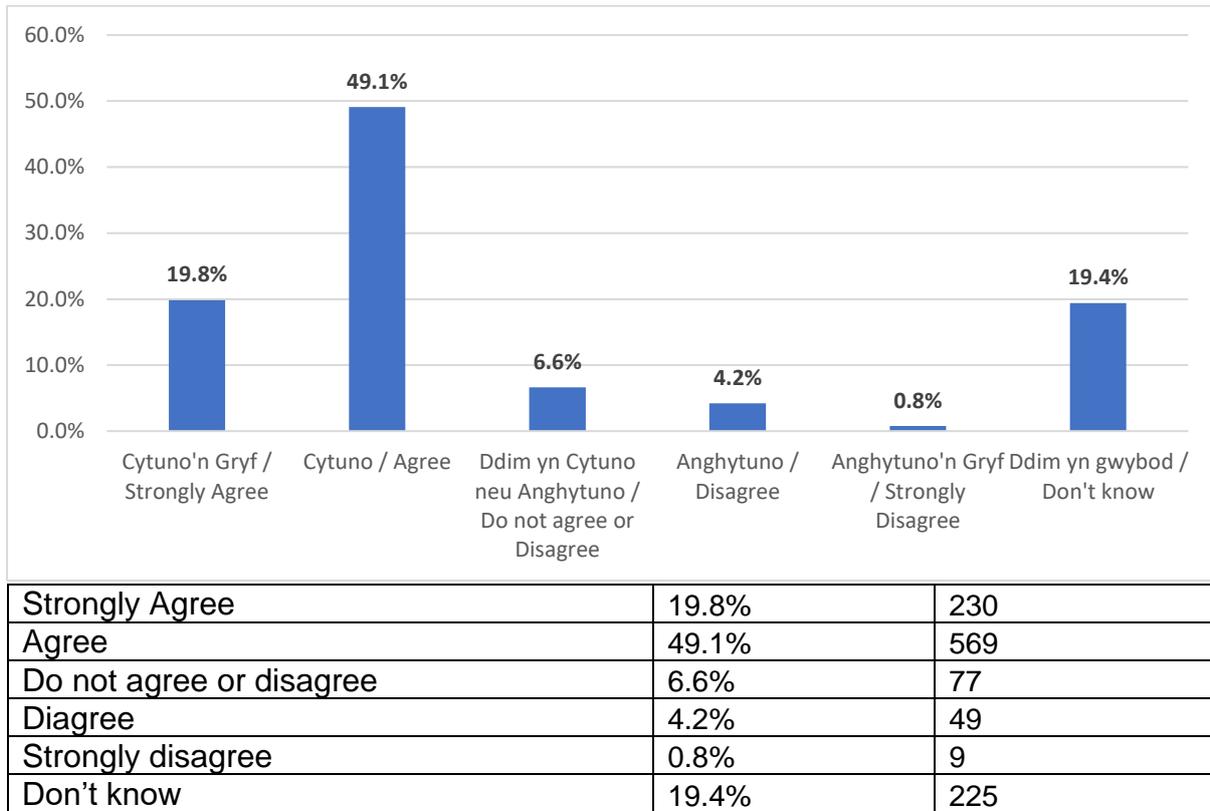
Strongly Agree	14.2%	165
Agree	26.4%	306
Do not agree or disagree	11.0%	128
Diagree	2.9%	34
Strongly disagree	0.4%	5
Don't know	45.0%	521

**4.21. When I've contacted the National Park Authority by e-mail, I've always received a reply in the same language**

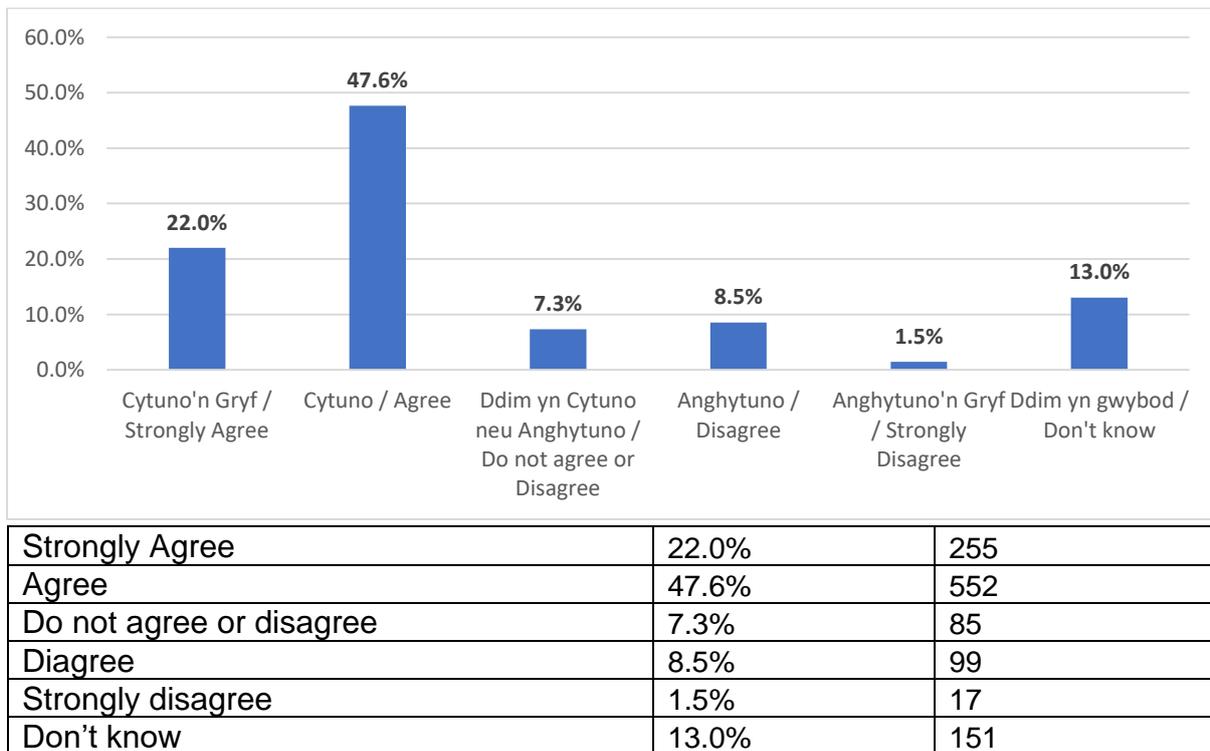


Strongly Agree	11.1%	129
Agree	28.6%	332
Do not agree or disagree	8.7%	101
Diagree	1.6%	19
Strongly disagree	0.2%	2
Don't know	49.7%	576

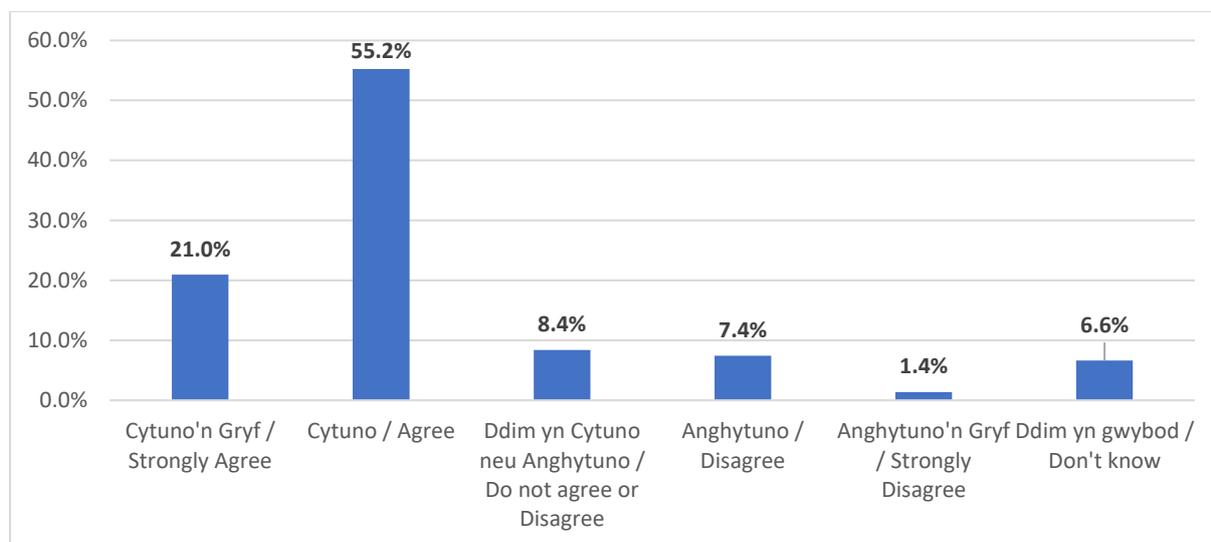
**4.22. All general communication by the National Park Authority for such things as invitations to public meetings, information about consultations etc., are always in Welsh and English**



**4.23. Social media messages are always available in Welsh and English**



**4.24. All the signs around the National Park that the National Park Authority produce are always in Welsh and English**



Strongly Agree	21.0%	243
Agree	55.2%	640
Do not agree or disagree	8.4%	97
Disagree	7.4%	86
Strongly disagree	1.4%	16
Don't know	6.6%	77

**5. Conclusion**

- 5.1. The variance between different national data sources on the number of Welsh speakers in Gwynedd and Conwy makes it clear that this data cannot be relied upon to provide an accurate picture of the current situation compared to 5 years ago. The true picture of the language situation within the National Park will require publication of the 2021 Census Data. It is only then, that we will be in a position to know for sure whether the efforts to promote the Welsh language, not only by our Authority but by other public services and stakeholders locally will have had a positive impact.
- 5.2. It is therefore clear that at this stage it is not possible to assess whether the Authority has been successful in reaching its target increase of 2% in the number of Welsh speakers within the National Park, as set out in the Strategy.
- 5.3. However, in assessing the Authority's effectiveness in promoting the Welsh language and assessing people's experiences and perception of how the Welsh language is treated on the basis of equality with the English language by the Authority; the recent survey results are more encouraging.