

Strategic Area 1 – The Family

Vision	Increase the number of families where the Welsh language is spoken with children.	Outcome	Increase in the number of families where the Welsh language is spoken with children.
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Indicators	<ul style="list-style-type: none"> - % of children in primary school reception classes who are learning Welsh - Number of events run by the council and partner organisations for the family, where Welsh can be used as part of a family activity 		
Links to Strategy	<ul style="list-style-type: none"> - Welsh Language Standards (No.1) Regulations 2015 - Well-being of Future Generations (Wales) Act 2015 - Welsh in Education Strategic Plan 	<ul style="list-style-type: none"> - More than Just Words Strategy - Caerphilly Council’s Strategic Equality Plan 2020-2024 	

Strategic Priorities

- Extend regular informal opportunities for parents to develop their Welsh Language Skills so as to assist their children.
- Create a consistent message across the sector, in order to promote the benefits of transferring the Welsh language within the family, allowing children to acquire the Welsh language.
- Raise awareness about the importance and availability of providing Welsh medium activities for families.

Partner Organisations

1. All CCBC Schools	8. Coleg Gwent	15. Education Service	22. Parent Network
2. All CCBC Service Areas	9. Coleg y Cymoedd	16. Gwent Police	23. Public Services Board
3. Aneurin Bevan U Health Board	10. Councillors	17. Gwent Welsh for Adults	24. Supporting People
4. Caerphilly Business Club	11. Cymraeg i Blant	18. Helo Blod	25. Town and Community Councils
5. Caerphilly Youth Service	12. Destination Services	19. Leisure and Parks Services	26. University of South Wales
6. Careers Wales	13. Early Years	20. Menter Iaith Caerffili	27. Voluntary Sector – GAVO
7. Coleg Cymraeg Cenedlaethol	14. Education Achievement Service	21. Mudiad Meithrin	28. Yr Urdd

Priority Status

Short Term: 1-2 years	Medium Term: 2-3 years	Long Term: 3-4 years
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Action		Partners	Status
1.1 (2.2 & 2.7)	Develop a webpage on the council's website with links to all the partner organisations and DEWIS and all the available resources.	1-28	
1.2	Ensure every opportunity is taken to ensure language preference is included in all forms.	1-28	
1.3	Review, update and promote the Becoming Bilingual booklet and make it available in alternative formats including videoclips, podcasts, promote in Newslines etc. Develop in line with actions in the Welsh in Education Strategic Plan.	1-28	
1.4	Work in partnership with organisations such as the Welsh in Education Forum, health and the registration service to promote the Becoming Bilingual booklet to new parents in an (digital) information pack.	2, 3, 11, 13, 14, 15, 20, 21, 22, 28	
1.5	Newslines to include a Welsh medium service article in every edition promoting the Welsh medium activities and services available locally.	1-28	
1.6	Regional partnership with council's and Welsh in Education Forums working together to plan Welsh medium activities and promote Welsh medium education.	1-28	
1.7 (2.8, 2.9, 2.12, 2.13, 3.8)	Link in with Language Champions and Ambassadors across partner organisations to ensure a consistent message regarding Welsh medium education across the board and to promote Welsh medium activities.	1-28	
1.8 (2.10)	Help and support schools to meet the requirements of the Siarter Iaith and Cymraeg Campus Schemes, especially using Welsh outside of school. Link with the delivery of the Welsh in Education Strategic Plan and the Siarter Iaith and Cymraeg Campus school leaders.	1-28	
1.9	Improve communication between the council and partner organisations of the work and activities that are taking place locally and share widely.	1-28	

Strategic Area 2 – Children and Young People

Vision	Increase the use of the Welsh language amongst children and young people, improve their awareness of the value of Welsh, and ensure better access to Welsh medium social events and services.	Outcome	Children and young people increasingly speak Welsh as part of their everyday routine, improve potential career prospects and realise the value of the language.
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Indicators	<ul style="list-style-type: none"> - % of Year 6 pupils showing an increase in their use of Welsh at the end of their time in primary school. - % of Year 11 pupils who are studying for five or more qualifications through the medium of Welsh. - % of 16-19 year olds who are studying courses through the medium of Welsh. - Attendance numbers of children and young people at Welsh language activities, such as events organised by partner organisations. 		
Links to Strategy	<ul style="list-style-type: none"> - Welsh Language Standards (No.1) Regulations 2015 - Well-being of Future Generations (Wales) Act 2015 - Welsh in Education Strategic Plan 	<ul style="list-style-type: none"> - More than Just Words Strategy - Caerphilly Council’s Strategic Equality Plan 2020-2024 - Shared Ambitions Strategy 2019-2022 	

Strategic Priorities

- Support educators to allow them to promote the extra-curricular activities available through medium of Welsh.
- Work with young people to raise awareness of WL as a valuable skills for training and employment.
- Raise awareness amongst staff that come into contact with children and young people of the need to foster positive attitudes towards the Welsh language .
- Increase the number of children accessing Welsh medium education.
- Develop bilingual leadership skills amongst young people to help them develop to become champions of the language within their communities.

Partner Organisations

1. All CCBC Schools	8. Coleg Gwent	15. Education Service	22. Parent Network
2. All CCBC Service Areas	9. Coleg y Cymoedd	16. Gwent Police	23. Public Services Board
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Priority Status		
Short Term: 1-2 years	Medium Term: 2-3 years	Long Term: 3-4 years

Action		Partners	Status
2.1	Audit current Welsh medium opportunities and services for children and young people to identify gaps and areas of demand looking across all partner organisations.	1-28	
2.2 (1.1, 2.7)	Promote Welsh language organisations in particular their services for children and young people.	1-28	
2.3 (5.5)	Work with partner organisations to run a jobs fair and follow it up with mock interview sessions and raise awareness of job vacancy websites, to include the development of a video positively promoting careers through the medium of Welsh.	1-28	
2.4 (2.5, 2.12, 5.8)	Link up with local further education colleges and universities to communicate positive messages to students to consider the Welsh language as part of their courses and within careers.	6, 7, 8, 9, 15, 26	
2.5 (2.4, 2.12, 5.8)	Consult and create a campaign to attract young people to be involved in youth work, sport and art activities as leaders, volunteering etc. Work with Youth Service, Sport and Leisure Service, Caerphilly Cares and GAVO etc.	1-28	
2.6	Develop Welsh language awareness training, especially for staff working with children and young people, including a resource pack to support provisions to promote language and local heritage e.g. Youth Forum, youth clubs etc.	1-28	
2.7 (1.1, 2.2)	Develop a webpage on the council's website with links to all the partner organisations and DEWIS and all the available resources.	1-28	
2.8 (1.7, 2.9, 2.12, 2.13, 3.8)	Work regionally to develop a book and digital stories which can be used as resources to positively promote Welsh medium education.	1-28	
2.9 (1.7, 2.8, 2.12, 2.13, 3.8)	Link in with Language Champions and Ambassadors across partner organisations to ensure a consistent message regarding Welsh medium education across the board and to promote Welsh medium activities.	1-28	
2.10 (1.8)	Help and support schools to meet the requirements of the Siarter Iaith and Cymraeg Campus Schemes especially using Welsh outside of school. Link with the delivery of the Welsh in Education Strategic Plan and the Siarter Iaith and Cymraeg Campus school leaders.	1-28	
2.11	Ensure representation from the primary and secondary schools are represented on the Welsh Language Forum and the Welsh in Education Forum.	1, 13, 20,	
2.12 (1.7, 2.8, 2.9, 2.13, 3.8)	Work regionally to develop different methods of communicating information to young people, including podcasts, video clips, social media etc. to promote key positive messages, especially for school years 5, 6, 7, 8, 9, 10, 11 and further education.	1-28	
2.13 (1.7, 2.8, 2.9 2.12, 3.8)	Work regionally to develop case studies to be used to promote careers and opportunities through the medium of Welsh, including ones for non-Welsh speaking parents who have put their children in Welsh medium education.	1-28	

Strategic Area 3 – Communities

Vision	Support community groups and help them to increase the use of Welsh within their localities.	Outcome	Support community groups and businesses and help them to increase the use of the Welsh language within their communities.
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Indicators	<ul style="list-style-type: none"> - The number of Welsh language activities which are arranged and held within communities across the county borough. - The number of people who attend those Welsh medium events. 		
Links to Strategy	<ul style="list-style-type: none"> - Welsh Language Standards (No.1) Regulations 2015 - Well-being of Future Generations (Wales) Act 2015 - Welsh in Education Strategic Plan 	<ul style="list-style-type: none"> - More than Just Words Strategy - Caerphilly Council's Strategic Equality Plan 2020-2024 - Shared Ambitions Strategy 2019-2022 	

Strategic Priorities

- Support existing Welsh language community activities and share good practise .
- Support community groups to mainstream the use of the Welsh language and offer learners the opportunity to practice it .
- Provide specific support to community initiatives in order to enable them to realise their plans to promote the Welsh Language .
- Empower residents and young people to access services in Welsh when the service is available.

Partner Organisations

1. All CCBC Schools	8. Coleg Gwent	15. Education Service	22. Parent Network
2. All CCBC Service Areas	9. Coleg y Cymoedd	16. Gwent Police	23. Public Services Board
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6. Careers Wales	13. Early Years	20. Menter Iaith Caerffili	27. Voluntary Sector – GAVO
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Priority Status

Short Term: 1-2 years	Medium Term: 2-3 years	Long Term: 3-4 years
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Action		Partners	Status
3.1 (3.2, 4.1, 4.6, 4.9, 5.1)	Promote the availability of bilingual services by ensuring Welsh speakers and learners within service areas and across partner organisations wear appropriate lanyards and or badges showing their skill and to encourage the public to speak Welsh when accessing services.	1-28	
3.2 (3.1, 4.1, 4.6, 4.9, 5.1)	Encourage and support local businesses to use more Welsh when delivering services, including the distribution and promotion of displaying the Iaith Gwaith signage, badges or lanyards to encourage Welsh speakers and learners to actively access services through the Welsh language.	1-28	
3.3 (4.11)	Create a resource and App that lists all the businesses and services available locally through the medium of Welsh in order to highlight opportunities to use the language across community life, including council services.	1-28	
3.4	The council and partner organisations to support and promote the development of Ffiliffest, Menter Iaith Caerffili's annual festival which celebrates the Welsh language and local heritage.	1-28	
3.5 (4.3, 4.4)	Ensure Caerphilly Council's community event programmes include provision of activities through the medium of Welsh and develop opportunities where there are gaps.	1-28	
3.6	Develop Bilingual Friendly Communities – link in with local schools, libraries, businesses and Helo Blod.	1-28	
3.7	Promote Welsh medium education and Welsh language activities with people from protected groups, such as ethnic minority communities and disability. Promote Welsh courses for refugees.	1-28	
3.8 (1.7, 2.9, 2.12, 2.13)	Work regionally to raise parents awareness of opportunities to learn Welsh and partner organisations to support their progress with opportunities to use Welsh everyday. Develop a 'Freshers' Event and information pack for parents sending their children to Welsh school for the first time.	1-28	

Strategic Area 4 – Welsh Language Services

Vision	Promote and improve availability of Welsh medium services in Caerphilly county borough.	Outcome	<ul style="list-style-type: none"> - More Welsh medium services available to the public. - More use made of the services that are available through the Welsh language. - Welsh lanagage support groups are included in directories of community and voluntary groups. - The Welsh language integrated in collaboration arrangements.
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Indicators	<ul style="list-style-type: none"> - The number of Welsh lanaguge activities which are arranged and held within communities across the county borough. - The number of people who attend those Welsh medium events. 		
Links to Strategy	<ul style="list-style-type: none"> - Welsh Language Standards (No.1) Regulations 2015 - Well-being of Future Generations (Wales) Act 2015 - Welsh in Education Strategic Plan 		<ul style="list-style-type: none"> - More than Just Words Strategy - Caerphilly Council’s Strategic Equality Plan 2020-2024 - Shared Ambitions Strategy 2019-2022

Strategic Priorities

- The relevant language standards being operated.
- Senior council managers should show a strong commitment to the Welsh language in collaboration arrangements, and 3rd party contract and commissioning documents.
- Welsh language classes made available to council staff and partner organisations.

Partner Organisations

1. All CCBC Schools	8. Coleg Gwent	15. Education Service	22. Parent Network
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Priority Status		
Short Term: 1-2 years	Medium Term: 2-3 years	Long Term: 3-4 years

Action		Partners	Status
4.1 (3.1, 3.2, 4.6, 4.9, 5.1)	Encourage all council service areas to use the laith Gwaith badges and lanyards (Standard 68) so that service users know there is a Welsh language service available.	1-28	
4.2	Improve provision of services following feedback or complaints received.	2	
4.3 (3.5 & 4.4)	The council to map all funding received from Welsh Government and external partners to deliver activities (Holiday Hunger Club, Summer of Fun etc.) and map provision through the medium of Welsh.	2, 5, 12, 13, 19,	
4.4 (3.5 & 4.3)	When planning provision of activities, consideration must be given to provision of activities through the medium of Welsh and working in partnership where required.	1-28	
4.5	All council service areas to log/record details when a member of the public indicates that they wish for all their telephone calls to be conducted through the medium of Welsh (Standard 21).	2	
4.6 (3.1, 3.2, 4.1, 4.9, 5.1)	Raise awareness of Welsh Language services in order to meet the requirements of a positive offer and raise awareness of the ability to contact the local authority in Welsh by telephone, face to face or via written communication.	1-28	
4.7	Improve regional partnership working between council service areas and partner organisations to deliver bilingual services.	1-28	
4.8	Partner organisations and the council to work together to promote the value of the Welsh language.	1-28	
4.9 (3.1, 3.2, 4.1, 4.6, 5.1)	Encourage businesses and the voluntary sector to use the laith Gwaith badges and lanyards and to develop a bilingual image.	1-28	
4.10	Work regionally to develop a joint campaign raising awareness of all partner organisations' existing Welsh language services e.g. phone lines, self-service machines etc.	1-28	
4.11 (3.3)	Create a resource and App that lists all the businesses and services available locally through the medium of Welsh in order to highlight opportunities to use the language across community life, including council services.	1-28	

Strategic Area 5 – The Workplace

Vision	Increase Opportunities for people to use the Welsh Language in the workplace.	Outcome	An increasing number/percentage of the workforce uses the Welsh lanaguge in the workplace.
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Indicators	- The number of staff employed by partner organisations who use the Welsh language in the workplace		
Links to Strategy	- Welsh Language Standards (No.1) Regulations 2015 - Well-being of Future Generations (Wales) Act 2015		- Welsh in Education Strategic Plan - Caerphilly Council’s Strategic Equality Plan 2020-2024

Strategic Priorities

- Increase Welsh language skills and awareness amongst local managers.
- Increase knowledge about the linguistic skills of staff who work within the council and partner organisations.
- Increase recognition that the Welsh language is a valuable skill in the workplace.
- Increase awareness of the importance of the Welsh language as a skill when recruiting, amongst those who are responsible for jobs and employment.
- Enable and support fluent staff and staff who are learning, to use the Welsh language in the workplace.
- Compliance by Commissioned Services and Independent Third Party Provision.

Partner Organisations

1. All CCBC Schools	8. Coleg Gwent	15. Education Service	22. Parent Network
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Priority Status		
Short Term: 1-2 years	Medium Term: 2-3 years	Long Term: 3-4 years

Action		Partners	Status
5.1 (3.1, 3.2, 4.6, 4.9, 5.1)	Support and encourage the council's Welsh speaking staff and learners to use their skills in the workplace. Develop a Welsh language staff group to support this, working in partnership.	2	
5.2	Ensure there are Welsh language categories in the council's Staff Recognition Scheme.	2	
5.3	Partner organisations to monitor how many Welsh Essential posts they have, the nature of the posts and how they are currently filled.	1-28	
5.4	Partner organisations to monitor how many of them currently provide Welsh Language Awareness Training to staff and how that training is provided.	1-28	
5.5 (2.3)	Using the data collated from actions 5.3 & 5.4, work with partner organisations to run a jobs fair and follow it up with mock interview sessions and raise awareness of job vacancy websites.	1-28	
5.6	Ensure appropriate Welsh language training is available to staff to learn Welsh from basic to advanced/proficient.	1-28	
5.7	Establish promoting Welsh as a recognised objective for managers so that they are able to provide evidence of work undertaken to increase Welsh speaking staff and promote Welsh medium services.	2	
5.8 (2.4, 2.5, 2.12)	Promote the opportunities to follow a career through the medium of Welsh as a partnership of organisations.	1-28	
5.9	The council and partner organisations to undertake a linguistic skills audit of their staff to understand what capacity there is. Opportunities to work in partnership should any gaps be identified.	1-28	
5.10	Work regionally to develop a good practice guide on how to use Welsh effectively e.g. bilingual greetings at the start of meetings etc.	1-28	
5.11	Ensure the Welsh language is considered and included as part of any induction process for new starters.	1-28	
5.12	Develop a Linguistic Skills Strategy to support the council's commitment to the Welsh language and the implementation of the Welsh Language Standards.	2	

Strategic Area 6 – Infrastructure (Policies and Practices)

Vision	Organisations and services integrate the Welsh language into policies and activities.	Outcome	The Welsh language integrated appropriately into strategies, policies and practices of the council and partner organisations.
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Indicators	- % and number of policies that have been impact assessed in line with the requirements of Welsh Language Standards 88-90.		
Links to Strategy	- Welsh Language Standards (No.1) Regulations 2015 - Well-being of Future Generations (Wales) Act 2015 - Caerphilly Council's Strategic Equality Plan 2020-2024	- Welsh in Education Strategic Plan - Welsh Government Technical Advice Note 20: Planning and the Welsh Language 2013	

Strategic Priorities

- Ensure that the impact assessment processes consider Welsh language issues in line with Welsh Language Standards 88-90.
- Ensure that the council's policy development practices comply with the relevant Policy Making Standards.
- Ensure that the review of this Strategy is undertaken in 5 years as required by Welsh Language Standard 146.

Partner Organisations

1. All CCBC Schools	8. Coleg Gwent	15. Education Service	22. Parent Network
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Priority Status

Short Term: 1-2 years	Medium Term: 2-3 years	Long Term: 3-4 years
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Action		Partners	Status
6.1	Welsh language to be further embedded in consultation practices/exercises (as an element for consideration in addition to the organisations that are consultees).	2	
6.2	Ensure all Integrated Impact Assessments (IIA) consider the impact of a proposal on the Welsh language (IIA Section 7).	2	
6.3	Ensure proposals have been developed so that there are positive effects, or increased positive effects on (a) opportunities for persons to use the Welsh language, and b) treating the Welsh language no less favourably than the English language. (IIA Section 7a).	2	
6.4	Establish Welsh language implications as an integral part of planning developments in terms of housing and education expansion, particularly in terms of Welsh medium school places.	2	
6.5	Encourage wider partners to have the Welsh language as an integral part of developing and impact assessing proposed policies and practices.	1-28	