

Menter Iaith Caerffili

Language Profile 2021

March 2021

1. Introduction

This profile examines the position of the Welsh language in Caerphilly County Borough, the provision for Welsh speakers by a range of organisations and the way in which Welsh speakers in the area are using Welsh in their communities.

The aim is to look at the context of the Welsh language in the area today so that consideration can be given to how to increase opportunities for Welsh speakers to use the language. It will help the Menter to plan strategically and operate as an influential partner as organisations are faced with the task of meeting the statutory requirements in relation to the Welsh language in their areas. The profile reflects the usual provision of various organisations for local Welsh speakers but also considers the current challenges in the context of COVID-19.

This profile is based on the 2011 Census statistics; the Welsh Government's Welsh Language Use Survey 2013-15; Caerphilly County PLASC data, Caerphilly County Welsh in Education Strategic Plan Progress Report, Welsh Government; Welsh Language Use in the Community: Research Study, Bangor University 2015; with reference also to the results of a survey conducted by the Welsh Government in October 2020 to consider the impact of COVID-19 on organisations locally promoting the Welsh language or operating through the medium of Welsh.

**Caerphilly has
19,251 Welsh
speakers, which
is 11.2% of the
population**

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2. Context

Caerphilly county is a beautiful area with a rich history. It spans the industrial and rural, and offers a wide variety of leisure and cultural opportunities. However, some areas of the county are in the 10% most deprived areas in Wales, and the county has higher than average levels of unemployment and economic inactivity. There are also challenges in skills development, with higher than average numbers of 18- and 19-year-olds dropping out of full-time education. This means some fundamental challenges to the health, well-being, employment and skills of people in the area.

Menter Iaith Caerffili was established in 1999 to meet the need to promote and extend the use of Welsh in the area by creating opportunities and services for the county's residents to use the language in their local communities. The main aim of the Menter is to increase the use of Welsh across the county's communities. The Menter focuses its core work on the following areas:

- Childcare services and various opportunities for children during school holidays
- Supporting and encouraging childcare providers to use the Welsh language
- Opportunities for young people
- Activities for children and families to use the Welsh language
- Digital activities and opportunities to use the Welsh language
- Opportunities to volunteer through the medium of Welsh
- Supporting local businesses to increase their use of Welsh
- Social opportunities for families
- Social activities for learners
- Formal and informal learning activities
- The Hyder Project that supports Welsh speakers who lack confidence
- Annual Ffiliffest festival

The Menter has numerous partners throughout the County including Caerphilly County Borough Council, Urdd Gobaith Cymru, Mudiad

Meithrin, Cymraeg for Kids, Learn Welsh Gwent, Merched y Wawr, CADW, schools and colleges, local businesses, and others. One of Menter Caerffili's main partners is the Welsh Government's Welsh Language Division, and Caerphilly Council is responsible for funding some of the services offered by the Menter through the medium of Welsh in the County.

The Menter, with its partners in the county Language Forum, acts as a source of expertise in promoting the Welsh language in the area. It is a key partner for the Local Authority in helping it achieve its aim of maintaining and increasing the number of Welsh speakers over the coming years.

As well as increasing opportunities for Welsh speakers to extend their use of the language in their daily lives, the Council along with its partners will need to plan strategically for the long term to increase the number of speakers in the county. In the South East region, increasing Welsh-medium education opportunities is essential, and alongside this, there is a need to ensure that the bilingual workforce that is created through education has the opportunity to continue to use Welsh in the world of work. Another important element is attracting new people to learn the language and gain confidence in the skills they have at whatever level, and progression and support are crucial to this.

3. The impact of Covid-19 on opportunities to use Welsh in the community

During September-October 2020, the Mentrau Iaith assisted the Welsh Government with the distribution of a questionnaire to organisations that promote the Welsh language across our communities. The purpose of the questionnaire was to try and measure the impact of Covid-19 on the activities and opportunities normally offered, specifically during the first lockdown. The questionnaire also asked about the long-term impact of Covid-19 on the way the organisations operated and asked them to identify any decisions to change their ways of working as a result of

Covid-19. It should be noted that there have been several further lockdowns since the first lockdown as well as a number of restrictions.

The questionnaire was distributed to around 30 community groups or organisations including the Menter itself and groups led by the Menter. Twenty-five questionnaires were returned by a variety of organisations including the following:

- Mudiad Meithrin – cylchoedd meithrin nursery groups
- Parent and toddler groups
- Papur bro, community paper
- Eisteddfod y Cymoedd
- Merched y Wawr branch
- The Urdd
- Welsh learner groups

In all, 96% of groups stated that they had moved their activities online, with only 4% stating that they had suspended activities. Those who had suspended their activities during the first lockdown were largely children and toddler groups or sessions. It is important to note that the circumstances of the organisations have now changed, and we have confirmed that parent and toddler groups are now conducting activities digitally.

All groups reported adopting several new ways of working OR some new ways of working. A number of recurring themes emerged from the organisations' responses in terms of what they have learned during the period in question:

- The opportunity to move to working digitally has been successful
- The period has been an opportunity to innovate and take some risks
- The period has highlighted gaps in digital skills
- The period has provided opportunities to change working practices for the long term

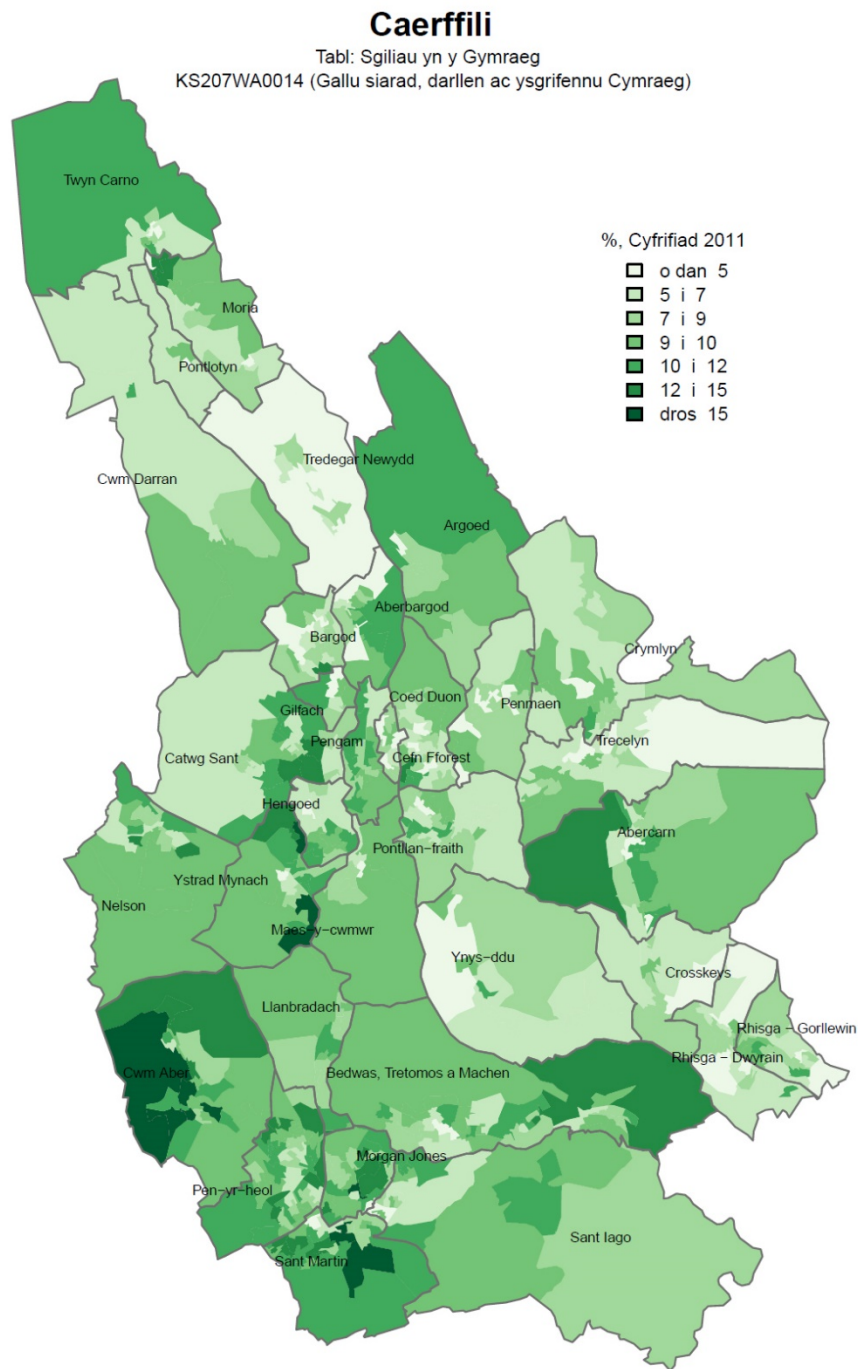
There was also an opportunity to ask organisations what would help them continue and prosper in the future. Again, a number of common responses were noted, including:

- Additional funding
- Further support to work digitally
- Relaxation of restrictions
- An effective vaccine
- The opportunity to continue to trial new ways of working and innovating

The Menter's aim is to reconnect with the groups who completed the questionnaire to try to find out how they are now operating and whether the situation has changed. During lockdown, the Menter has supported a number of the above groups to work digitally, and any needs for this type of support for the long term will be a consideration for the Menter and its partners.

4. The demographics of the Welsh language

This map shows the Welsh language skills of people in the Caerphilly area in 2011:



Dangosir canrannau o fewn ardaloedd cynnyrch Cyfrifiad 2011, o fewn adrannau etholiadol

Crëwyd gan Hywel Jones. Cywirwyd newidynnau KS208WA0022-27

Yn cynnwys data Ystadegau Gwladol © Hawlfraint y Goron a hawl cronfa ddata 2013; Yn cynnwys data Arolwg Ordans © Hawlfraint y Goron a hawl cronfa ddata 2013

The 2011 Census results showed a decrease in the number of Welsh speakers in Wales compared to 2001. Despite this decrease across Wales

and in the percentage of Welsh speakers in the South East region itself, the percentage of Welsh speakers in the Caerphilly area remained constant.

Table 1: Comparison of the number and percentage of Welsh speakers between 2001 and 2011

	Able to speak Welsh Number		Able to speak Welsh Percentage of population	
	2001	2011	2001	2011
Caerphilly	18,237	19,251	11.2	11.2
Region	173,445	174,782	11.6	10.9
Wales	582,368	562,016	20.8	19.0

Table 2: Number and percentage of Welsh speakers in Caerphilly Communities from the 2011 Census

Community	Population over 3 years of age	Welsh speakers	PERCENTAGE
Aber Valley	6456	1020	15.8
St Martins	8134	1132	13.9
Morgan Jones	6495	875	13.5
Caerphilly	13,311	1,760	13.2
Ystrad Mynach	4838	3902	13.2
Pen-yr-heol, Trecennydd and Energlyn	11,949	1571	13.1
Pengam	3687	466	12.6
Nelson	4502	553	12.3
St Catwg	7523	899	12
Llanbradach	4222	502	11.9
Maesycwmmmer	2175	223	11.9
Abercarn	5139	600	11.7
Bedwas, Tretomas and Machen	10,361	1186	11.4
Argoed	2652	290	10.9
Hengoed	5322	577	10.8
Twyn Carno	2354	255	10.8
St James	5748	614	10.7
Moriah	4329	459	10.6
Aberbargoed	3471	366	10.5

Blackwood	8242	869	10.5
Risca East	6228	652	10.5
Darren Valley	2,512	260	10.4
Crumlin	5756	590	10.3
Ynysddu	3802	387	10.2
Penmaen	5044	510	10.1
Pontllanfraith	8237	831	10.1
Bargoed	5946	587	9.9
Gilfach	1995	190	9.5
Cefn Fforest	3,749	358	9.5
Crosskeys	3156	285	9
Risca West	5073	457	9
Newbridge	6285	557	8.9
Pontlotyn	1862	145	7.8
New Tredegar	4,728	346	7.3

Table 3: The communities where there has been an increase in the number of Welsh speakers

Community	2001	2011	Increase
Abercarn	9.1%	11.7%	2.6%
Maesycwmmmer	8.9%	10.3%	1.4%
Nelson	11.0%	12.3%	1.3%
Pengam	11.7%	12.6%	0.9%
Pontllanfraith	9.5%	10.1%	0.6%
Caerphilly	13.2%	13.7%	0.5%
Pen-yr-heol, Trecennydd and Energlyn	12.7%	13.1%	0.4%
Gelligaer	11.7%	12.0%	0.3%
Bargoed	9.8%	10.0%	0.2%
Aber Valley	15.7%	15.8%	0.1%

Table 4: Comparison of numbers / percentages across age range – between 2001 and 2011

Age group	% Welsh speakers 2001	% Welsh speakers 2011	Number of Welsh speakers 2001	Number of Welsh speakers 2011
All (over 3)	11.2	11.2	18,237	19,251
Age 3-4	13.0	20.7	570	925
Age 5-9	31.9	33.4	3,674	3,481
Age 10-14	39.8	38.8	4,853	4,265
Age 15-19	26.5	26.5	2,847	2,994
Age 20-24	11.4	12.8	1,059	1,384
Age 25-29	8.4	10.6	924	1,032
Age 30-34	6.5	9.4	822	1,032
Age 35-39	5.1	7.6	649	864
Age 40-44	4.2	5.6	483	737
Age 45-49	3.8	4.4	414	568
Age 50-54	3.7	3.2	446	372
Age 55-59	3.4	3.2	341	345
Age 60-64	2.9	3.0	245	350
Age 65-69	2.5	2.7	192	250
Age 70-74	2.6	2.2	168	166
Age 75-79	3.4	2.2	190	124
Age 80+	5.9	2.8	360	200

There is a marked increase in early years and children – the percentage of speakers is higher among 3-14 year olds than their parents' generation (the cohort aged 25-49). The 5 to 14 age group represents school pupils – this is the highest percentage of Welsh speakers. This demonstrates the influence of Welsh-medium education and Welsh second language education, and we will look at this in more detail in the next chapter.

5. Strategic Context

In terms of the policy and legislative context within which the Menter Iaith operates, there is a clear national focus on the Welsh language in many areas, and the Local Authority, Health Board and others have a responsibility to meet these requirements locally. The main ones are:

Caerphilly County Borough's Five Year Welsh Language Strategy:

2017-22

Welsh language schemes have been replaced by a new system of requirements that came into force following the Welsh Language (Wales) Measure 2011. As well as giving the Welsh language official status, the Measure, through regulations, imposes statutory Welsh language standards on bodies in Wales.

These include promotional standards (standards number 145 and 146) which require Caerphilly County Borough Council to:

- **Set targets to promote the Welsh language and facilitate wider use in the area, and maintain or increase the number of Welsh speakers.**
- **Publish the results as well as a list of activities organized or funded to promote the use of Welsh.**

Caerphilly County Borough's Five Year Welsh Language Strategy was published in 2017 and officially launched at Menter Caerffili's festival, Ffiliffest. The Menter has been instrumental in shaping the Strategy, and particularly in the development of the Strategy's action plan. Members of the county Language Forum also contribute substantially to the delivery of the Strategy.

The Welsh Government's Welsh Language Strategy:

Cymraeg 2050 – A Million Welsh Speakers

The Welsh Government's main vision for the year 2050 is that *“the Welsh language is thriving, the number of speakers has reached a million, and it is used in every aspect of life. Among those who do not speak Welsh there is goodwill and a sense of ownership towards the language and recognition by all of its contribution to the culture, society and economy of Wales.”*

Cymraeg 2050 includes three Strategic Themes, namely:

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

The majority of the Menter's work falls under Theme 2, as the Menter prioritizes the development of opportunities to increase local use of the language. However, elements of the Menter's work also support and contribute to Themes 1 and 3. The Menter supports opportunities locally to learn Welsh and offers new speakers opportunities that bridge between opportunities to learn and opportunities to use the language. In addition, the Menter employs over 70 members of staff and has developed Welsh-medium services and a Welsh-medium workforce that make a significant contribution to the local economy.

The Well-being of Future Generations Act

The Well-being of Future Generations (Wales) Act 2015 sets out seven goals for the well-being of future generations in Wales. These include ensuring a *'A Wales of vibrant culture and thriving Welsh language'*.

According to the Welsh Government: *“The well-being plans which we intend local authorities to prepare as a result of the Well-being of Future Generations Bill will provide an important vehicle to ensure that the goal of a thriving Welsh language is a central consideration in future public policy.”*

More than Just Words

'More than just words...' is the Welsh Government's strategic framework for improving Welsh language services in health, social services and social care. The targets for Local Authorities and Health Boards to improve their Welsh language services aim to meet people's linguistic needs and improve the quality of care.

Welsh in Education Strategic Plan 2017 – 2020

Regulations in Wales require all local authorities to produce a Welsh in Education Strategic Plan (WESP).

The plan sets out the council's vision to stimulate demand for Welsh-medium education and includes actions for 2017 to 2020.

- more seven year old children being taught through the medium of Welsh
- more pupils continuing to improve their language skills when transferring from primary to secondary school
- more students studying through the medium of Welsh
- more students aged 16-19 studying Welsh and studying subjects through the medium of Welsh
- more students with advanced Welsh language skills
- Welsh-medium provision for pupils with Additional Learning Needs
- Workforce Planning and Continuing Professional Development

In Caerphilly County Borough's Welsh in Education Strategic Plan, the Council notes the following:

By 2020 we will:

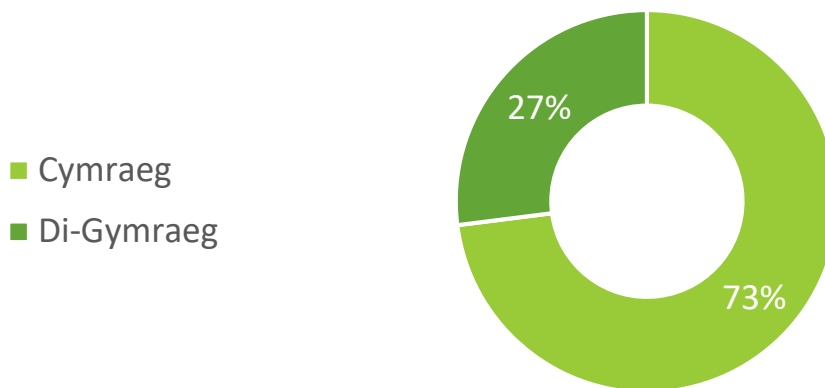
- **Improve standards of attainment particularly in Key Stage 4 at the Level 2+ threshold**
- **Raise levels of attendance**
- **Reduce the impact of poverty on children and young people**
- **Continue to proactively promote early years provision to stimulate parental demand**
- **Increase the number of children accessing Welsh medium education, in line with parental demand identified in surveys, equating to 18% in primary by 2018 (an increase from 9.19% in 1996) and 20% in secondary by 2023 (an increase from 7.30% in 1996).**
- **Proactively manage Welsh medium places to ensure excess surplus places are minimised.**
- **Work with 21st Century Schools team in Welsh Government to identify funding in Band B of 21st Century Schools programme, for the development of sufficient Welsh medium places in areas where they are coming under pressure, in particular Bedwas Trethomas Machen area, and the Islwyn East area.**
- **Development of the Ysgol Gyfun Cwm Rhymni Gwyndy site to include sixth form provision and move Ysgol Gymraeg Caerffili to the site.**

6. Language Transmission in the Home

Fluent Welsh speakers are also created in the home – and they are more likely to be fluent than those who learned to speak Welsh at school.

Across Wales, the rate of transmission of Welsh to children in homes where both parents can speak Welsh is 82%. In Caerphilly, this rate is 73%. This means that in homes with children who are 3 to 4 years old, where both parents are able to speak Welsh, 73% of children are introduced to Welsh in the home. In 2001, this figure was 64%.

Transmission of the language in homes where both parents speak Welsh



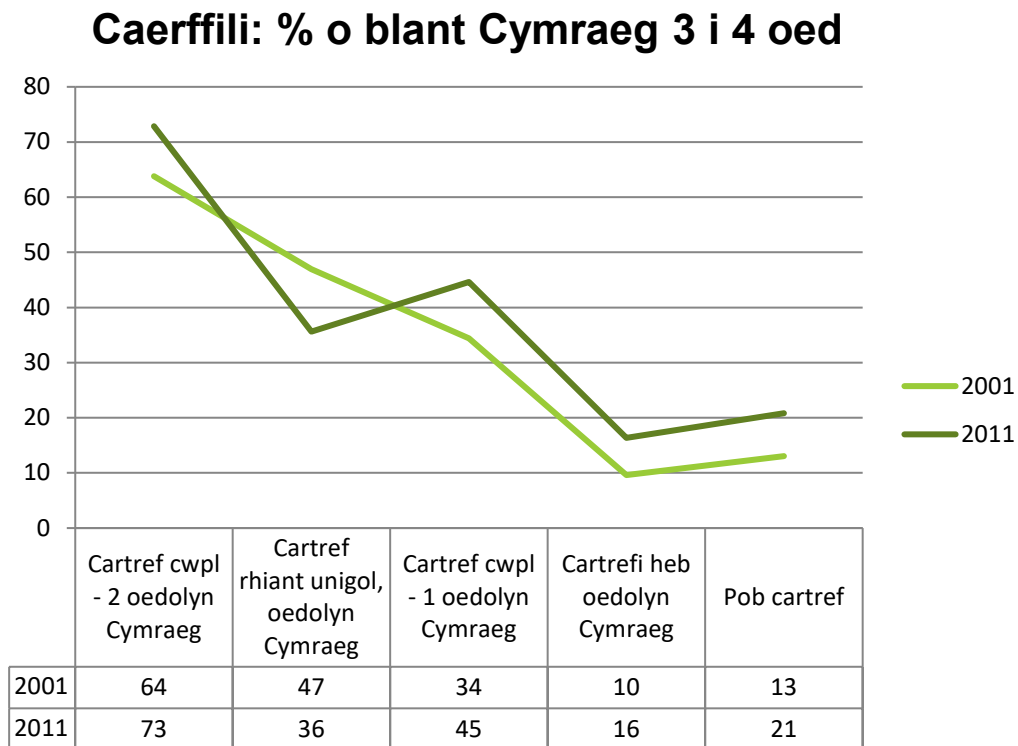
[Source: Welsh Language Commissioner / Statiaith]

It is also worth noting the increase in households where one parent speaks Welsh – from 34% to 45%, which matches the national rate of 45%.

With this upward trend, it seems that there is further potential for more work to extend influence in this area with this 24% of Welsh-speaking couples, and those homes where one of the couple speaks Welsh, together with their extended families. There may be an opportunity for the Menter, in conjunction with other organisations that provide family services locally – Cymraeg for Kids, Mudiad Meithrin, Families First, the

Urdd, Learn Welsh Gwent and Flying Start – to have an even greater influence in this area, by considering opportunities across the sector.

Table 5: Language transmission to children in the home



[Source: Welsh Language Commissioner / Statiaith]

The Welsh Government published its National Policy on Welsh Language Transmission and Use in Families in 2021. The work of the Menter, and indeed all of the Mentrau Iaith across Wales, is key to the process of delivering this policy. The policy will prioritize the following four elements:

- i. Inspire today's generation of children and young people to speak Welsh to their children in the future.
- ii. Reignite the Welsh language skills of those who may not have used Welsh since their school days, or who aren't confident in their language skills, to speak Welsh with their own children.
- iii. Support and encourage use of Welsh within families where not everybody speaks Welsh.
- iv. Support Welsh-speaking families to speak Welsh with their children.

Many of the Menter's services and projects support the above objectives, so there is a key opportunity over the coming years to make a significant contribution to the process of delivering the Policy.

7. Education

As Caerphilly Council has stated in its Welsh in Education Strategic Plan 2017-20, stimulating demand for Welsh-medium provision in the early years is vital. Caerphilly is an area that continues to develop, and any new housing developments or estates are leading to an increase in the demand on the local Welsh-medium education system. Caerphilly Council's intention was to increase the number of children receiving Welsh-medium education in line with the results of parental demand surveys, to 18% in the primary sector by 2018 (an increase from 9.19% in 1996) and 20% in the secondary sector by 2023 (an increase from 7.30% in 1996).

There has been a significant increase in Welsh-medium provision in the Caerphilly County Borough Council area since its inception in 1996. Primary school pupil numbers have increased by over 60% to the current level of over 2900. During this 20-year period, three additional schools were established and seven of the original eight schools were given new buildings or alterations / extensions to increase capacity. The number of pupils at Ysgol Gyfun Cwm Rhywni has increased by around 75% from 900 to 1600. The school moved to a new site in 2002 and was further developed into a second site (Gwyndy) in 2013. The maximum number of places on both sites combined is 2,348, and it is expected to fill to capacity by 2025.

The Council's commitment to developing Welsh-medium education is evidenced above, and this continues to be a priority as shown in Band A of the Welsh Government's 21st Century Schools programme. This plan is full of aspirations but is clearly dependent on Welsh Government funding to deliver the First Minister's Programme for Government 2016-2021, Taking Wales Forward, working towards a million Welsh speakers by 2050. Funding will enable work towards the aspirations of the Well-being of Future Generations Act for a vibrant culture and thriving Welsh language, and the Welsh Language (Wales) Measure 2011, which means that Caerphilly County Borough Council is now required to comply with a set of Welsh Language Standards. One of the key standards is a requirement to implement its 5 year Welsh Language Strategy, which aims to increase the number of Welsh speakers and will enable it to

facilitate the use of Welsh in the county borough. The intention is to work strategically with partners locally and nationally to give schools and education providers across age ranges and language sectors the ability and sustainability to raise standards in Welsh and to promote the use of Welsh in families, communities and workplaces. The Plan will aim to stimulate and deliver local, accessible, sustainable, community-focused provision to meet the growing demand for Welsh-medium education.

Early Years

There are currently 12 Cylchoedd Meithrin nursery groups and 5 Ti a Fi baby and toddler groups across communities in the area. There are communities where there is no Cylch Meithrin within reach of families, and Mudiad Meithrin is developing a plan to establish new cylchoedd in some of these areas.

Transition from nursery provision to primary schools is a key area. Overall across the county, there is a transition rate of 80% from Cylchoedd Meithrin to Welsh-medium primary provision and the Council notes that 100% of children in Flying Start Welsh-medium childcare provision transfer to Welsh-medium primary school. Due to the geographical challenge and travelling distances, it is necessary to ensure that everyone has the opportunity to access Welsh-medium provision in their communities.

The Menter plays an important role in the development of Welsh-medium childcare provision locally as it continues to develop its out-of-school childcare service which includes breakfast, wrap-around, after-school and school holiday care provision. Over 70 staff are now employed within the service, and the Menter offers over 720 childcare places each week. Over 60,000 childcare places a year are offered across the Menter's childcare settings. The Menter has identified areas of need and demand for Welsh-medium childcare and will seek to respond to this demand over the coming years. The Menter's childcare service also supports and responds to the Caerphilly Childcare Sufficiency Assessment.

The Road to Bilingualism for the Childcare Sector

In addition to its own childcare provision, the Menter was successful in winning a contract from Caerphilly County Borough Council in March 2018 to provide support and advice to a cross-section of childcare settings to increase their use of Welsh. Menter Caerffili employs a Support Officer to develop this support which offers a comprehensive package of support for childminders, nursery groups and private nurseries. The Menter continues to implement our scheme for providers to increase their use of Welsh, 'The Road to Bilingualism'. The scheme offers a variety of childcare settings an opportunity to develop by agreeing practical targets to increase their use of Welsh across elements of their work. It is intended to further develop the scheme during the coming year to support more providers to adopt the scheme.

Primary Education

There are currently 11 Welsh-medium primary schools across the county borough that have nearly 3000 places altogether. Across the whole of Wales, approximately 22% of children receive Welsh-medium primary education, with approximately 17% of pupils receiving Welsh-medium secondary education. But in the further education sector, the percentage is under 5%, with a similar figure for higher education.

Between 2001 and 2011, Caerphilly saw an increase in the number of children receiving Welsh-medium education.

Table 6: Percentage of 7-year-olds in the Caerphilly area receiving Welsh-medium education

2001	2011
11%	17%

Despite this growth, in order to reach the goal set by the Welsh Government, the Council has set a target of 18.98% of 7-year-old children receiving Welsh-medium education by 2017.

Across Wales, there was an overall drop of 14% in the number of school age children between 2001 and 2011. The fact that there has been no corresponding drop in the number of children receiving Welsh-medium education highlights the scale of the demand.

One thing is clear from the figures for Welsh-medium education in Caerphilly and the region as a whole, and this presents different challenges for the local authority and its partners. On the other hand, it is also possible to focus on potential opportunities.

If we look at the percentage of Welsh speakers aged 5-14 in Table 4, we see that there are more Welsh speakers among Caerphilly's school-aged children than there are children receiving Welsh-medium education. It is therefore likely that some parents of children who receive Welsh lessons in English-medium schools have stated on the Census form that their children speak Welsh. It could be argued that this reflects pride in the language, and faith in education to provide those skills.

While this pride and faith may exist, it appears that the system of teaching Welsh as a second language is not meeting the demand. This can be seen by looking at the table below, which notes the number of 10-14 year old Welsh-speaking children in 2001, and the same cohort of the population 10 years later:

Caerphilly Welsh speakers	2001	2011
Age 10-14	39.8%	
Age 20-24		12.8%

Here, we see a suggestion that many of the school pupils aged 10-14 in 2001 were not able to retain their Welsh language skills after leaving school. The second figure is of course closer to the percentage of the population receiving Welsh-medium education.

Of course, there is more than one factor in this change, such as young Welsh speakers leaving the area, but this underlines the importance of not over-relying on education to create and sustain Welsh speakers without strategic planning between many agencies and partners to improve the education provision itself, and to expand opportunities outside education and into the workplace.

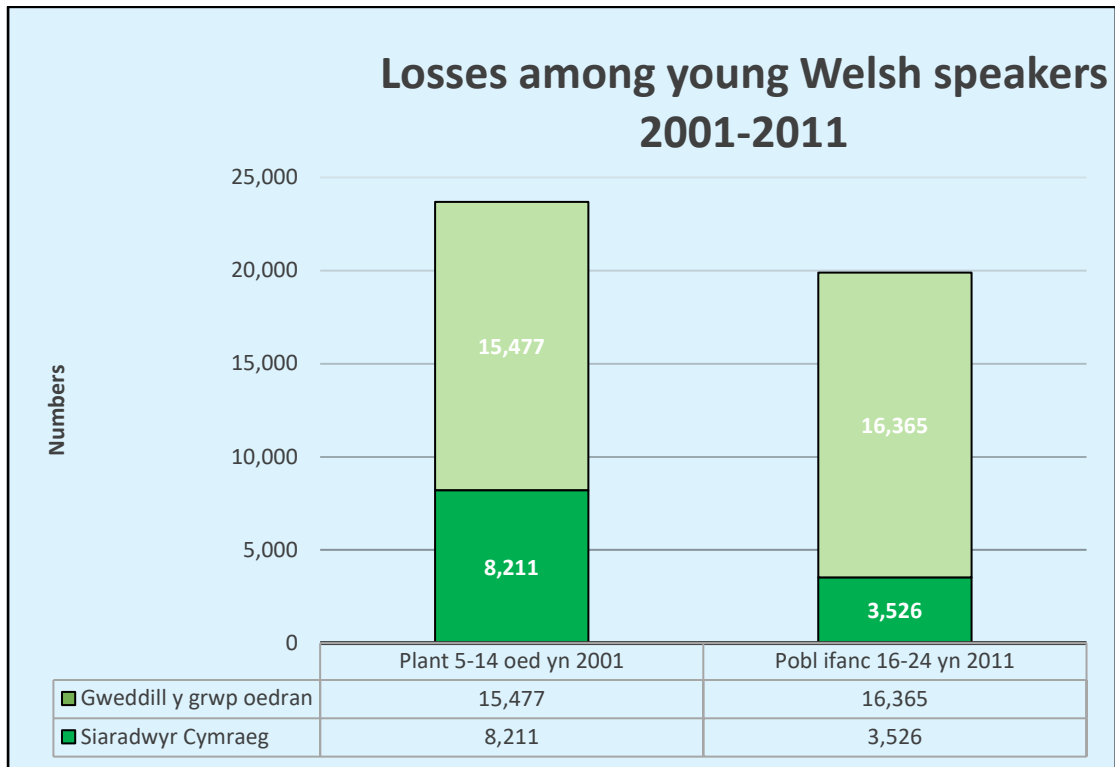
Secondary Education

Ysgol Gyfun Cwm Rhymni currently has two sites (Gelli Haf and Gwyndy) providing 2,348 places. PLASC data for 2020 shows a transfer rate of 99.8% from the county's Welsh-medium primary schools to Ysgol Gyfun Cwm Rhymni, which has remained constant in recent years.

According to the PLASC data for 2019/20, 14.9% of pupils aged 14-16 in Caerphilly County were studying qualifications through the medium of Welsh, which is an increase from 12.9% in 2018-19. Similarly, 24.6% of 16-19 year olds were recorded as studying qualifications through the medium of Welsh in 2019-20, an increase on 22.6% in 2018-19.

In terms of young people's use of Welsh outside school, this is a critical time in establishing patterns of use. According to the Language Use Survey, *'it is already evident that 16 to 29 year olds are less likely than any other age group to speak Welsh every day'*.

This challenge is supported by the data shown below. The chart below compares the numbers of 5-14 year olds who could speak Welsh in 2001 with the numbers of 16-24 year olds who could speak Welsh in 2011. Since the age group in 2011 was smaller by one year, it would be reasonable to expect a reduction of around 10%. However, the data shows a more significant reduction, which highlights the need locally to support young people to continue to use their Welsh language skills while pursuing a career and raising a family, and encouraging them to become local community leaders through the medium of Welsh.



According to research by Bangor University, there is a clear gap in Welsh language provision for older young people:

'It could be argued that this endangers the language progression and progress of the education sector and reinforces the perception that Welsh is the language of education only.'

For around 18 years, the Menter, the Urdd and Caerphilly County Borough Council Youth Service have jointly funded and managed a Youth Officer to strategically plan Welsh-medium youth work. With dedicated investment, the Menter and the Urdd could assist the Council to do more with this age range through the medium of Welsh. Existing volunteering programmes within education, for example the Welsh Bac and the Duke of Edinburgh's Award, could be used to introduce young people to the idea of contributing to their communities through volunteering and expanding the work already being done by the Menter with young volunteers at Ffiliffest for example.

Further Education

Coleg y Cymoedd's current priorities are to extend the range, type and levels of the Welsh-medium Customer Care courses, known as Yr Iaith ar Waith. The provision is focused on subjects identified by the Welsh Government as priority areas for Welsh language development.

Phase 1 took place in 2014-15 when the course was delivered to Childcare / Health and Care / Catering students.

Phase 2 – Business / Travel and Tourism (and the subjects from Phase 1)

Phase 3 – The Creative Industries (and the subjects from Phase 1 and Phase 2)

Phase 4 – Engineering / Construction (and the subjects from Phase 1/2/3)

In addition, units across mainstream courses are being introduced (e.g. Business since 2016-17) to offer their Welsh-speaking students a real choice.

The College works closely with Ysgol Gyfun Cwm Rhymni. The school invites College staff in to talk to pupils who they feel are likely to come to study at the College at 16 and also invites the College to hold a stall at their Year 11 Information Evening. There is a focus not only on the courses available at the College but also on how pupils from the school can work to maintain their Welsh language skills. The College provides Welsh-medium courses in Automotive Studies for Year 10/11 pupils from Ysgol Gyfun Cwm Rhymni as part of the partnership work between the College and the school. This facilitates the school's NEET reduction strategy.

Their pupils have benefited from attending one-day Welsh-medium courses at the College (in Automotive Studies, Catering and French this year) which have been funded by the South East Wales Cross-Border Forum for Welsh-medium and bilingual education. The Government no longer funds the Forums, making it difficult to plan without funding. The College is in discussions with schools in Caerphilly and Rhondda Cynon Taf to discuss whether there is a way of ensuring that this good work continues.

The College offers its staff training (Welsh lessons) as part of its Linguistic Skills Strategy. All staff are required to complete a Staff Questionnaire to identify any Welsh language skills, and the information is used to target suitable training and used in conjunction with the audit that Managers are required to complete for any posts in order to identify whether they need to be designated as Welsh Essential or Desirable and to identify any skills gap.

All learners are required to attend an induction session when joining the College, and a Welsh language section is included within that which provides the following information;

- That they are entitled to submit their written work in Welsh (depending on Awarding Body guidelines) even if the tutor does not speak Welsh
- That they can ask for notes / assessments in Welsh
- That bilingual booklets are available that provide mathematical terms bilingually to help them, especially during the transition from school to college

There are opportunities for students to maintain and improve their language skills informally through a range of activities eg coffee morning/going to see 'Jonathan' being filmed at BBC Studios/Urdd activities such as an Outdoor Day and competing at the Urdd Eisteddfod. They have the opportunity to contribute to Welsh-themed days such as 'Shwmae Day' as well as the Welsh-medium activities that take place during Welsh Week. The learners themselves perform as well. The College is keen to further develop informal opportunities for students to speak Welsh by working with partners within the Language Forum.

Welsh for Adults

Learn Welsh Gwent

Coleg Gwent offers a host of courses on behalf of the National Centre for Learning Welsh in Blaenau Gwent, Caerphilly, Monmouthshire, Newport and Torfaen. These courses are programmes that combine classroom learning and online study or weekly evening classes with intensive

learning. *Learn Welsh Gwent* works in the Caerphilly area providing Welsh for Adults classes

Learn Welsh Gwent wants to:

- increase the numbers learning Welsh in the area by maintaining and developing an extensive programme of courses for learners at all levels from absolute beginners (Mynediad/Entry level) to those who are fairly fluent (Hyfedredd/Proficiency level)
- increase the numbers starting courses and continuing to learn Welsh in the area
- increase the numbers reaching fluency in the area
- increase the numbers who know about Welsh lessons in the area and raise the profile of the sector, and
- increase opportunities for learners to use their Welsh confidently in the area.

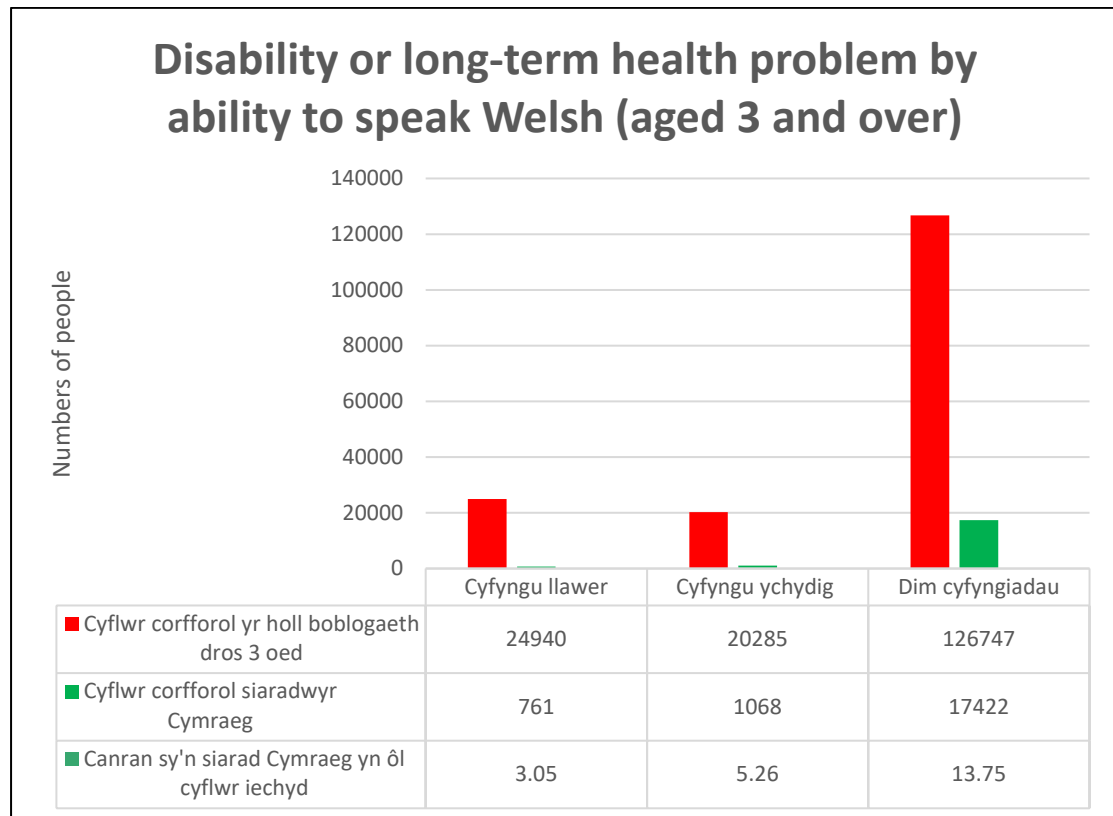
Learn Welsh Gwent's expertise is the intensive courses – 4 hours (3 hours in class and 1 hour online doing activities to reinforce what is taught in the lesson). A very intensive course – 9 hours a week – is also offered to those who want to learn Welsh quickly.

The Council is currently working in partnership with Coleg Gwent to develop and maintain Welsh for Adults provision. The programme includes various classes across the county's communities within adult education centres, Coleg y Cymoedd, workplace classes and Welsh for the family classes.

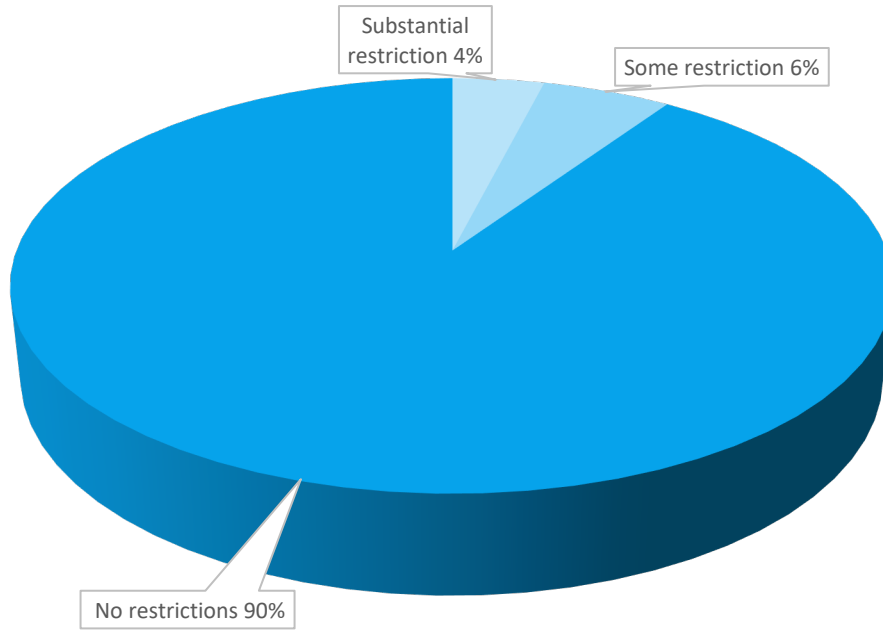
In addition to the regular classes, *Learn Welsh Gwent* provides a large number of informal learning activities that give learners at all levels opportunities to use and practise their Welsh in a social setting outside the classroom. This is a growing development that is vital for Welsh learners. In this regard, *Learn Welsh Gwent* works very closely with Menter Iaith Caerffili to ensure that Caerphilly learners have the opportunities to practise the Welsh they learn in the classroom and to use Welsh with others speakers in the Menter Iaith Caerffili area.

8. Health and Well-being

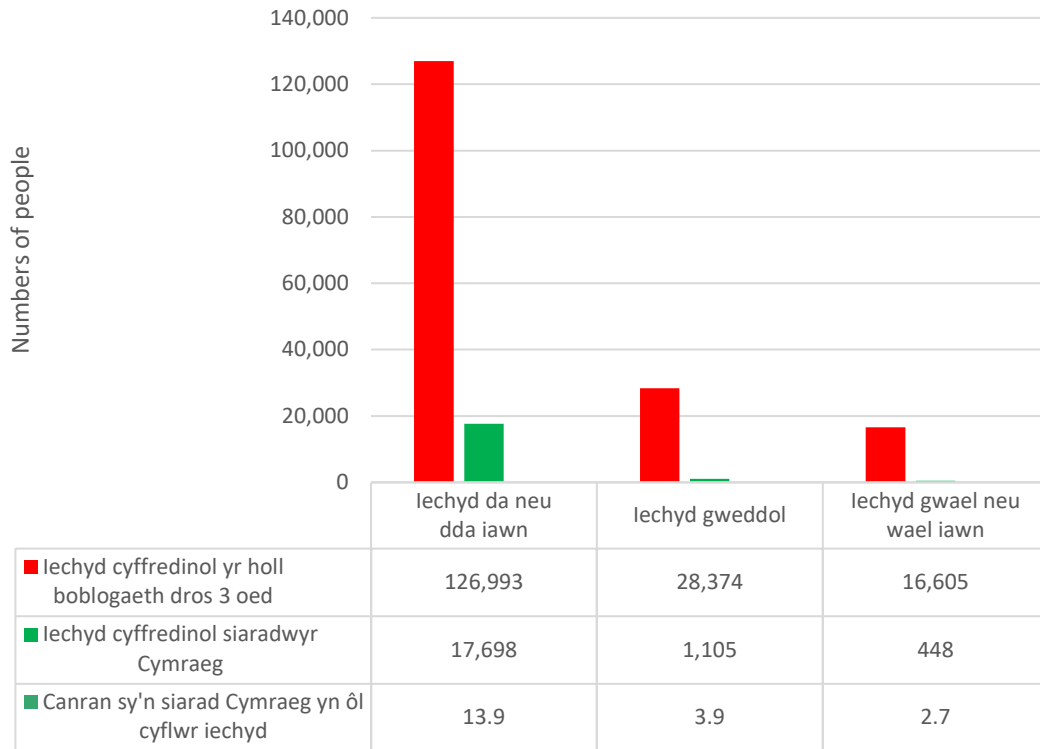
Current ONS data shows that the health of Welsh speakers is better than the general population, and this is especially true in areas of generally poor health such as the south-east valleys. As is the case with many other issues, the Caerphilly County data set out below does not mean much without comparison with other counties to see its significance. The counties that show the highest proportions of ill health or disability among Welsh speakers are Carmarthenshire and Neath Port Talbot, which probably reflects an older population in these areas.

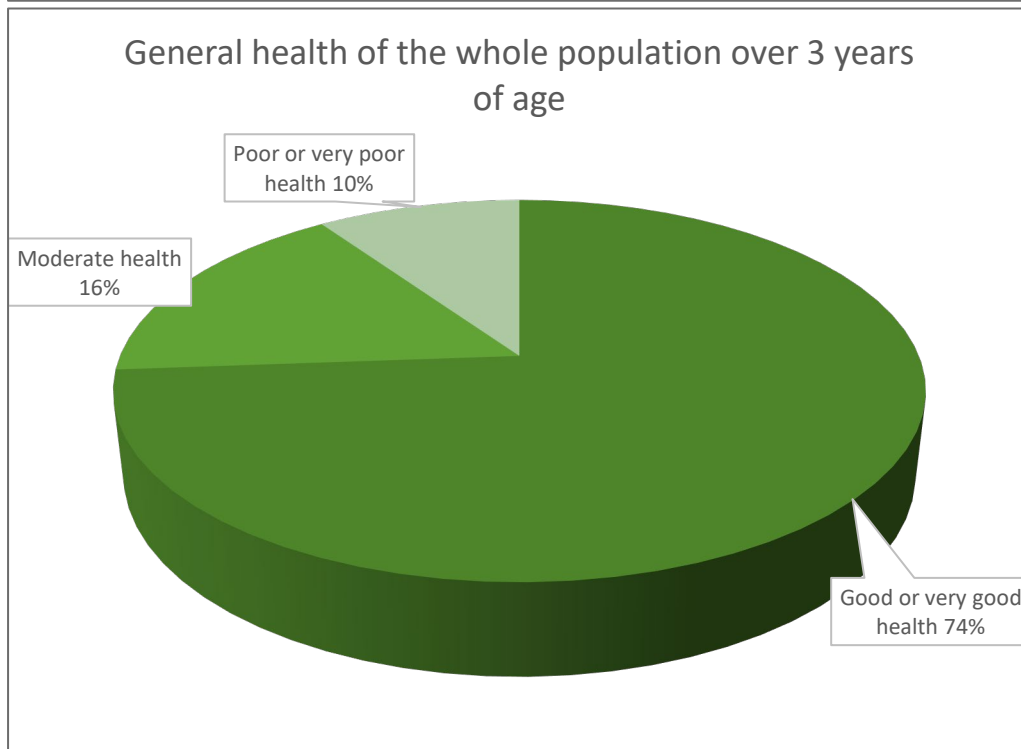
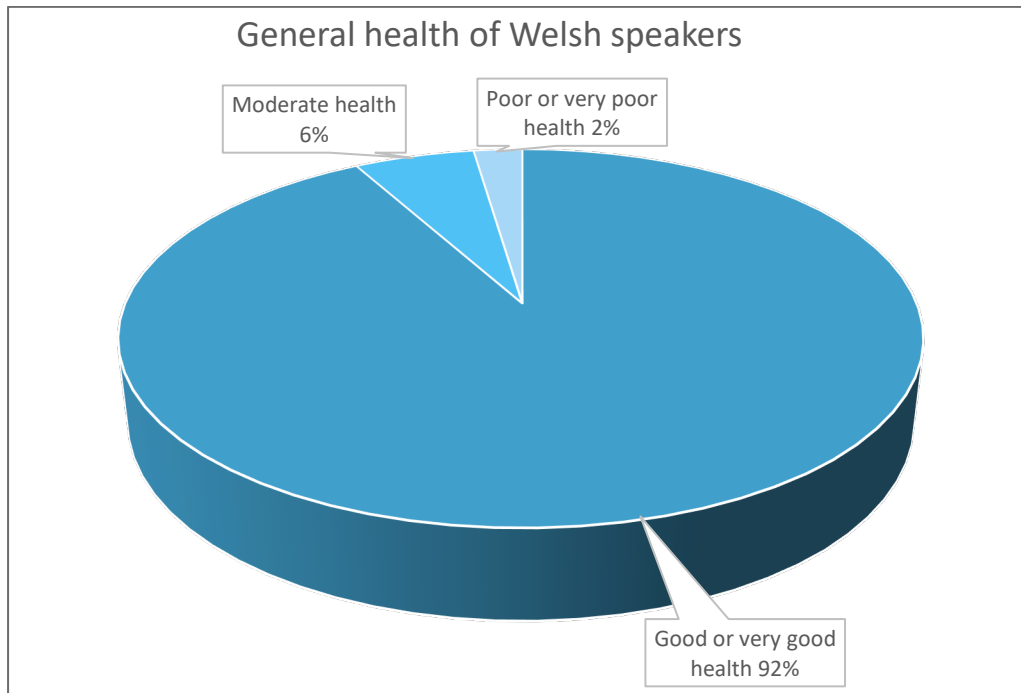


Restrictions of health condition on the daily lives of Welsh speakers aged 3 and over



General health by ability to speak Welsh (everyone over 3 years)





The Menter works with Aneurin Bevan University Health Board, and a More Than Just Words Forum was established recently of which the Menter is a member. There are successful examples of joint working between Cymraeg for Kids and Midwives and Health Visitors. In addition, the Menter, along with other members of the Language Forum, were responsible for developing and publishing the resource 'Being Bilingual' that supports local families to raise children bilingually. The resource is widely distributed via health visitors. The COVID-19 era has underlined

the strong link between health and well-being and the ability to use the Welsh language within local communities. There is therefore an opportunity to work more closely with the Health Board to ensure that local Welsh speakers have consistent access to health services through the medium of Welsh.

9. The Workplace and the Economy

In 2013, research was carried out into the need for Welsh language skills in eight sectors in Wales, and it was noted:

Even though Welsh medium education provision is in itself an all-important part of the effort to promote and increase Welsh language use, it is considered that Welsh language use in the workplace is essential in order to move towards a bilingual society.

Childcare is a clear example where Welsh speakers are sought for a particular workplace to meet needs in an area of work where demand is constantly increasing. The Menter itself has initiatives to promote employment and work opportunities for a Welsh language workforce, and this offers a strong basis for further discussion with stakeholders, especially in the context of the Welsh Language Standards.

The Welsh Language Standards require that Welsh is given a more prominent place in the workplace, and the County Council is getting to grips with this with more opportunities to learn and use Welsh at work.

According to the Language Use Survey, Welsh speakers working in the public sector are more likely to use Welsh with colleagues, compared to Welsh speakers working in the private sector.

In the survey of the eight sectors in 2013, it was noted that ‘two thirds (66 per cent) of employers had staff with Welsh language skills, and slightly more than a third said that Welsh was used in the workplace (35 per cent)’.

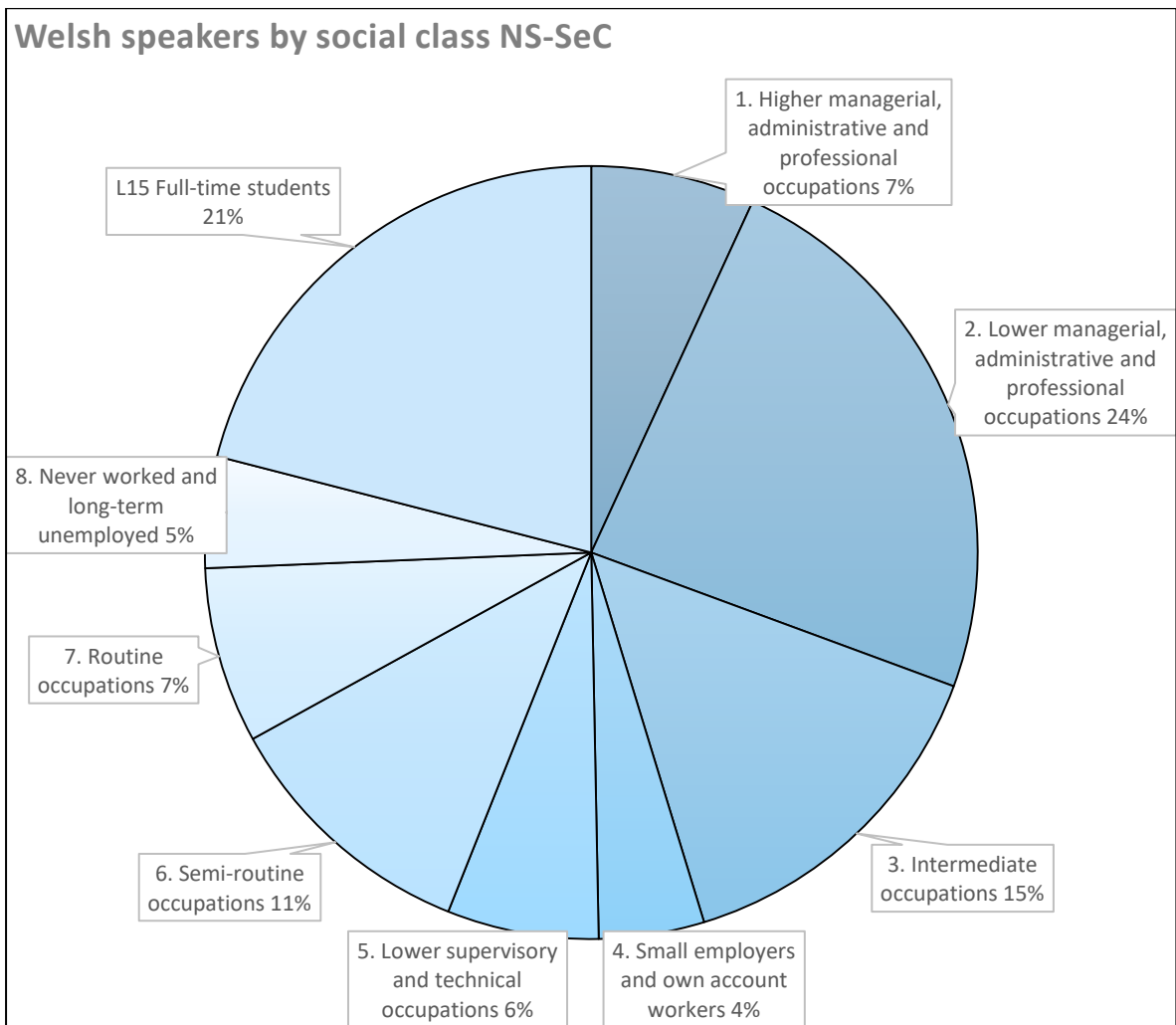
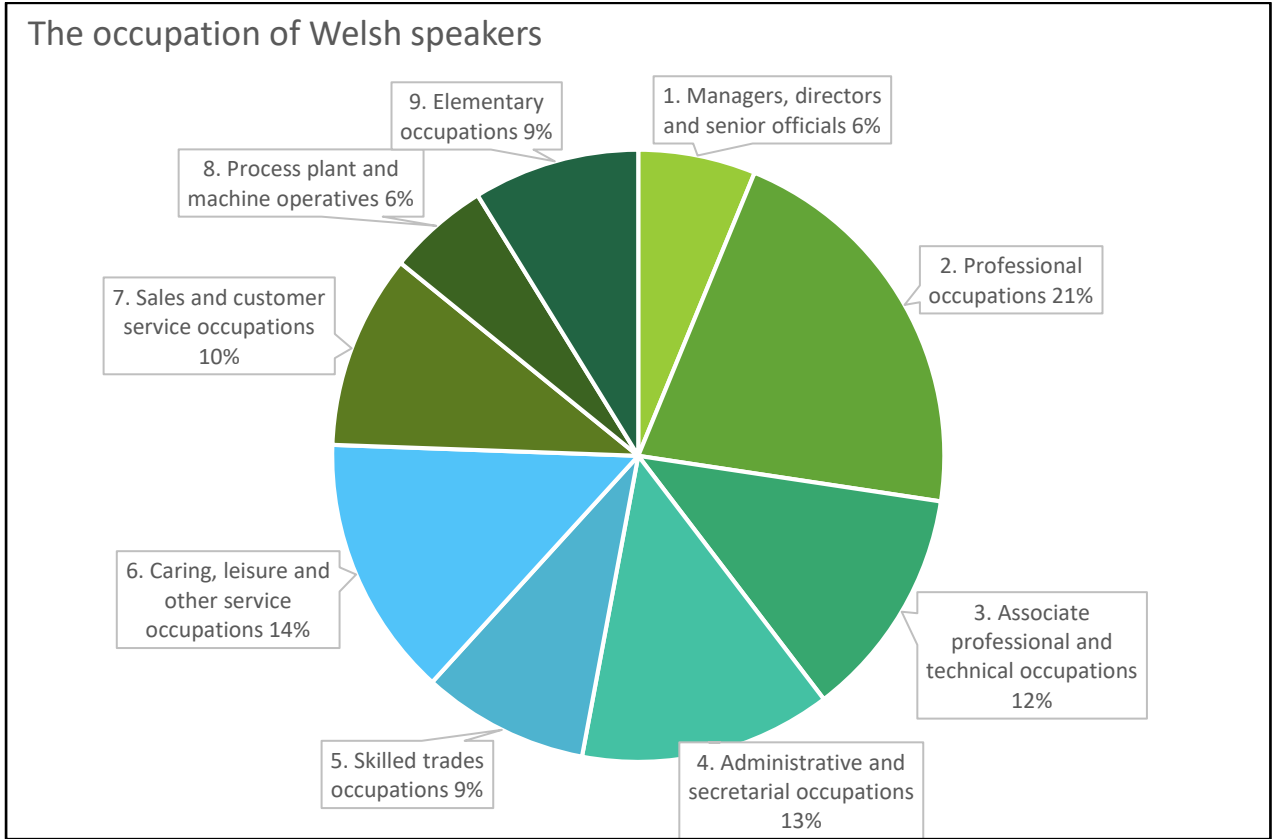
The profile of the Welsh language in the workplace appears to be steadily increasing, with the help of Welsh Language Standards and promotional work at a local level.

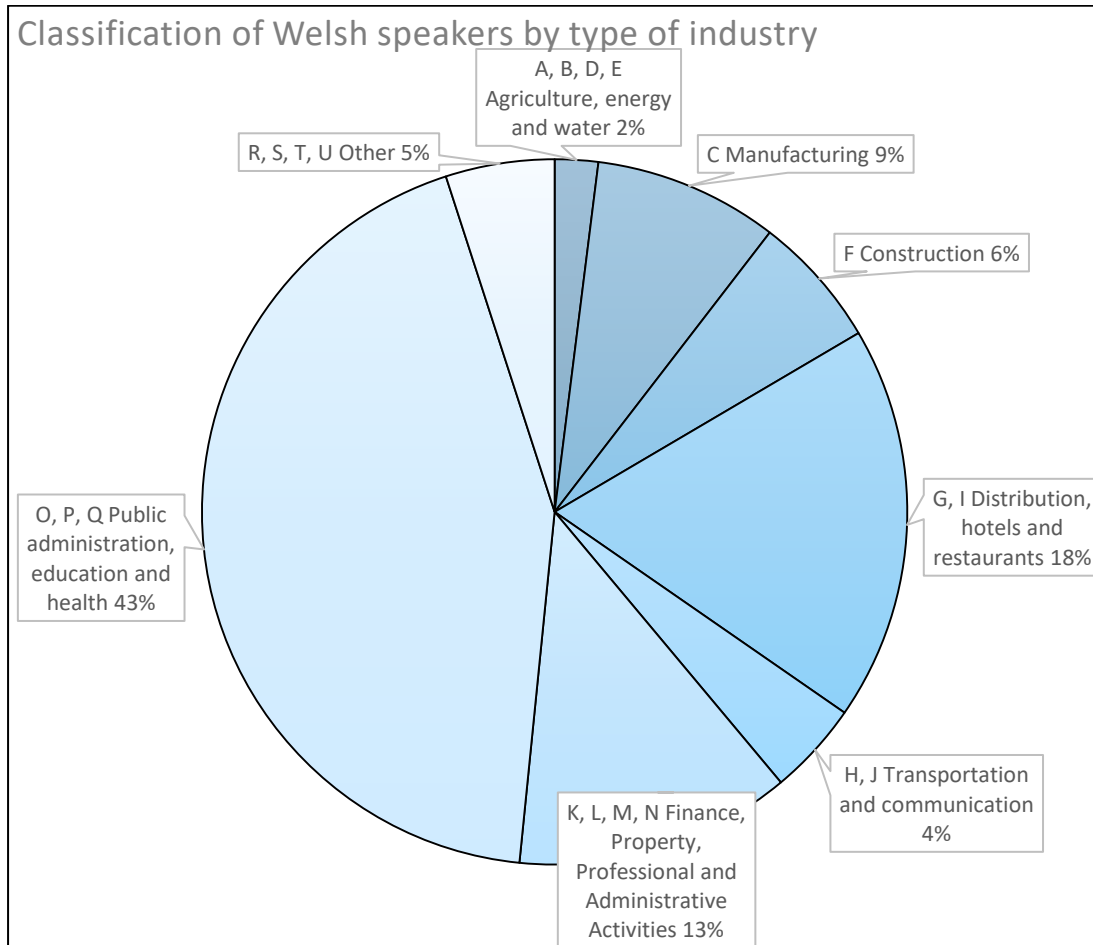
According to the Language Use Survey, almost three quarters of workers in the public sector thought their employer was supportive of using Welsh, compared to 41% in the private sector

But this positive shift should not be taken for granted. There is still work to be done, to protect the rights of Welsh speakers in the workplace and to raise awareness of the value of the Welsh language as a skill.

In the Employer Skills Survey 2013, skills shortages were identified as a problem for employers in Wales, with planning and organisational skills accounting for 57% of skills gaps, but a quarter of all skills gaps in jobs in Wales were attributed, at least in part, to a shortage of Welsh language skills (verbal and written). In this context, there may be a case for strengthening work with partners to promote and develop skills specifically for the workplace.

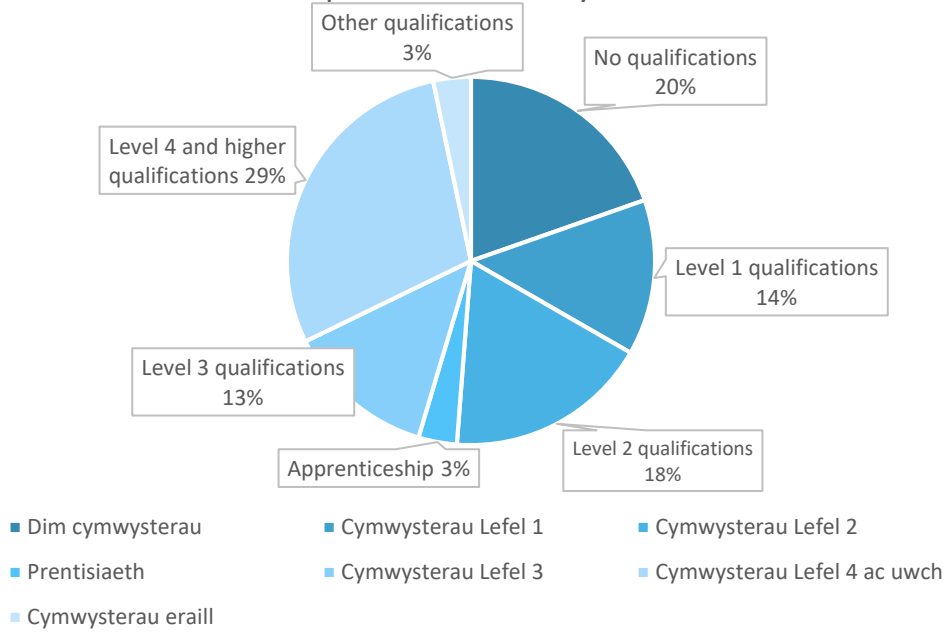
On the other hand, as already noted, many local people have emphasized the need to be able to identify Welsh speakers when dealing with people face to face in public organisations, businesses and shops. There is a need to promote the Working Welsh badges to ensure that they are used in the most effective way – best practice would be to discuss this with staff, ensuring that they are aware of the need to promote Welsh language services as well as giving them reassurance over any concerns they may have.





The qualification data also shows higher qualifications among Welsh speakers, particularly in the south-east as shown in Caerphilly County data below. In Caerphilly County, 29% of Welsh speakers aged over 16 have qualifications at Level 4 and above, compared to 17% of people with no Welsh language skills and 19% of the general population. Supporting these Welsh speakers to become community leaders for the Welsh language locally and to contribute to the development of the local economy will be key to encouraging local ownership for the success of the Welsh language.

Highest qualifications of people over 16 who can understand spoken Welsh only



10. Housing and Households

The table below shows average house price figures in Wales and Caerphilly County with Caerphilly being lower than the Welsh average in August 2020, with a gap of £5,500 in 2011 and a gap of £20,000 by 2019.

Table 1: Average house price for Wales and Caerphilly County, in August 2020 (£)

	August 2020
Wales	172,828
Caerphilly County	146,602

According to the 2011 census, there are 74,479 households in Caerphilly County. Of those 74,479, 69.6% have been purchased with the remainder rented from the Local Authority, Housing Association or private landlord.

The table below (table 2) focuses on tenure and looks at Welsh language skills and the ability to speak Welsh for 74,479 of Caerphilly County residents, whether they have one or more skills in Welsh or no skills in Welsh.

Table 2: Welsh Language Skills by tenure – Household Reference Persons

(Office for National Statistics, Tenure by Welsh Language Skills)

	All categories: Welsh language skills	One or more skills in Welsh	No Welsh language skills
All categories: Tenure	74,479	6702	67,777
Owned or shared ownership total	51,848	4890	46,958
Owned: owned outright	24,188	1983	22,205

Owned: owned with a mortgage or loan or shared ownership	27,660	2907	24,753
Rented or living rent free total	22,631	1812	20,819
Rented: social rented	13,962	878	13,084
Rented: private rented or living rent free	8669	934	7,735

11. Community Activities and Using Welsh in the Community

Using Welsh in the Community

In November 2015, the Welsh Government and the Welsh Language Commissioner published the results of the 'Welsh language use in Wales' survey (the Language Use Survey). Also in 2015, Bangor University published the results of their research study on the use of Welsh in communities in Wales. Both of these studies provide valuable data and insight into how people use the language.

Between the 2004-6 language use survey and the 2013-15 survey, Caerphilly has seen an increase of 1000 fluent speakers and an increase of 8,900 non-fluent speakers.

The Language Use Survey shows that fluent people are the most likely to speak Welsh in their daily lives. Also, according to the Language Use Survey, fluent Welsh speakers are twice as likely to attend a social or cultural event in Welsh compared to non-fluent speakers.

Despite the increase in the number of people saying they can speak Welsh in the Caerphilly area, the Language Use Survey shows that the percentage of people in the area who speak Welsh every day has dropped from 46% to 38%.

In the Caerphilly area and the whole of the South East, although many respondents said that Welsh was part of their daily lives, most opportunities to use Welsh were at home or with friends. In this area, Menter Caerffili has therefore developed opportunities beyond those domains. These opportunities to use the Welsh language in day-to-day informal interactions in wider circles than the Welsh speakers we know

means that the use of Welsh is normalized at a community level. This in turn allows us to achieve an increase in language use.

The challenge for all partners and stakeholders, therefore, is to target efforts to these wider areas; stabilize and expand opportunities for fluent speakers; develop the confidence of people who are not fluent and facilitate methods of involving them; promote further use in workplaces and public-facing organisations and businesses to make it easier to use Welsh in unfamiliar or new domains.

The Community

In the South East, where Welsh is a minority language in every geographical community, maintaining and facilitating communities of Welsh speakers across all age ranges is essential to ensuring the future of the language.

Of course, community has many meanings when we are talking about Welsh speakers. A community is more than a geographical location, it exists across the boundaries of an area or region, and now with social media, it could be argued that Welsh language communities have no boundaries. The Welsh language is something that unites people socially and culturally. It is an additional feature of identity that connects people and stimulates activity and interaction.

Research has shown that many factors influence the use of Welsh in the community. Firstly, although the language has official status, it is a minority language and is therefore not prominent as a community language in this area. Of course, this means a lack of opportunity for people to use Welsh.

Another obvious factor is people's confidence in using the language and whether people are used to using the Welsh language – we know that people who are not fluent are less likely to speak Welsh every day and attend Welsh language events.

When Menter Caerffili undertook research and consultations recently to establish what would help to expand the use of Welsh in the community, a number of responses from local people echoed the following themes:

- More family and social activities
- Support in the workplace to develop Welsh language skills
- Ways of identifying Welsh speakers in shops, banks, GP surgeries etc, through the orange Working Welsh badges for example
- A local centre for people to socialize in Welsh
- Increased visibility online – on websites and apps
- Create a directory of services / shops / cafes etc where a Welsh language service is provided
- Some have said that more daytime events are needed and others have said that more events outside work hours are needed.
- Opportunities for people aged 20-40 to meet and socialize

Provision for children and families

The Menter has a comprehensive weekly, monthly and school holiday programme for primary age children and their families. Part of this programme is delivered jointly with partners or independently. The usual programme includes:

- Splash and Song sessions for parents and babies
- Various after-school and holiday workshops such as arts and crafts, cooking, animation, lego, drawing cartoons
- Family events such as Miri Meithrin, Picnic in the Park, outdoor activities
- Trips
- Writing Squad
- A programme of digital opportunities such as video games clubs and workshops, content development, animation

Key partners:

- Cymraeg for Kids
- Head4Arts

- Caerphilly County Borough Council – Leisure and Arts Development Department

The Welsh Language Charter

The Welsh Language Charter is now in place across the County's Welsh-medium primary schools, with the 11 primary schools committed to following the Charter and its principles. The Charter is intended to support pupils and schools to use the Welsh language during the school day, during play and in community activities. All schools have targets to achieve the Charter's Bronze, Silver and Gold levels, and the impact of the Charter on pupils' language use can be measured annually. The Menter has a key role to play in supporting children, young people and their families to use Welsh outside of school and in the community. To support the schools in this work, the Menter has been running workshops and digital clubs in some of the schools. This work has supported our work developing a Welsh-medium online community encouraging children and young people to create online content in Welsh and to network in Welsh online. In addition, the Menter worked in partnership with Head4Arts to implement an exciting new reading project that blended Welsh-medium literature with technology.

Provision for Young People

Since 2002, the Menter has jointly funded and employed a Youth Officer with the Urdd and Caerphilly County Borough Council Youth Service. This means we can strategically plan Welsh-medium youth work. The Youth Officer supports the only Welsh-medium Youth Club in the County, which is funded by the Caerphilly County Borough Council Youth Service, and supports young Welsh speakers who receive education through out-of-school education programmes. The Youth Officer also works with the Menter's staff to support young people to volunteer through the medium of Welsh and organize a programme of activities during the school holidays.

Our Digital Development Officer also provides a substantial programme of digital opportunities for young people, including weekly and monthly

clubs, content creation and PC building workshops, trips to digital events as well as competitions within e-sports tournaments.

The Urdd

Urdd Gobaith Cymru is the largest voluntary youth organisation in Wales. It is extremely important in offering young people opportunities to use the Welsh language, and has over 56,000 members. Established in 1922, the Urdd aims to provide opportunities for all young people in Wales (8-25 years) through the medium of Welsh, and empower them to contribute positively to their communities and to Wales. For nearly a century, the Urdd has focused on giving young people great experiences through the medium of Welsh, to enable them to develop positive attitudes towards it, and pass it on to their own children.

During a period of such change, it is less useful to provide information about the service before Covid-19, when officers were located in all areas. The Urdd will communicate and work closely with a large number of partners, including the Mentrau Iaith and other organisations, to rebuild services after this period.

Rebuilding plans will include: -

- Rebuilding the national network of community officers to support sports, arts and community provision in each local authority.
- Expanding Apprenticeship provision in economically challenging times to offer qualifications and employment in Welsh.
- Holding a bigger and better digital Eisteddfod T in May 2021 and lay the foundations for hosting the Urdd's Centenary Eisteddfod **in a field** in 2022.
- In line with COVID restrictions, restarting residential trips, in refurbished camps, following capital investment in upgrades.
- Preparing for the Urdd's centenary celebrations and many exciting events across Wales that will expand opportunities for children and young people to use the Welsh language.

Young Farmers

Caerphilly County comes under the Gwent membership, with 256 members across six clubs in the area. Around 14 of these can speak Welsh, though not as their first language. A number of colleges within the area offer Welsh language courses, as well as three Secondary Schools in the area. Although not many members can speak the language, many are eager to learn it in this area, with three members of Usk club having already joined the Welsh learners' reading club run by Wales YFC. There is certainly an opportunity to create better links between the Young Farmers' Clubs and the Mentrau Iaith and Urdd Officers.

Adults

Menter Caerffili has a variety of adult provision which includes monthly and weekly provision. The provision is now independent of other partners due to financial constraints but also a lack of Welsh-medium provision by other bodies. During lockdown, the provision has continued in its entirety but through digital platforms. Provision includes:

- Opportunities to learn through the medium of Welsh including various classes and workshops such as cooking, flower arranging, art, yoga, fitness, well-being, digital skills
- Weekly Walking Club
- Opportunities to volunteer across the Menter's services
- Weekly and monthly conversation sessions
- Trips
- Reading clubs
- Gardening club
- Social evenings
- Support for isolated and vulnerable individuals
- Ffiliffest festival

Merched y Wawr

Merched y Wawr has one branch in the county, the Cwm Rhymini Branch which has 22 members. They have a varied programme of meetings, social

evenings, trips and talks. During lockdown, the Menter has been facilitating meetings via Zoom on the branch's behalf.

Learners

Providing activities for Welsh learners has been a priority for the Menter since the beginning. The Menter now has a significant number of learners who rely on the Menter for opportunities to gain confidence in using the Welsh language and to meet other learners. Weekly coffee mornings, Sadwrn Siarad events and two Reading Clubs are provided monthly. In addition, a number of events are organized especially for learners during the year, such as quiz nights, walks and an occasional lunch club. An annual trip is organized to offer learners and Welsh speakers in the area the opportunity to visit a different part of Wales when using their Welsh. It is important to note that the Menter has received genuine support and commitment from the county's learners since its inception, and there is now a core group of learners who attend every activity offered. The Menter also works closely with Learn Welsh Gwent in drawing up its programme of opportunities for learners and to ensure that a varied programme of opportunities is available to the County's learners. The Menter plays a key role in providing learners with a bridge into the local Welsh language community as well as support throughout that journey.

Other groups and organisations

- CwmNi drama company
- Cwm Ni community paper
- Dan y Graig Welsh learners group, Risca
- Bro Elyrch literary club
- Welsh-medium chapels: Bryn Seion, Ystrad Mynach; Bethel, Caerphilly and Tonyfelin, Caerphilly
- CwmNi choir
- Eisteddfod y Cymoedd

Welsh-medium online community

Of course, as noted above there are community networks that are not geographical in nature. It is worth referring to Welsh speakers' habits in terms of their use of the language online, either as a means of communicating between family and friends or more widely in terms of the potential use the Menter and others could make of social media in their communication and promotion activities.

In a Bangor University research study, *Use of the Welsh Language in the Community*, the Welsh language online community is noted 'as a new location to use language and develop wider linguistic networks'.

The Language Use Survey also focuses on social media in the context of language use, noting that just over half the fluent Welsh speakers use at least as much Welsh as they do English when texting, and that 12-18 per cent of all Welsh speakers using Twitter and Facebook use at least as much Welsh as they do English.

Technology is a key area for facilitating the Welsh language in all aspects of life. The Menter has identified the potential of new media to attract Welsh language audiences through the e-chlysur mailing list and the use of survey monkey, for example, to gather views on what is needed. It is important to continue to expand methods of communication eg Twitter, Snapchat, to ensure plenty of options for young people to best engage via the methods of communication with which they are familiar.

In addition, the Menter has developed provision of significant digital opportunities for children and young people and has created a local Welsh-medium online community. This provision is key to ensuring that the Welsh language is relevant to young people and that we are able to offer opportunities through the medium of Welsh for local people to pursue their interests and connect with other Welsh speakers.

12. Relevant Studies

SWOT Analysis

Strengths	Weaknesses
<p>Effective management by hard-working trustees and staff</p> <p>Enthusiastic and experienced volunteers</p> <p>Representing local needs</p> <p>Working in partnership with a cross section of other groups and organisations</p> <p>Member of the national network of Mentrau Iaith</p> <p>Successful in attracting substantial sponsorship annually for the county's communities</p> <p>Developing a self-sufficient childcare service that acts as a social enterprise</p> <p>Creating local jobs</p> <p>A deep understanding of the linguistic nature of the county</p>	<p>Not enough resources to expand further</p> <p>Lack of financial and human resources in some areas of activity</p> <p>Lack of training budget</p> <p>Lack of marketing budget</p> <p>Need to strengthen public profile, image and marketing and promotion methods</p> <p>Offering services to plug gaps and meet needs without adequate financial investment from the body that should be providing the services</p>
Opportunities	Threats
<p>European funding until 2021</p> <p>Tenders</p> <p>Selling services</p> <p>Strengthening relationships with various Local Authority departments and the Welsh Government</p> <p>Securing further service level agreements</p> <p>New partnerships</p>	<p>Staff moving on, with the Menter losing experience, skills and expertise</p> <p>Grant schemes coming to an end</p> <p>Loss of experienced members of the Management Board</p> <p>Increased competition for funding</p> <p>Lack of political support at national and local level for the growth of Welsh.</p>

<p>Collaborating on regional and national projects with other Mentrau Iaith</p> <p>New funds</p> <p>Website development and marketing methods</p> <p>Increasing our number of users</p>	<p>Reduction in demand for our income-generating services, especially Childcare</p> <p>Impact of COVID-19</p>
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PEST Analysis

<p>Political</p> <ul style="list-style-type: none"> • Less political focus on the impact of Brexit on Welsh communities • Continuing uncertainty for the future of the Welsh language • Focus on the next Senedd election, opportunities and threats • Potential for political consensus on the Welsh language and the vision of reaching 1 million Welsh speakers • Result of the next Senedd elections, one party leading or coalition • Next Local Government elections • Welsh Language Measure 2011 – normalizing the use of Welsh • The Well-being of Future Generations Act • Negative attitude among departments in the Local Authority and the Welsh Government towards the Welsh language and the Menter’s work 	<p>Economic</p> <ul style="list-style-type: none"> • The impact of a recession on Welsh communities • Impact of Covid-19 on the area's economy. • Potential impact of the economy of other areas of the UK regenerating faster than the Welsh economy • Average salary levels • Rural and urban poverty and changes in types of poverty ie, average living wage • House prices and affordability • Negative attitude among funders towards investing in the Welsh language • EU opportunities to fund new schemes in the short term • Uncertainty over funding and structural funds programmes to succeed EU funds • Side-effects of austerity on the local economy and services • Opportunities to feed into regional economic programmes and the foundational economy. • Opportunities to create and develop economic and social enterprises
<p>Social</p> <ul style="list-style-type: none"> • Ageing population in Wales / the area • The impact of the inward migration of older people and the outward migration of young people • Availability of community leaders 	<p>Technological</p> <ul style="list-style-type: none"> • Use of technology across age ranges • Increased digital competence as a result of Covid-19 • Social networks • Available resources

- | | |
|--|---|
| <ul style="list-style-type: none">• Local desire to use and take pride in the Welsh language• Negative attitude towards the Welsh language• Inward migration of non-Welsh speakers• Welsh speakers not making use of the language• Diversity within voluntary organisations and the use of Welsh within them• Social opportunities• Volunteering opportunities• How younger people get involved• Focus on changing attitudes and the influence of interrelated factors.• The potential influence of Covid-19 on future activities | <ul style="list-style-type: none">• Regulations and restrictions such as GDPR in terms of incentive to collaborate and share information• The IT infrastructure in the area• Digital skills – progress, but gaps in digital skills for some groups, especially 50+ age group• Opportunity to develop new technology-based enterprises• Using technology to reduce costs |
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13. Conclusion

This profile has brought together

- the key statistics about Welsh speakers in this area
- the main statutory requirements relevant to the Menter's key partners
- a number of research findings regarding the patterns of language use among Welsh speakers in the area
- the results of the survey conducted that highlight the experiences of a variety of organisations that promote the Welsh language during the first COVID-19 lockdown

The key messages that emerge from the experiences of Welsh speakers, together with the official data, highlight a number of areas that need to be addressed:

- the need for more opportunities for young people to use their Welsh outside of school and after leaving school (from leisure to the world of work)
- the need for more opportunities to increase confidence and increase the use of Welsh by learners and less confident Welsh speakers in new domains
- the need for employers to recognize the value of the Welsh language for their workplaces and ensure support for Welsh speakers
- the need to ensure that the Welsh language is more prominent in the community in order to promote wider use – both the spoken word and visibly (for example through the use of the Working Welsh badges and signs).

Menter Caerffili's work is based on a deep understanding of its communities and the needs of its communities, and it has the creativity and flexibility to address those needs. The Menter has the ability to respond innovatively to local needs through projects with partners and across many sectors, as evidenced by Ffiliffest and other local initiatives.

Another aspect that is emerging in the work of the Menter is that it does not just respond to Welsh Government targets; the activities / services

provided by the Menter also strengthen and enrich the statutory activities at a local level to promote the Welsh language and create rights for Welsh speakers.

Local authorities and their partners need to respond to the Welsh Language Standards, the national Cymraeg 2050 strategy, the Well-being of Future Generations Act, and More than Just Words – a host of requirements for improving services and increasing the use of Welsh. This means that there has never been a better time to emphasize the importance, strength and expertise of the Menter and its partners as a source of advice and guidance.

Partners and organisations have the opportunity to turn to the Menter to undertake joint strategic planning across a number of sectors to promote and increase the use of Welsh in their areas, with opportunities for collaboration across several fields, eg:

- Education
- Youth services
- Leisure
- Health and Care
- Tackling poverty
- Economic development
- Work and skills
- Volunteering

The aim of this profile is to highlight emerging needs to ensure an increase in the number of Welsh speakers and in the use of Welsh in the communities across this area. This profile is not for the attention of the Menter alone. It summarizes what needs to happen at a level that is broader than the Menter itself, in order to create a stronger position for the Menter to continue to develop and expand its provision in the most strategic and effective way.