

Agenda – Culture, Communications, Welsh Language, Sport, and International Relations Committee

Meeting Venue:

Committee Room 4, Tŷ Hywel

Meeting date: 10 December 2025

Meeting time: 09.30

For further information contact:

Richard Thomas

Committee Clerk

0300 200 6565

SeneddCulture@senedd.wales

Hybrid

Private pre-meeting

09:15–09:30

1 Introductions, apologies and substitutions

09:30

2 Wales–Ireland relations: Panel 5

09:30–10:30

(Pages 1 – 16)

Denise McQuade, Consul General of Ireland in Cardiff

Attached Documents:

Research brief

Written evidence: Consul General of Ireland

Letter from the First Minister declining the Committee's invitation to give evidence on the Wales–Ireland relations inquiry – 8 December 2025

Break

10:30–10:40

3 Wales–Ireland relations: Panel 6

10:40–11:40

(Pages 17 – 71)

Séamas Ó Concheanainn, Coimisinéir Teanga (Irish Language Commissioner), Ireland



Lowri Williams, Strategic Director, Office of the Welsh Language
Commissioner

Attached Documents:

Supporting paper: Coimisinéir Teanga

Written evidence: Coimisinéir Teanga

Written evidence: Welsh Language Commissioner

4 Motion under Standing Order 17.42 (vi) to resolve to exclude the public from the remainder of the meeting

11:40

5 Wales–Ireland relations: Consideration of the evidence received

11:40–12:00

6 Welsh Government Draft Budget 2026–27: Consideration of draft report

12:00–12:30

(Pages 72 – 131)

Attached Documents:

Draft Report: Welsh Government Draft Budget 2026–27

Letter from the Minister for Culture, Skills and Social Partnership providing further information following the evidence session on 19 November – 4 December 2025

Letter from the Cabinet Secretary for Finance and Welsh Language providing further information following the evidence session on 27 November – 8 December 2025

Document is Restricted



**Follow-up to the Inquiry into Wales-Ireland relations undertaken by
Senedd Cymru's Culture, Communications, Welsh Language,
Sport, and International Relations Committee**

Contribution of the Consulate General of Ireland

Since the Senedd Culture, Communications, Welsh Language, Sport, and International Relations Committee published its report, 'Wales-Ireland relations Exploring an old relationship in a new age' in October 2023, relations between Ireland and Wales have continued to strengthen and deepen. There has been excellent progress in implementing all six areas of focus set out in the Ireland-Wales Shared Statement and Joint Action Plan 2021-2025.

Over the course of the Shared Statement, **political and official** links have grown and strengthened, with regular, constructive engagement between the Government of Ireland and the Welsh Government. The annual Ireland-Wales Forum, a key commitment under the Shared Statement, has been an important focal point, bringing together the First Minister and Ireland's Minister for Foreign Affairs and Trade, a position held in recent years by the Tánaiste, along with other Ministers as relevant, to review work and give direction. This has been complemented by meetings and work through BIC Summits, other Ministerial visits, and contact on matters of strategic importance to both our nations.

St David's Day and St Patrick's Day celebrations have offered an excellent opportunity for political contacts, with six ministerial visits undertaken to celebrate our respective national days since 2021. Ministers undertaking these visits covered a range of portfolios, with comprehensive programmes taking in cultural, economic, and community engagements.

We also welcome the continuing close engagement between the Oireachtas and the Senedd, in which the Culture, Communications, Welsh Language, Sport, and International Relations Committee has played such an important role. We were particularly pleased that the Ceann Comhairle (Speaker) of the Dáil was able to meet with the Llywydd and other Senedd Members when he visited Cardiff in 2024 and that his invitation to visit the Dáil was accepted by a cross-committee group of Senedd Members later that year. This engagement is further strengthened through the active participation of Welsh and Irish parliamentarians in the British-Irish Parliamentary Association.

This high-level engagement has been underpinned by growing official level cooperation. The Consulate General of Ireland in Cardiff works closely with the Welsh Government Office in Dublin to augment our respective engagement across all areas of the Shared Statement in Ireland and Wales.

Energy cooperation is a growing and important area for exploration and innovation, with relevant officials coming together to discuss potential cooperation opportunities in offshore wind, ports and infrastructure, data and knowledge sharing, and building

green skills and supply chains. In 2025, the Greenlink interconnector, running between County Wexford and Pembrokeshire, became operational, linking the existing electricity grids in Ireland and Great Britain. This cable has doubled Ireland's electricity connectivity.

Engagement between Irish officials and the Office of the **Future Generations** Commissioner for Wales continues, wherein officials exchanged learnings and experiences, including in the development of Ireland's Well-Being Framework. Recently, the Future Generation Commissioner for Wales, Derek Walker, participated in an event hosted by the Consulate General of Ireland in Cardiff with the former President of Ireland, Mrs Mary Robinson.

Trade and economic cooperation remains a developing part of the bilateral relationship. Engagements facilitated by the Welsh Government Office in Dublin have resulted in new links in the aerospace and cyber technology sectors. There has been significant cooperation in terms of facilitating trade, through port infrastructure collaboration, most specifically at Holyhead. As a valuable gateway for trade, Holyhead remains strategically important to both Governments. Ireland's Minister of State for Transport, Seán Canney T.D. participated in the Taskforce on sea connectivity between Wales and Ireland established by the Welsh Government following the storm-related disruption at Holyhead in December 2024, and there are ongoing close contacts at official level between Ireland's Department of Transport and their counterparts in Welsh Government.

Academic and Research links have been to the fore of the bilateral relationship during the course of the Shared Statement. Work has been undertaken with the British Council and Universities Wales to promote student exchange, the Taith programme and academic collaborations between universities in both Ireland and Wales. Both Governments have worked to highlight joint research projects in areas from marine environment and climate change, to tourism, diaspora connections, life sciences, languages, and Mesolithic settlers in Wales and Ireland. There has been significant research links developed between Ireland and Wales in emerging sectors such as agritech and cybersecurity.

In late 2024, a Research Alliance Award was launched by Wales Innovation Network (WIN) and Research Ireland, to support collaboration between Irish and Welsh universities, aimed at building up projects for possible supports under the Horizon programme. At the Ireland-Wales Forum in Swansea in July 2025, the Tánaiste Simon Harris T.D. announced a new funding scheme to support collaboration between early career researchers in Ireland and Wales. This scheme was launched as a dedicated stream within the Royal Irish Academy's Charlemont Grants in September 2025.

On Education, Irish and Welsh officials are in contact on areas such as school systems, AI, collaborative research networks, international testing and school standards.

The **Irish and Welsh Languages** have been a particular focus of cooperation under the Shared Statement. Collaboration in this area has been rich and diverse. Initiatives to promote the Welsh and Irish languages have ranged from cooperation with Cardiff's Ciorcal Comhrá Cymru, a Irish language group set up by members of Cardiff's Irish community, to multiyear projects between partners such as Coláiste Lurgan and Urdd

Gobaith Cymru. There continues to be active and regular collaboration between language policy officials. Language promotion and support also had multifaceted applications, touching on other pillars of the Shared Statement, such as supports for the teaching of Irish at Welsh Universities.

In the area of **Culture**, cooperation and collaboration has been extensive. There has been continued cooperation between the National Museums of Wales and Ireland. Culture Ireland support has enabled more Irish artists to perform at venues and festivals throughout Wales, including the National Eisteddfod, Green Man and Focus Wales. There has also been support from both Governments for Other Voices Cardigan, as well as numerous individual projects from musical productions, to poetry partnerships, film screenings, and support for visual artists. Such cultural exchange and engagement has bolstered mutual understanding and recognition of our shared cultural capital.

During the course of the Shared Statement, there has been strong outreach to **diaspora** communities, including work by the National Museum Wales, St. Fagans, and its preservation of the Vulcan Hotel, as a focal point for the Irish community in Cardiff. In addition, a variety of events, including the St Patrick and St David's lecture series have enabled the Consulate General of Ireland in Cardiff and the Welsh Government Office in Dublin to build links with our respective diaspora communities.

There has also been meaningful engagement on **sport**, and engagement on UEFA Euro 2028 will continue in the years ahead. In Cardiff, the Consulate General of Ireland has worked with the Gaelic Athletic Association in building interest in Irish sports, including in schools in Cardiff, the Vale of Glamorgan and Swansea. In 2024 Wales' largest GAA club, Cardiff St. Colmcilles, fielded the first Gaelic Football Women's team from Wales to be All-Britain finalists.

The above examples demonstrate the value of a formal framework for cooperation between Ireland and Wales. At the Ireland-Wales Forum in Swansea in July 2025, the Tánaiste Simon Harris and the First Minister Eluned Morgan agreed the [Ireland-Wales Shared Statement 2030](#). The new Shared Statement builds on the experience of implementing the previous iteration, with a strengthened focus on the themes of energy, research and innovation, and language, while seeking to maintain and grow cooperation across the other focus areas. The commitment to the annual Ireland Wales Forum, led by Ireland's Minister for Foreign Affairs and Trade and the First Minister of Wales has been renewed. Ireland looks forward to hosting the next Ireland-Wales Forum in 2026.

*Consulate General of Ireland, Cardiff
1 December 2025*



Ein cyf/Our ref: PO/FM/00634/25

Delyth Jewell MS
Chair
Culture, Communications, Welsh Language,
Sport, and International Relations Committee
Welsh Parliament
Cardiff Bay
Cardiff
CF99 1SN

8 December 2025

Dear Delyth,

Thank you for your letter dated 27 November inviting me to take part in the Committee's re-consideration of Wales-Ireland relations in light of the new Shared Statement.

Since my election as First Minister I have been committed to focusing our efforts on delivery. This has been clearly set out in the International Delivery Plan, and the newly signed Shared Statement with its sharp focus on key areas of collaboration, is part of that.

You are aware from your original inquiry that our relations with Ireland is one of our highest priorities when it comes to international partnerships, and I was pleased to welcome Irish businesses to the Investment Summit and to welcome Irish leaders to Wales this week, helping to strengthen our relations.

With us only being six-months into the signing of the new Shared Statement, and with recent changes within the Irish Government, I feel that it would be more beneficial to wait and to allow for a more meaningful review at a later date.

My officials will, of course, work with you to ensure an effective and meaningful Committee visit to Ireland in February, as this will provide an opportunity for the Committee to continue to strengthen their own relations with Ireland, and to see directly what is being delivered.

Yours Sincerely,

Eluned Morgan

Bae Caerdydd • Cardiff Bay
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CF99 1SN

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

Pack Page 16

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

Overview of Results for 2024

Section 10A

(Advertising by
Public Bodies)



The Official Languages
(Amendment) Act 2021

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KEY TAKEAWAYS 2024

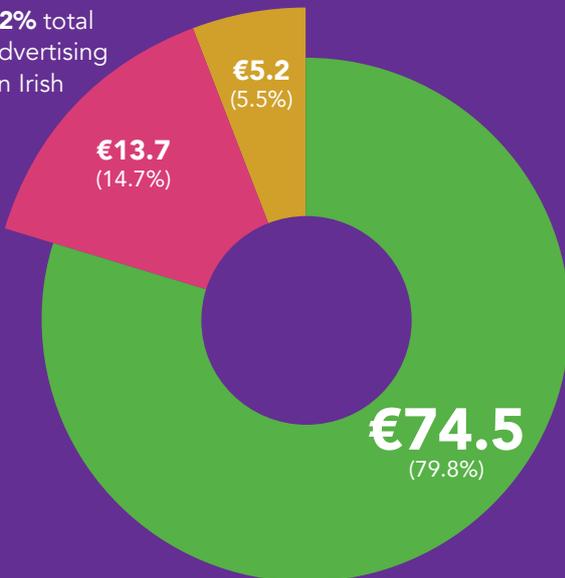
Increase from €10.4m to €13.7m in spending on advertising in Irish with English-Language media



€19m in total was spent on advertising in Irish in 2024



20.2% total for advertising in Irish



Expenditure on Advertising in English

Expenditure on Advertising in Irish (excluding Irish-Language Media)

Expenditure on Advertising in Irish-Language Media

€5.2m spent in total on Irish-Language Media in 2024, an increase of €1.4m from 2023

+37%

€4.7m increase in total spending on Irish-language advertising in 2024 compared to 2023



KEY FINDINGS FOR 2024

397



Submissions from 397 prescribed public bodies concerning their advertising activities for 2024 are included in this report.

98%



The report captures more than 98% of the total expenditure by all prescribed public bodies under the Official Languages Act with respect to advertising in 2024.

From a sectoral perspective, advertising in the Irish language by the aggregate of 397 audited public bodies in 2024 reached the statutory thresholds set out in section 10A.



20.2%



Public bodies spent €19m on Irish-language advertising equating to a compliance level of 20.2%, which is a marked increase on 15% in 2023.

34%



The €19m spent on Irish-language advertising across all media also equates to a 34% increase on the total sum of €14.2m spent for 2023.

€5.2m



Public bodies spent €5.2m on Irish-language advertising on Irish-language media in 2024, equating to a compliance level of 5.5% for the respective 5% statutory threshold regarding spending on Irish-language media.

37%

The €5.2m spent by public bodies on Irish-language media in 2024 equates to a 37% increase in spending viz-a-viz the 2023 figure of €3.8m.



+€3.3m



Of the total €19m spent on Irish-language advertising on all media, €13.7m was spent on Irish-language advertising on English-language media in 2024, representing a €3.3m, or 31%, increase from 2023 for this segment.

€93.4m



The public bodies that come under the scope of this report spent a total of €93.4m on advertising (in English and in Irish) in 2024.

Individual public bodies continue to undergo compliance checks to guarantee that they will fulfil the obligations outlined in section 10A.



1. EXECUTIVE SUMMARY

Context

The Official Languages Act 2003, as amended in 2021, aims to strengthen the language rights of the Irish-speaking community by improving the provision of public services in Irish. This legislation underscores the state's commitment to promoting the use of Irish in public life, in particular in the day-to-day interactions that the Irish-speaking community has with public bodies.

In addition to enhancing the direct provision of public services in Irish, the language rights legislation aims to increase the use of Irish in the wider public sphere. Section 10A (Advertising by Public Bodies) is a significant legislative provision to this end. Advertising is a prominent element of all media, shaping our ideas and perceptions through channels such as television, radio, social media, and newspapers. Advertising serves as a valuable source of information and entertainment, enriching the diverse experiences of our daily lives. The placement of advertising in Irish across various media plays a vital role in increasing the language's visibility within the public sphere. This heightened visibility can significantly contribute to the ongoing promotion of Irish, supporting its vibrancy and encouraging more frequent use in daily life.

This Report

This report highlights the key findings of the audit conducted by Oifig an Choimisinéara Teanga (OCT) on the compliance of 397 public bodies with Section 10A for 2024. The results for 2024 reveal a significant rise in Irish-language advertising compared to 2023, demonstrating our commitment to preserving and promoting our heritage. The audit captured 98% of all advertising conducted by public bodies in Ireland for 2024.

The Legislative Obligation

Section 10A. (Advertising by Public Bodies) of the Official Languages Act 2003, as amended, imposes a statutory obligation on public bodies to place a significant share of their advertising in Irish.

Section 10A. prescribes that public bodies must ensure that:

- at least 20% of all their advertising annually is done through the medium of Irish and
- at least 5% of their annual advertising budget is spent on advertising on the Irish language media

More than 500 public bodies come under the scope of the Official Language Act 2003 as amended.

2. COMPLIANCE MONITORING PROCESS

The Universe

Over 500 public bodies are prescribed under the Official Languages Act 2003, as amended. The monitoring of prescribed public bodies is an ongoing, long-term process that consumes considerable resources. The prescribed public bodies include large organisations that provide extensive public services, such as government departments, local authorities, and educational institutions. Many public bodies use advertising to inform the public of the services they are mandated to deliver on behalf of the state. A smaller cohort of public bodies has a noteworthy commercial portfolio, as a result of the national utility or financial services that they provide to the public. As a result, these public bodies have the highest proportional spend on advertising to inform and attract the public to their services. Some public bodies have no public-facing functions; therefore, they do not need to advertise in the public sphere.

Compliance Measurement Model

The media and measurement criteria outlined in Table 2 below constitute the compliance measurement model implemented by OCT for section 10A. This model was developed following extensive consultations with various sector stakeholders, including public bodies and advertising representation organisations. As such, the compliance measurement model is designed to resonate with the current practices of both public bodies and the advertising sector. In 2024, we undertook careful amendments to the model to strengthen the compliance measurement process, thereby supporting public bodies in the effective collection of compliance data in alignment with their organisational practices.

Table 1

Measurement of 20%	Measurement	Description
Media	Definition	Details
Video on Demand (VOD)	1 in 5 copy rotation OR % of impressions created	Impressions are created when ads or other forms of digital media render on a user's screen
Out Of Home (OOH)	% of sites used in a year	% of total number of poster sites booked for a campaign
Audio	1 in 5 copy rotation OR % of impressions created	Digital audio by percentage of total impressions created
Print – press/ magazine	1 in 5 copy rotation OR % of circulation (Where ABC not available)	Audit Bureau Circulation tracks circulation of major titles.
Social media	1 in 5 copy rotation OR % of impressions created	Impressions are created when ads or other forms of digital media render on a user's screen
Cinema	1 in 5 copy rotation OR % of admissions	% of admissions into the cinema or cinema visits
Radio	1 in 5 copy rotation OR % listenership OR % of Total annual Ratings	% of total average listenership (the number of people who listen to a given radio station)
Digital Display advertising	1 in 5 copy rotation OR % of impressions created	Impressions are created when ads or other forms of digital media render on a user's screen
Television	1 in 5 copy rotation OR % of total TVRs	TV Rating Points (Nielsen Ad Intel)

Public bodies were required to provide information about their spending, media used, and specific advertising campaigns conducted during 2024. This information enabled OCT to compare the advertising activities of these public bodies with reliable data on expenditures and media usage. Additionally, OCT requested creative materials, such as promotional content from campaigns across various media, from public bodies with higher advertising expenditures.

Public bodies were required to submit data on their advertising activities for the 2024 calendar year, using the metrics outlined in the compliance measurement model.

Audit Scope

This report presents the findings of an audit conducted on the advertising activities conducted by 397 public bodies for the year 2024. Public bodies self-reported on their advertising activities through an

online portal that incorporated the aforementioned compliance measurement model. OCT has cross-checked the data provided by the public bodies with advertising data from Nielsen Ad Intel to ensure data quality accuracy. This audit has captured 98% of the advertising activities undertaken by public bodies throughout 2024.

Categorisation of Public Bodies

Public bodies were categorised into three distinct groups based on their advertising expenditure thresholds, as detailed in Table 2 below. This classification serves two primary purposes: first, it allows comparisons between public bodies with similar advertising budgets, and second, it facilitates the exploration of compliance trends. Table 2 also indicates the number of public bodies that fall within the spending thresholds set out for each category.

Table 2

Category	Expenditure on Advertising	Number of Public Bodies
Category A	≥ €750,000	25
Category B	€250,000 - €749,000	46
Category C	< €250,000	326
Total		397

3. TRENDS AND INSIGHTS

The Advertising Sector in Ireland

In 2024, the total estimated expenditure on advertising across both private and public sectors in Ireland is set to reach €1.5 billion. Public sector advertising reported to OCT for this year amounts to €93.4m, which constitutes a solid 6.2% of all advertising spend. Despite growth in the advertising sector overall, public bodies' spending on advertising decreased by 4% in 2024 compared to 2023, from €97.3 to €93.4. This decrease can be attributed to the end of COVID-19-related advertising campaigns by some public bodies.

Core, the marketing communication company, reported that the media market in Ireland experienced a notable growth of 7.7%, reaching €1,590.0 million in 2024. Core primarily attributes this trend to advancements in online media, particularly in the areas of video, social media, and digital audio. Additionally, Out-of-Home (OOH) media has successfully exceeded pre-pandemic levels, while live sports have played a significant role in boosting TV revenue. Radio has shown consistent growth in line with previous years, although print media continues to face challenges.

Key Findings and Trends

A. Overall Ad-Spend by Public Bodies

Chart A illustrates the expenditure carried out by public bodies on advertising through the medium of English and Irish for 2024.

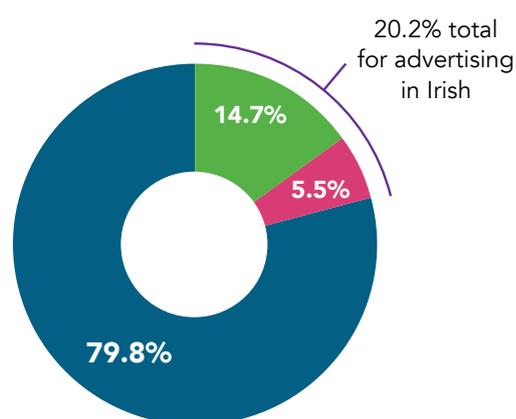
The results reported by public bodies indicate that:

- public bodies spent a total of almost €93.4m on advertising in 2024
- public bodies reported spending €19m on advertising in Irish on all media (English & Irish)
 - of which €5.2m was spent on advertising on Irish-language media
 - and €13.7m was spent on Irish-language advertising on English-language media
- public bodies spent €74.5 million on English-language advertising on various media in 2024.

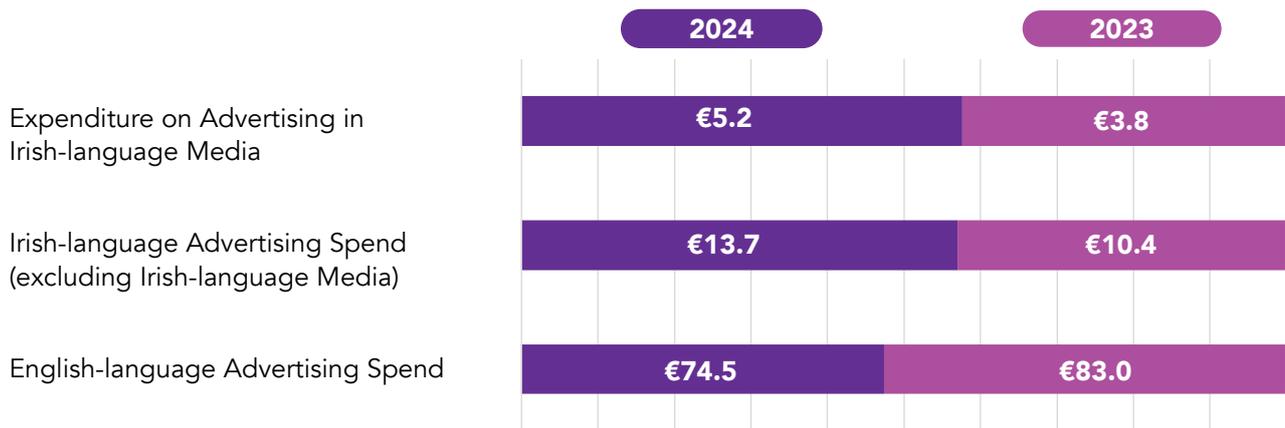
Chart A

Expenditure by Public Bodies on Advertising through the Medium of English and Irish for 2024

	Expenditure	Percentage
Expenditure on Advertising in English	€74.5m	79.8%
Expenditure on Advertising in Irish (excluding Irish-Language Media)	€13.7m	14.7%
Expenditure on Advertising in Irish-Language Media	€5.2m	5.5%



Overall Ad-Spend by Public Bodies 2024 vs 2023



Despite this, total public body spending on advertising has decreased (5%) from €97m to €93.4m.

Accordingly, OCT views the increase in expenditure on Irish-language advertising very positively.

The new legislative provision came into effect after a short lead-in time, making 2023 results very positive. It is important to acknowledge the efforts made by many public bodies in their commitment to complying with the legislation. It is significant that almost €19m was spent on Irish-language advertising in 2024, which accounted for more than 20% of the total advertising output from public bodies.

B. Compliance to Statutory Thresholds

Section 10A. (Advertising by Public Bodies) of the Official Languages Act 2003, as amended, imposes a statutory obligation on public bodies to place a significant share of their advertising in Irish.

Section 10A. prescribes that public bodies must ensure that:

- at least 20% of all their advertising annually is done through the medium of Irish and

- at least 5% of their annual advertising budget is spent on advertising on the Irish-language media

The compliance levels observed across the 397 audited public bodies in meeting both of the statutory thresholds set out in section 10A reflect progress.

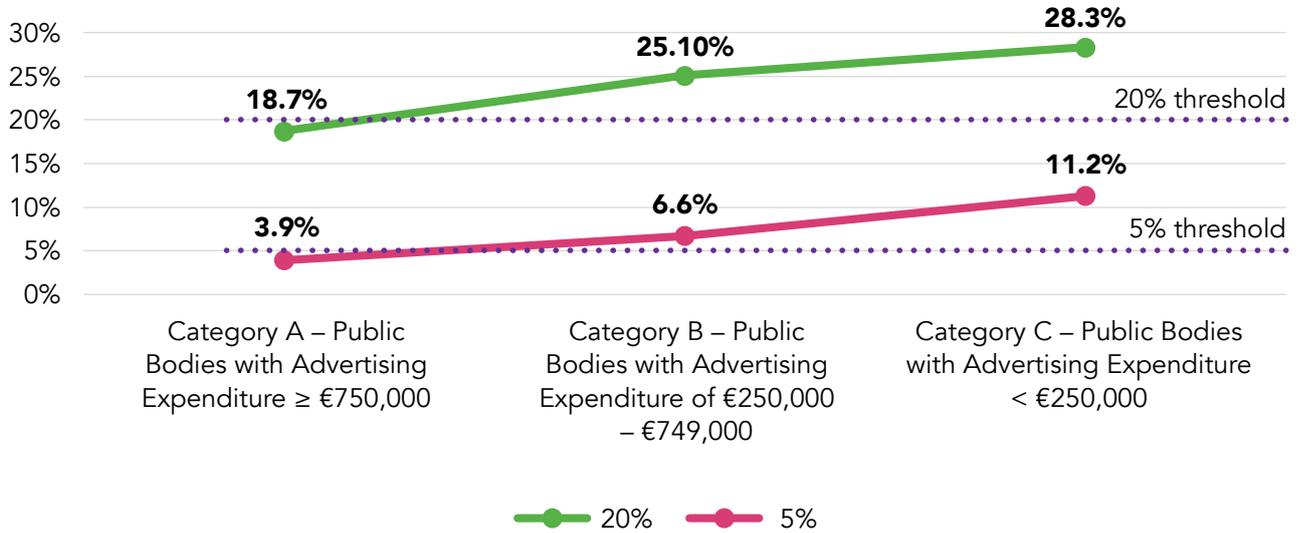
The results reported by public bodies for 2024 reflect overall compliance of 20.4% and 5.4% for the respective 20% and 5% statutory thresholds set out in section 10A. These results represent a significant uptick compared with 2023 data, which indicated that public bodies achieved 11% of the 20% of advertising output in the Irish language and 4% of the 5% of spend on Irish-language media for 2024 compared to 3% of the 5% for 2023.

Chart B shows the compliance levels reached across public bodies according to category (A, B, C – levels of expenditure) with respect to the 5% and 20% thresholds. Chart C also shows how compliance levels for 2024 and 2023 compare according to public body category.

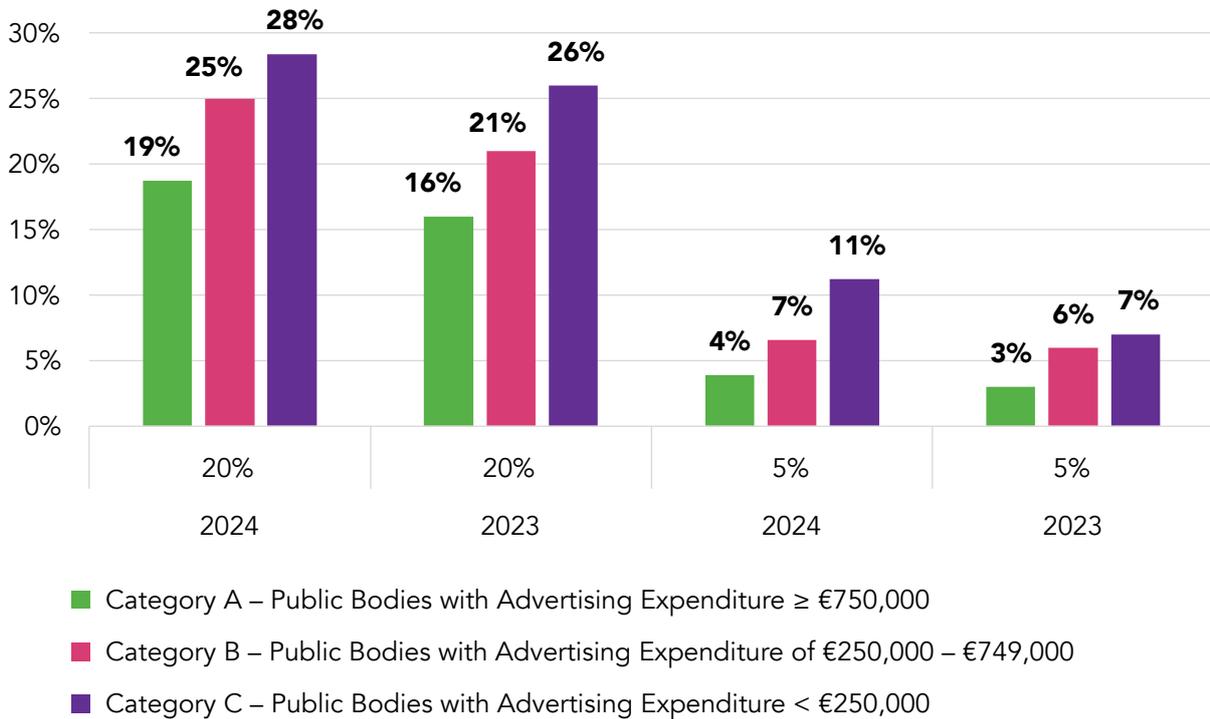
Chart B

Compliance Levels by Public Body Categories (5% and 20% Irish-language advertising provision thresholds)

Compliance Levels by Public Body Category



2024 vs 2023



Key Observations

- The results achieved in 2024 are a vast improvement on 2023 figures, namely: 18.6% was achieved in the 20% provision compared to 16% in 2023.
- The data in Chart B above indicates that **Category A public bodies** (with advertising spending \geq €750,000), on average, did not meet the required statutory threshold for either the 5% (advertising on Irish-language media) or 20% (Irish-language advertising on all media) provisions.
- 4% was achieved by Public Bodies in 2024 for the 5% statutory threshold as against 3% in 2023.
- Category B public bodies** (advertising expenditure €250,000 - €749,000) performed better than Category A public bodies, as they were compliant with both thresholds; the average advertising percentage among public bodies in this category is as follows:
 - 25% against the 20% statutory threshold,
 - 6.6% against the 5% statutory threshold.
 - This represents an increased spend of €0.34m on Irish-language media in 2024.
- The overall average results for **Category C public bodies** (with advertising spend $<$ €250,000) were the most positive, however, with results indicating:
 - 29% against the 20% statutory threshold,
 - 11% against the 5% statutory threshold.
- This represents an increased spend of €0.74m on Irish-language media in 2024.

C. Breakdown of Ad-Spend by Public Body Category

Chart C

Total Advertising Spend by Public Bodies (2024) (English & Irish-language Advertising)

Expenditure on Advertising in Irish and English in the Public Sector (2024)

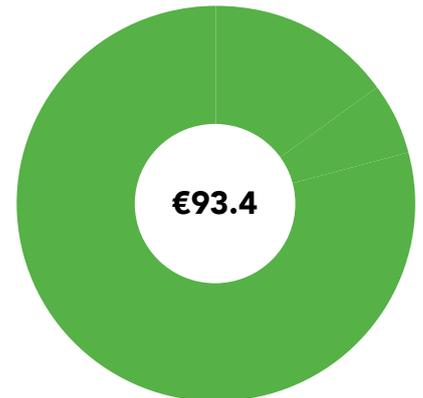


Chart D

Expenditure by Public Bodies on Advertising through the Medium of English and Irish for 2024

	Expenditure	Percentage
English-Language Advertising Spend	€74.5m	79.8%
Irish-Language Advertising Spend (excluding Irish-Language Media)	€13.7m	14.7%
Advertising Spend on Irish-Language Media	€5.2m	5.5%

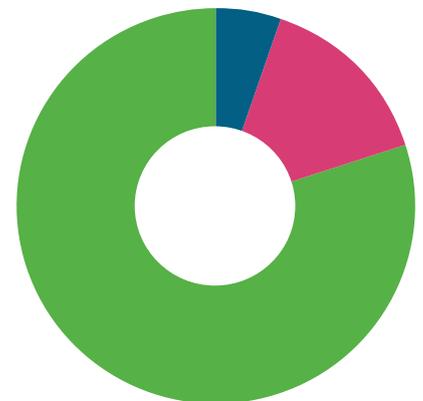
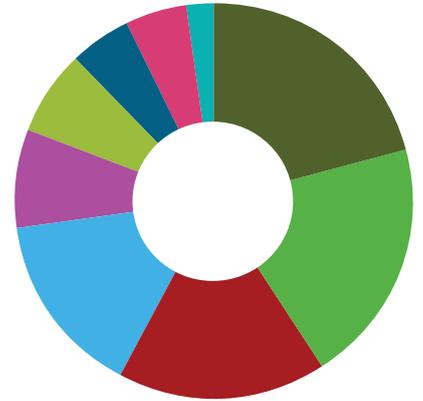


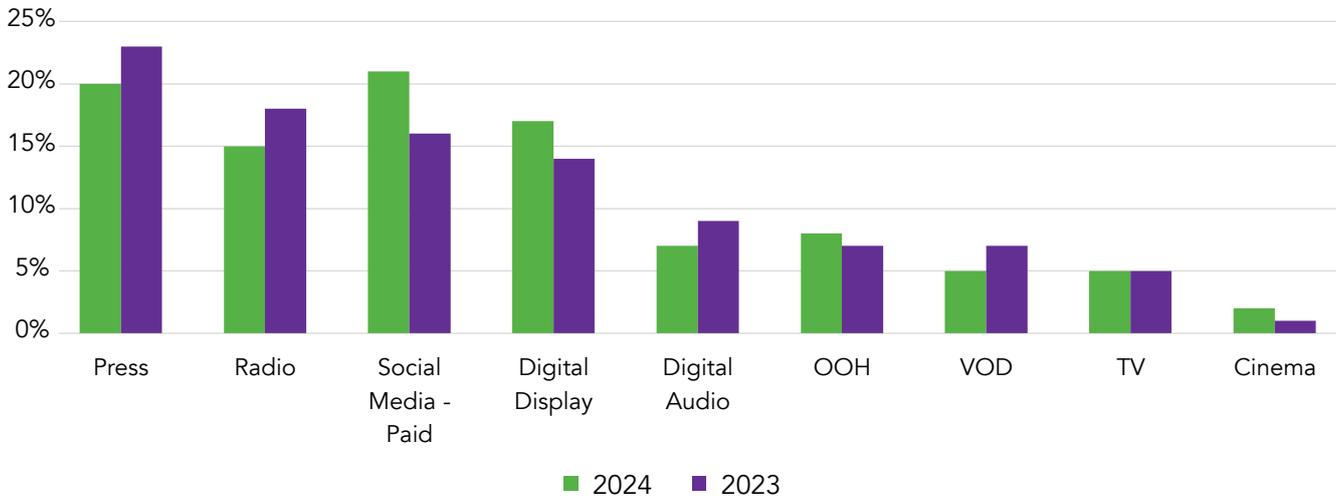
Chart E

Media used by Public Bodies (Irish-Language Advertising for 20% & 5% Provisions)

	2024
Social Media	21%
Press	20%
Digital Display	17%
Radio	15%
Outdoor Advertising	8%
Digital Audio	7%
Video on Demand	5%
Television	5%
Cinema	2%



2024 vs 2023

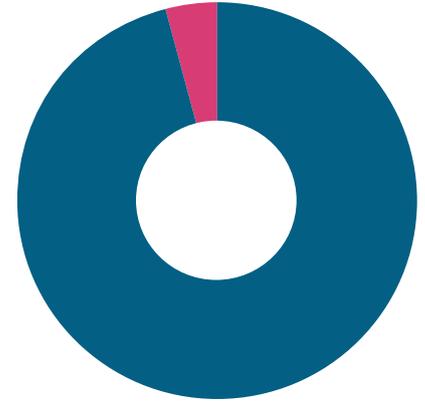


Notably, the comparison between media use in 2024 and 2023 reflects the trend of advertising migrating to digital platforms, e.g., a 5% increase in the use of social media.

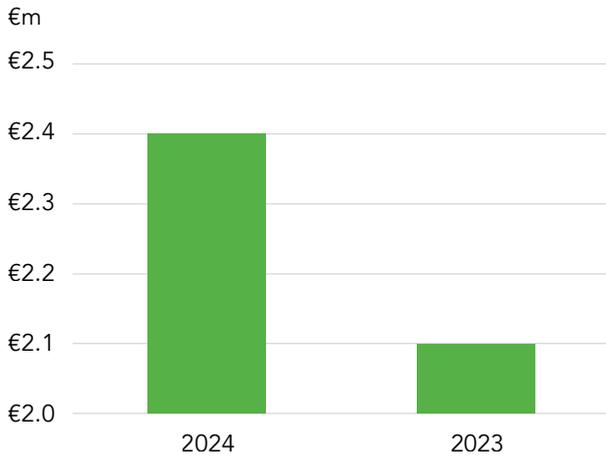
Chart F

Advertising Spend by Category A Public Bodies (5% Provision) (Proportion of Advertising Spend on Irish-Language Media)

	2024	2023
Total Expenditure	€61m	€71.60m
Expenditure: Advertising in English Media	€59m	€69.50m
Expenditure: Advertising in Irish-Language Media	€2.4m	€2.10m
% Expenditure on Irish-Language Media	4%	3%



Expenditure: Advertising in Irish-Language Media (Category A)



% Expenditure on Irish-Language Media (Category A)

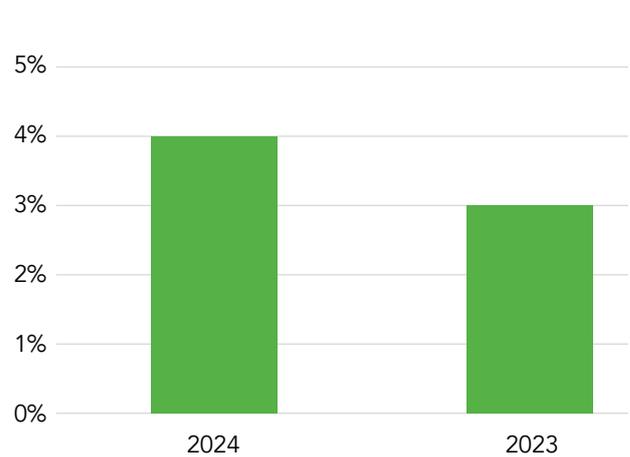
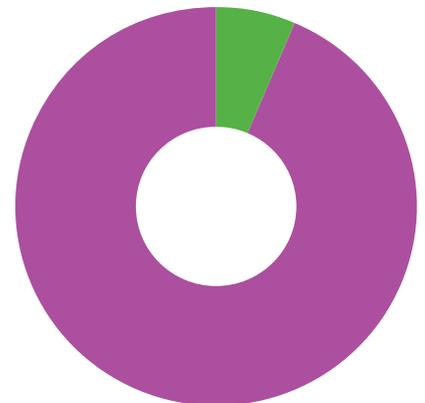


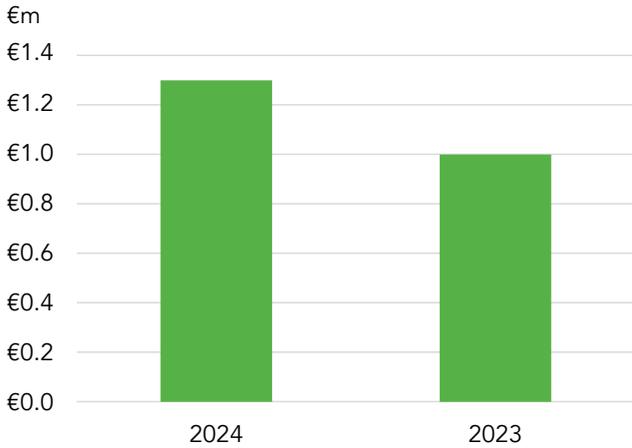
Chart G

Advertising Spend by Category B Public Bodies (5% Provision) (Proportion of Advertising Spend on Irish-Language Media)

	2024	2023
Total Expenditure	€20m	€14.90m
Expenditure: Expenditure on Advertising in Irish-Language Media	€18.7m	€13.90m
Expenditure: Expenditure on Advertising in Irish-Language Media	€1.3m	€1.00m
% Expenditure on Irish-Language Media	6.6%	6%



Expenditure: Advertising in Irish-Language Media (Category B)



% Expenditure on Irish-Language Media (Category B)

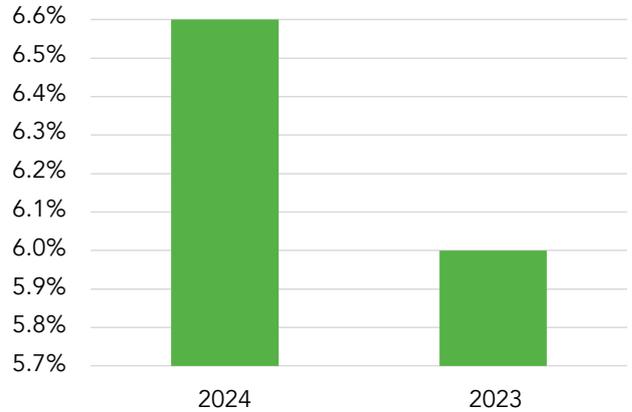
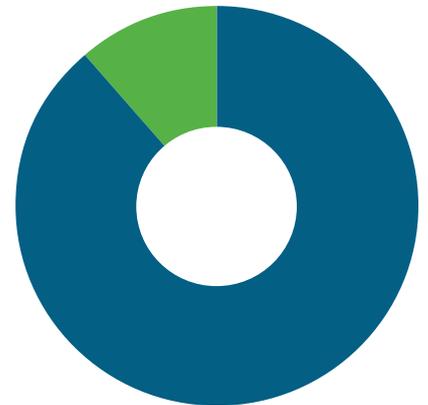


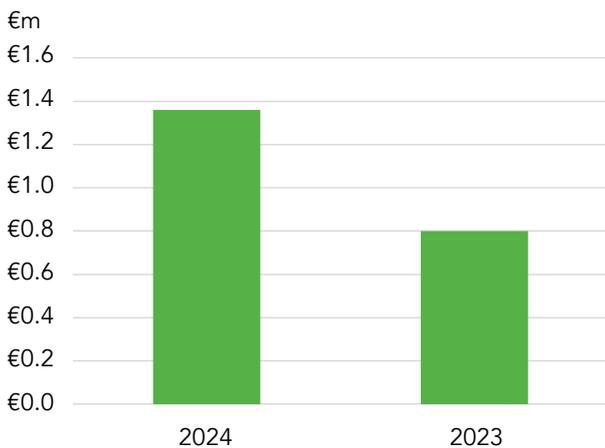
Chart H

Advertising Spend by Category C Public Bodies

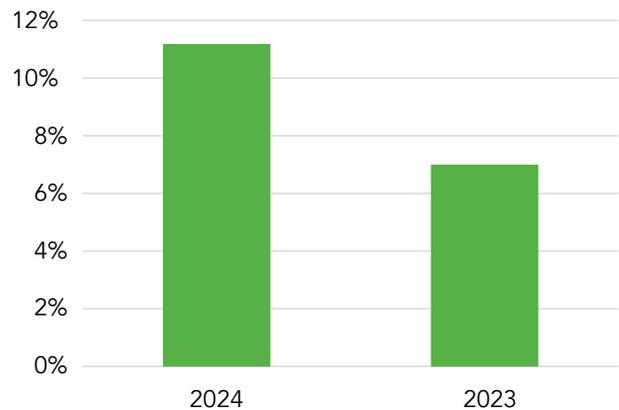
	2024	2023
Total Expenditure	€12.2m	€10.70m
Expenditure: Advertising in English Media	€10.8m	€9.90m
Expenditure: Advertising in Irish-Language Media	€1.51m	€0.80m
% Expenditure on Irish-Language Media	11.2%	7%



Expenditure: Advertising in Irish-Language Media (Category C)



% Expenditure on Irish-Language Media (Category C)



4. FURTHER IMPORTANT CONSIDERATIONS

Section 10A. Broader implications for promoting Irish-language rights and usage

The media profoundly shapes our everyday lives, influencing our thoughts, emotions, and perceptions of the world around us. The media, a rich tapestry of platforms and channels, shares information with the public, including newspapers, magazines, social media, radio, television, and the internet. It influences every facet of our lives, serving as an essential source of news, information, entertainment, education, and social connection. Advertising thrives across all the diverse media we encounter daily, guiding our choices and imagination.

In a relatively short timeframe, Section 10A has significantly increased the visibility of Irish across the various media platforms, which is instrumental in promoting the language's vibrancy and everyday use. The growth of advertising in the Irish language strengthens the language rights of the Irish-speaking community. Strengthening language rights must also reflect the diverse needs and interests of the Irish-speaking community, and the increase in advertising in Irish across various media platforms is an important step to that end.

Language Standards in Irish-Language Advertising

In preparation for Section 10A coming into force, OCT issued advisory notes to all public bodies on its implementation, emphasising the importance of giving both official languages equal esteem by using them to a high standard. Considering the frequency of advertising under section 10A and the volume of advertisements involved, it is worth noting that the number of complaints received by OCT in relation to this remains relatively low.

Nevertheless, OCT continuously monitors the extent to which public bodies comply with Section 10A, including ensuring that advertisements use accurate written and spoken Irish. There have been instances where the poor standard of Irish in some ads, whether in writing or pronunciation, is worrying. The various stakeholders involved in the creation and release of Irish-language advertising must take responsibility for their roles in the quality assurance process, ensuring that Irish-language advertising is of a high standard. Submitting inaccurate advertising material to a broadcaster for broadcast is a waste of resources.

Accuracy in Irish-language advertising content is essential, reflecting a commitment to linguistic excellence and being free from syntactic, grammatical, and spelling errors, while embracing the pronunciation, cadence, and rhythm of the Irish language in both video and audio formats. This commitment is crucial, mainly since Irish-language advertisements can often stem from translations of original English messages. By prioritising accuracy, we safeguard the integrity of the Irish language, ensuring that syntax and pronunciation inspire native speakers and learners alike. Native speakers, representing a vital link in our culture, are more likely to engage with content that respects our language. Therefore, in our pursuit of excellence, we not only honour the Irish language but also inspire future generations to celebrate and cherish it.

Irish-language media Inventory

Developments in the Irish-Language Media Sector

Section 10A obliges public bodies to spend at least 5% of their annual advertising budget on Irish-language media. Section 10A.(2)(b) prescribes that for a medium to qualify as 'Irish-language media' for the provision of the Act, 50% or more of the eligible Irish media content must be in Irish.

To assist public bodies in their preparations for the implementation, the Office published a non-exhaustive list that came under the scope of the definition prescribed in section 10A.(2)(b). Several other criteria were considered necessary by OCT for considering eligibility for the 'Irish medium' inventory:

- Editorial structure of the media/service
- Corporate structure of the media/service
- Content/genres of the media/service, for example: News/Current Affairs, Entertainment, Sport, Travel, etc.
- Circulation information, user data, media/service audience research list
- Topical nature of content – e.g., overdependence on static content

The following non-exhaustive list in Table 3, which is subject to change, for the purpose of Section 10A.(2)(b) has been provided by OCT to public bodies.

Table 3

Media	Provider(s)
Television Services:	TG4
Radio Services:	RTÉ Raidió na Gaeltachta, Raidió na Life, Raidió Rí Rá
Press	Comhar; Feasta; Seachtain; An Timire; An Páipéar*; ExtraG Gach Seachtain*; Scéal*
Out of Home	OOH Gaeilge*
Video on Demand	TG4, i.e., Bloc.ie & Molscéal.ie Meoneile.ie; Tuairisc.ie, i.e., "Ar Fhaitíos Gur Chaill Tú É"
Audio on Demand	Seachtain, i.e., Podchraoladh Seachtain*; How To Gael*; Tuairisc.ie, i.e., "An Pod Gaeilge"* , "An Pod Spórt"* & "Paiste Cainte le Helen"*
Digital Platforms/ Displays	Tuairisc.ie; Nós.ie; Liathroidi.ie*; Lasair.ie*, ExtraG.ie*, An Páipéar.ie*,
Social Media	N/A
Cinemas	N/A

*Media platforms established since commencement of Section 10A in October 2022

Among the challenges communicated to OCT by some public bodies in achieving compliance in the first year of the 2023 audit was the lack of Irish-language media inventory. This lack, in effect, equated to available shelf space from which public bodies could purchase advertising space. However, new media platforms have emerged since the enactment of Section 10A, primarily operating online. This development has resulted in a significant increase in visibility for the Irish language across diverse media channels and has significantly enhanced the availability of Irish-language advertising inventory. The positive impact of this provision shines through in its vital role in promoting the Irish language and uplifting public service delivery for the Irish-speaking community. Notably, RTÉ Raidió na Gaeltachta's decision in early 2024 to accept commercial advertising has significantly expanded the Irish-language media inventory available to public bodies.

Compliance Monitoring

OCT is actively monitoring compliance by public bodies with section 10A. The increase in compliance levels in 2024 compared to 2023 regarding Section 10A. is both significant and encouraging. OCT remains committed to ensuring that all public bodies fully understand and meet their obligations under this regulation. OCT reported a 55% increase in cases (593) for public bodies in 2024, up from 381 cases in 2023, in which advice was given to public bodies on their obligations under the Official Languages Act, 2003, as amended—a significant proportion of those advisory cases related to section 10A. The advice provided has undoubtedly been instrumental in driving improvements in Section 10A compliance for 2024.

OCT will continue its consultation campaign to assist public bodies in their compliance with Section 10A.



An Coimisinéir Teanga

Spléachadh ar
Thorthaí 2024

Alt 10A

(Fógraíocht ag
Comhlachtaí Poiblí)



Acht na dTeangacha
Oifigiúla (Leasú), 2021

OIFIG AN CHOIMISINÉARA TEANGA

CLÁR NA NÁBHAR

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2. AN PRÓISEAS MONATÓIREACHTA GÉILLIÚLACHTA	5
3. TREOCHTAÍ AGUS LÉARGAIS	7
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TORTHAÍ ARDLEIBHÉIL 2024

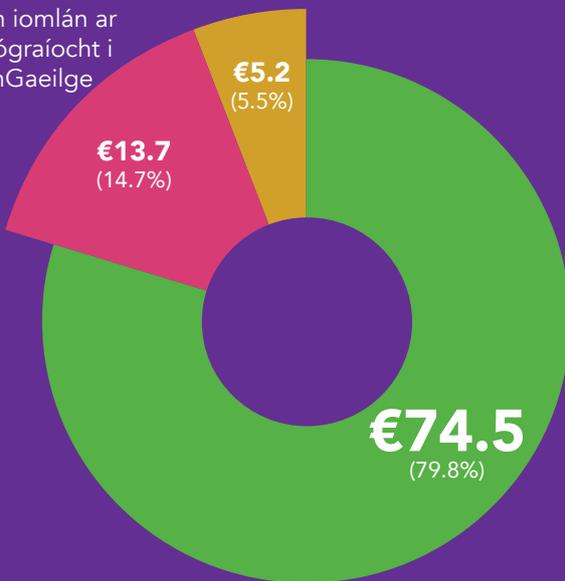
Caiteachas ar fhógraíocht i nGaeilge ar na meáin Bhéarla méadaithe ó €10.4m go €13.7m



€19m san iomlán caite ar fhógraíocht i nGaeilge in 2024



Caiteachas **20.2%** san iomlán ar fhógraíocht i nGaeilge



Caiteachas ar Fhógraíocht i mBéarla

Caiteachas ar Fhógraíocht i nGaeilge (gan na Meáin Ghaeilge san áireamh)

Caiteachas ar Fhógraíocht ar na Meáin Ghaeilge

€5.2m caite ina iomláine ar na meáin Ghaeilge in 2024, ardú €1.4m ó 2023

+37%

Meadú €4.7m ar chaiteachas san iomlán ar fhógraíocht i nGaeilge in 2024 le hais 2023



PRÍOMHTHORTHAÍ DO 2024

397



Cuimsíonn an tuarascáil iniúchta seo aighneachtaí ó 397 comhlacht poiblí forordaithe maidir lena ngníomhaíochtaí fógraíochta do 2024

98%



Cuimsíonn an t-iniúchadh 98% den chaiteachas iomlán a rinne comhlachtaí poiblí forordaithe faoi Acht na dTeangacha Oifigiúla i ndáil le fógraíocht in 2024.

Ó dhearcadh eanála de, bhain an fhógraíocht i nGaeilge a rinne an 397 comhlacht poiblí san iomlán a ndearnadh iniúchadh orthu in 2024 na tairseacha reachtúla a leagtar síos in alt 10A amach.



20.2%



Chaith comhlachtaí poiblí €19m ar fhógraíocht i nGaeilge arb ionann é sin agus leibhéal géilliúlachta 20.2%, ar méadú suntasach ar an 15% in 2023 é.

34%



An €19m a caitheadh ar fhógraíocht i nGaeilge ar fud na meán uile, is ionann é agus méadú 34% ar an tsuim iomlán €14.2m a caitheadh in 2023.

€5.2m



Chaith comhlachtaí poiblí €5.2m ar fhógraíocht i nGaeilge, ar na meáin Ghaeilge in 2024, arb ionann é sin agus leibhéal géilliúlachta 5.5% don tairseach reachtúil 5% maidir le caiteachas ar na meáin Ghaeilge.

37%

Is ionann an €5.2m a chaith comhlachtaí poiblí ar na meáin Ghaeilge in 2024 agus méadú 37% ar an gcaiteachas i comparáid le figiúr 2023, eadhon €3.8m.



+€3.3m



As an €19m san iomlán a caitheadh ar fhógraíocht i nGaeilge ar na meáin uile, caitheadh €13.7m ar fhógraíocht i nGaeilge ar na meáin Bhéarla in 2024, ar méadú €3.3m ar 2023 é sin, rud a léiríonn méadú 31% sa mhír seo.

€93.4m



Chaith na comhlachtaí poiblí a chuimsítear sa tuarascáil seo €93.4 san iomlán ar fhógraíocht sa bhliain 2024.

Cinntíonn seiceálacha géilliúlachta ar chomhlachtaí poiblí aonair go gcomhlíonfaidh gach comhlacht poiblí na dualgais a leagtar amach in alt 10A i gcónaí.



1. ACHOIMRE FEIDHMIÚCHÁIN

Comhthéacs

Is é mar aidhm Acht na dTeangacha Oifigiúla, 2003 arna leasú in 2021, cearta teanga phobal na Gaeilge a neartú ach feabhas a chur ar sholáthar seirbhísí poiblí i nGaeilge. Leagann an reachtaíocht seo béim ar ghealltanais an stáit úsáid na Gaeilge a chur chun cinn sa saol poiblí, go háirithe sa chaidreamh a bhíonn ag pobal na Gaeilge le comhlachtaí poiblí gach lá.

Chomh maith le feabhas a chur ar sholáthar díreach seirbhísí poiblí i nGaeilge, is aidhm leis an reachtaíocht um chearta teanga úsáid na Gaeilge a mhéadú sa réimse poiblí níos leithne. Is foráil shuntasach reachtaíochta chuige sin é Alt 10A (Fógraíocht ag Comhlachtaí Poiblí). Is gné shuntasach de na meáin uile í an fhógraíocht, rud a mhúnlaíonn ár smaointe agus ár dtuairimí ar chainéil dhifriúla, cuir i gcás teilifís, raidió, na meáin shóisialta agus nuachtáin. Is foinse luachmhar faisnéise agus siamsaíochta í an fhógraíocht, rud a shaibhríonn eispéiris iomadúla ár saoil laethúil. Tá ról ríthábhachtach ag fógraíocht i nGaeilge ar fud na meán éagsúil chun infheictheacht na teanga a mhéadú sa réimse poiblí. Is féidir leis an infheictheacht mhéadaithe sin cur go mór le cur chun cinn leanúnach na Gaeilge, rud a thacaíonn lena beocht agus lena bisiúlacht agus a spreagann a húsáid níos minice sa saol trí chéile.

An Tuarascáil seo

Leagann an tuarascáil seo béim ar phríomhthorthaí an iniúchta a rinne Oifig an Choimisinéara Teanga (OCT), ar a ghéilliúla a bhí 397 comhlacht poiblí d'Alt 10A in 2024. Léiríonn torthaí 2024 méadú suntasach ar fhógraíocht i nGaeilge i gcomparáid le 2023, rud a léiríonn a mheáite atáimid ar ár n-oidhreacht a chaomhnú agus a chur chun cinn. Chuimsigh an t-iniúchadh 98% den fhógraíocht uile a rinne comhlachtaí poiblí in Éirinn in 2024.

An Dualgas Reachtúil

Leagann Alt 10A. (Fógraíocht ag Comhlachtaí Poiblí) d'Acht na dTeangacha Oifigiúla, 2003 arna leasú, dualgas reachtúil ar chomhlachtaí poiblí cuid shuntasach dá bhfógraíocht a dhéanamh i nGaeilge.

Forordaítear in Alt 10A go gcaithfidh comhlachtaí poiblí a chinntiú:

- gur i nGaeilge a bheidh 20 faoin gcéad ar a laghad d'aon fhógraíocht a dhéanann siad in aon bhliain, agus
- go ndéanfaidh siad 5 faoin gcéad ar a laghad d'aon airgead a chaitheann siad ar fhógraíocht in aon bhliain a úsáid chun fógraíocht a chur amach i nGaeilge ar na meáin Ghaeilge

Tagann breis is 500 comhlacht poiblí faoi raon feidhme Acht na dTeangacha Oifigiúla 2003 arna leasú.

2. AN PRÓISEAS MONATÓIREACHTA GÉILLIÚLACHTA

An Chruinne

Tá breis is 500 comhlacht poiblí forordaithe faoi Acht na dTeangacha Oifigiúla 2003, arna leasú. Is próiseas leanúnach, fadtéarmach é monatóireacht a dhéanamh ar chomhlachtaí poiblí forordaithe, próiseas a ídionn acmhainn. I measc na gcomhlachtaí poiblí forordaithe tá eagraíochtaí móra a sholáthraíonn seirbhísí fairsinge poiblí, amhail ranna rialtais, údaráis áitiúla agus institiúidí oideachais. Úsáideann go leor comhlachtaí poiblí fógraíocht chun an pobal a chur ar an eolas faoi na seirbhísí a bhfuil sainordú acu a sheachadadh thar ceann an stáit. Tá punann tráchtála suntasach ag cohórt níos lú comhlachtaí poiblí, mar thoradh ar na seirbhísí fóntais nó airgeadais náisiúnta a sholáthraíonn siad don phobal. Dá réir sin, is iad na comhlachtaí poiblí sin a chaitheann an céatadán is airde ar fhógraíocht chun an pobal a chur ar an eolas agus a mhealladh. Ós rud é nach bhfuil aon fheidhm pobaldírithé ag roinnt comhlachtaí poiblí, ní gá dóibh fógraíocht a dhéanamh sa réimse poiblí.

An tSamhail Tomhais Géilliúlachta

Is éard atá sna meáin agus sna critéir tomhais a leagtar amach i dTábla 2 thíos an tsamhail tomhais géilliúlachta a chuir OCT i bhfeidhm d'alt 10A. Forbraíodh an tsamhail sin tar éis comhairliúcháin nach beag le geallsealbhóirí éagsúla san earnáil, ina measc comhlachtaí poiblí agus eagraíochtaí ionadaíocha fógraíochta. Dá bhrí sin, leagadh amach an tsamhail tomhais géilliúlachta ionas go mbeadh sí ag teacht le cleachtais reatha na gcomhlachtaí poiblí agus na hearnála fógraíochta araon. In 2024, rinneamar leasuithe cúramacha ar an tsamhail chun an próiseas tomhais géilliúlachta a dhaingniú, rud a thacaíonn le comhlachtaí poiblí i mbailiú éifeachtach sonraí géilliúlachta i gcomhréir lena gcleachtais eagraíochtúla.

Tábla 1

Tomhas 20%	Tomhas	Cur Síos
Meán	Sainmhíniú	Mionsonraí
Físeán ar Éileamh (VOD)	Rothlú cóipe 1 as 5 NÓ % de na himprisin a cruthaíodh	Cruthaítear imprisean nuair a thaispeántar fógraí nó cineálacha eile meán digiteach ar scáileán úsáideora
Lasmuigh den Bhaile (OOH)	% na suíomhanna a úsáidtear i mbliain	% an líon iomlán suíomhanna póstaeir a chuirtear in áirithe le haghaidh feachtais
Fuaim	Rothlú cóipe 1 as 5 NÓ % de na himprisin a cruthaíodh	Fuaim dhigiteach de réir % líon iomlán na n-imprisean a cruthaíodh
Cló – preas/iris	Rothlú cóipe 1 as 5 NÓ % den chúrsaíocht (i gcás nach bhfuil ABC ar fáil)	Rianaíonn Audit Bureau Circulation cúrsaíocht na mórtheideal
Na Meáin Shóisialta	Rothlú cóipe 1 as 5 NÓ % de na himprisin a cruthaíodh	Cruthaítear imprisean nuair a thaispeántar fógraí nó cineálacha eile meán digiteach ar scáileán úsáideora
Pictiúrlann	Rothlú cóipe 1 as 5 NÓ % de na ceadanna isteach	% de na ceadanna isteach sa phictiúrlann nó cuairteanna ar phictiúrlanna
Raidió	Rothlú cóipe 1 as 5 NÓ % den lucht éisteachta NÓ % de na Rátálacha bliantúla iomlána	% den mheánlucht éisteachta san iomlán (líon na ndaoine a éistean le stáisiún raidió ar leith)
Fógraíocht Digití Taispeána	Rothlú cóipe 1 as 5 NÓ % de na himprisin a cruthaíodh	Cruthaítear imprisean nuair a thaispeántar fógraí nó cineálacha eile meán digiteach ar scáileán úsáideora
Teilifís	Rothlú cóipe 1 as 5 NÓ % de TVR san iomlán	Pointí Rátála Teilifíse (Nielsen Ad Intel)

Bhí sé de dhualgas ar chomhlachtaí poiblí faisnéis a sholáthar faoina gcaiteachas, faoi na meán a d'úsáid siad, agus faoi fheachtais fógraíochta sonracha a sheol siad le linn 2024. Chuir an fhaisnéis sin ar chumas OCT gníomhaíochtaí fógraíochta na gcomhlachtaí poiblí sin a chur i gcomparáid le sonraí iontaofa ar chaiteachas agus ar úsáid na meán. Ina theannta sin, lorg OCT ábhair chruthaitheacha, amhail ábhar bolscaireachta ó fheachtais ar fud na meán éagsúil, ó chomhlachtaí poiblí ag a raibh caiteachas fógraíochta ní b'airde.

Éilíodh ar chomhlachtaí poiblí sonraí a chur isteach maidir lena ngníomhaíochtaí fógraíochta don bhliain féilire 2024, agus úsáid á baint acu as na méadrachtaí a leagtar amach sa tsamhail tomhais géilliúlachta.

Raon Feidhme an Iniúchta

Cuireann an tuarascáil seo torthaí iniúchta i láthair a rinneadh ar ghníomhaíochtaí fógraíochta 397 comhlacht poiblí sa bhliain 2024. Rinne comhlachtaí

poiblí féintuairisciú ar a ngníomhaíochtaí fógraíochta ar thairseach ar líne a chuimsigh an tsamhail tomhais géilliúlachta dár tagraíodh roimhe seo. Tá OCT tar éis na sonraí a sholáthair na comhlachtaí poiblí a chros-seiceáil le sonraí fógraíochta Nielsen Ad Intel chun cruinneas cáilíochta sonraí a chinntiú. Chuimsigh an t-iniúchadh 98% de ghníomhaíochtaí fógraíochta comhlachtaí poiblí i rith 2024.

Catagóiriú na gComhlachtaí Poiblí

Rinneadh comhlachtaí poiblí a chatagóiriú ina dtrí ghrúpa ar leith bunaithe ar a dtairseach caiteachais ar fhógraíocht, mar a mhionsonraítear i dTábla 2 thíos. Tá dhá phríomhchuspóir leis an rangú sin: ar an gcéad dul síos, is féidir comparáidí a dhéanamh idir comhlachtaí poiblí a bhfuil buiséid fógraíochta den chineál céanna acu, agus ar an dara dul síos, éascaíonn sé iniúchadh ar threochtaí géilliúlachta. Léiríonn Tábla 2 freisin líon na gcomhlachtaí poiblí atá sa chatagóir áirithe de réir tairseach caiteachais.

Tábla 2

Catagóir	Caiteachas ar Fhógraíocht	Líon Comhlachtaí Poiblí
Catagóir A	≥ €750,000	25
Catagóir B	€250,000 - €749,000	46
Catagóir C	< €250,000	326
Iomlán		397

3. TREOCHTAÍ AGUS LÉARGAIS

An Earnáil Fógraíochta in Éirinn

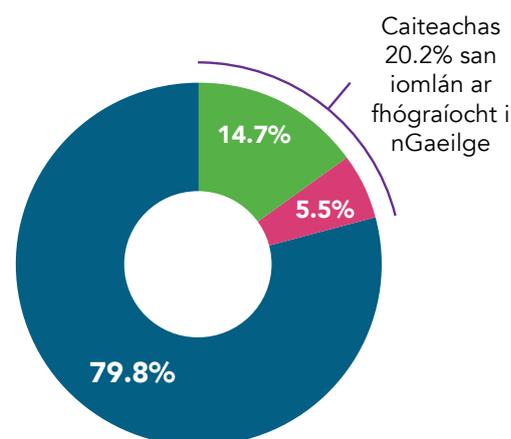
Meastar go mbainfidh an caiteachas iomlán ar fhógraíocht ar fud na n-earnálacha príobháideacha agus poiblí in Éirinn €1.5 billiún amach in 2024. Is ionann fógraíocht san earnáil phoiblí a tuairiscíodh do OCT don bhliain sin agus €93.4m, arb ionann é agus 6.2% den chaiteachas iomlán ar fhógraíocht. In ainneoin gur tháinig fás ar earnáil na fógraíochta trí chéile, tháinig laghdú 4% ar chaiteachas na gcomhlachtaí poiblí ar fhógraíocht in 2024 i gcomparáid le 2023, ó €97.3 go €93.4. Ba é ba bhun leis an laghdú sin deireadh a theacht le feachtais fógraíochta a bhain le COVID-19 a rinne comhlachtaí poiblí áirithe roimhe sin.

Thuiriscigh an chuideachta cumarsáide margaíochta Core gur tháinig fás suntasach 7.7% ar mhargadh na meán in Éirinn, arbh fhiú €1,590.0 milliún in 2024 é. Is é is cúis leis an treocht sin, de réir Core, dul chun cinn sna meáin ar líne, go háirithe i réimsí na Físe, na Meán Sóisialta, agus na Fuaimne Digití. Ina theannta sin, tá na meáin lasmuigh den bhaile (OOH) tar éis leibhéil réamh-phaindeime a shárú, agus tá spórt beo tar éis cuidiú go mór le hioncam teilifíse a mhéadú. Tá fás comhsheasmhach i gcomhréir le blianta roimhe seo le feiceáil i margaíocht raidió, agus tá dúshlán na meán clóite á thabhairt i gcónaí.

Cairt A

Caiteachas Comhlachtaí Poiblí ar Fhógraíocht i mBéarla agus i nGaeilge 2024

	Caiteachas	Céatadán
Caiteachas ar Fhógraíocht i mBéarla	€74.5m	79.8%
Caiteachas ar Fhógraíocht i nGaeilge (seachas na Meáin Ghaeilge)	€13.7m	14.7%
Caiteachas ar Fhógraíocht ar na Meáin Ghaeilge	€5.2m	5.5%



Príomhthorthaí agus Treochtaí

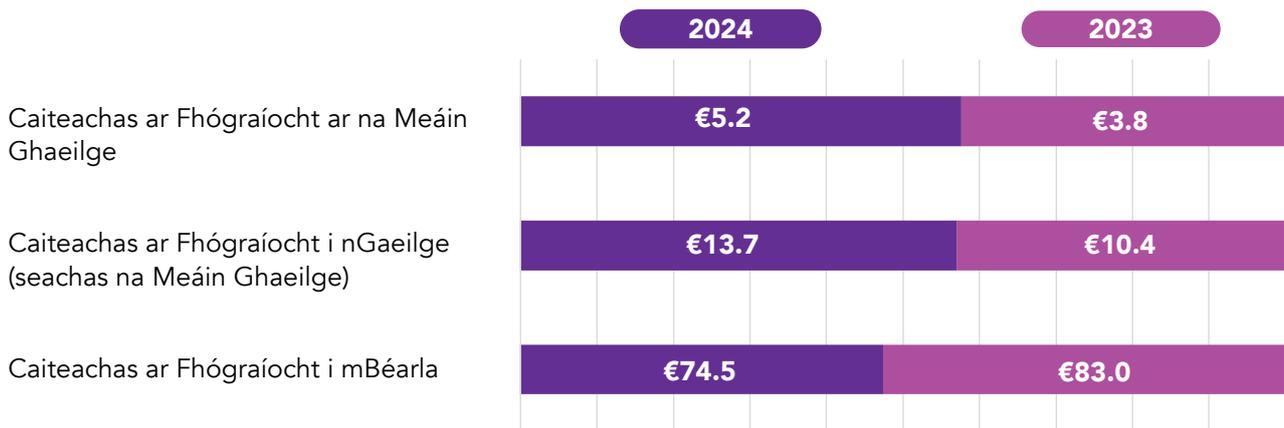
A. Caiteachas Comhlachtaí Poiblí ar Fhógraíocht tríd is tríd

Léiríonn Cairt A caiteachas comhlachtaí poiblí ar fhógraíocht i mBéarla agus i nGaeilge in 2024.

Léiríonn na torthaí a thuiriscigh comhlachtaí poiblí na díola spéise seo a leanas:

- chaith comhlachtaí poiblí €93.4m san iomlán ar fhógraíocht in 2024
- thuiriscigh comhlachtaí poiblí gur chaith siad um €19m ar fhógraíocht i nGaeilge ar gach meán (Béarla & Gaeilge)
 - ar caitheadh €5.2m de sin ar fhógraíocht sna meáin Ghaeilge
 - agus ar caitheadh €13.7m de ar fhógraíocht i nGaeilge ar na meáin Bhéarla
- chaith comhlachtaí poiblí €74.5m ar fhógraíocht i mBéarla ar mheáin dhifriúla in 2024.

Caiteachas Comhlachtaí Poiblí ar Fhógraíocht 2024 vs 2023



Ina ainneoin sin, tá laghdú (5%) ó €97m go €93.4m tar éis teacht ar chaiteachas comhlachtaí poiblí san iomlán ar fhógraíocht.

Is díol suntais é an méadú a tháinig ar an gcaiteachas ar fhógraíocht i nGaeilge, dár réir.

Measadh go raibh torthaí 2023 an-dearfach sa mhéid is gur tháinig an fhoráil reachtaíochta nua i bhfeidhm gan mórán de dheis ullmhúcháin chuici. Tá sé tábhachtach aitheantas a thabhairt don obair mhór a rinne go leor comhlachtaí poiblí agus iad meáite ar an reachtaíocht a chomhlíonadh. Mar a luadh roimhe seo, is díol suntais é gur caitheadh beagnach €19m ar fhógraíocht i nGaeilge in 2024, arbh ionann é sin agus breis is 20% den aschur fógraíochta tríd is tríd ó chomhlachtaí poiblí.

B. Géilliúlacht do Thairseacha Reachtúla

Leagann Alt 10A. (Fógraíocht ag Comhlachtaí Poiblí) d’Acht na dTeangacha Oifigiúla, 2003 arna leasú, dualgas reachtúil ar chomhlachtaí poiblí cuid shuntasach dá bhfógraíocht a dhéanamh i nGaeilge.

Forordaítear in Alt 10A go gcaithfidh comhlachtaí poiblí a chinntiú:

- gur i nGaeilge a bheidh 20 faoin gcéad ar a laghad d’aon fhógraíocht a dhéanann siad in aon bhliain, agus

- go ndéanfaidh siad 5 faoin gcéad ar a laghad d’aon airgead a chaitheann siad ar fhógraíocht in aon bhliain a úsáid chun fógraíocht a chur amach i nGaeilge ar na meáin Ghaeilge

Léiríonn na leibhéil ghéilliúlachta i measc na 397 comhlacht poiblí a ndearnadh iniúchadh orthu i ndáil leis an dá thairseach reachtúla a leagtar amach in alt 10A dul chun cinn.

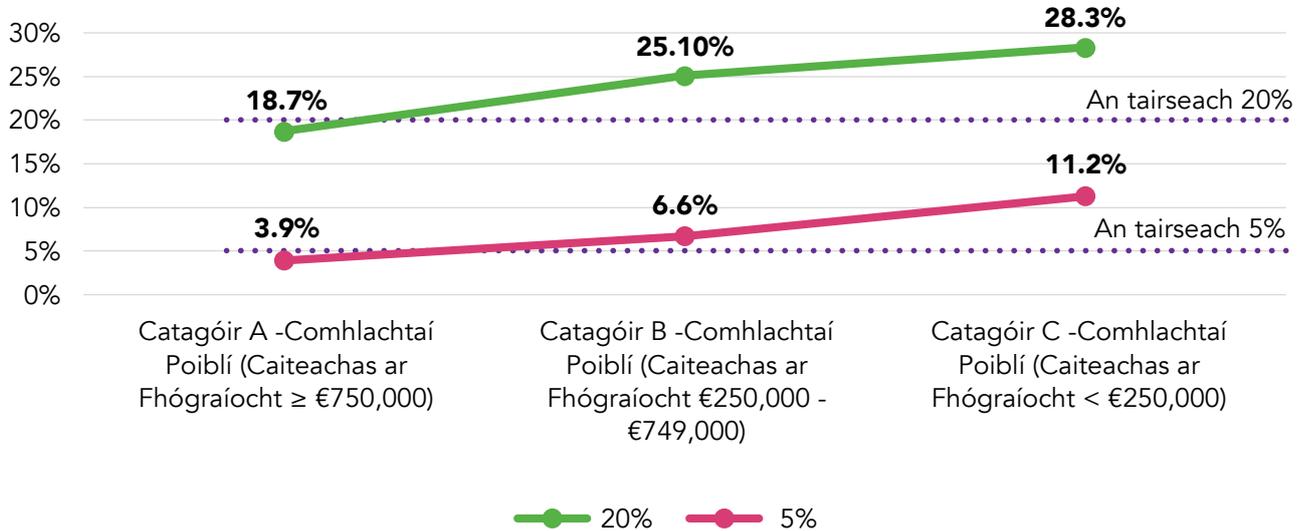
Léiríonn na torthaí a thairseach comhlachtaí poiblí do 2024 géilleadh 20.4% agus 5.4% tríd is tríd do na tairseacha reachtúla 20% agus 5% faoi seach a leagtar amach in alt 10A. Is ionann na torthaí seo agus méadú suntasach i gcomparáid le sonraí 2023, rud a léirigh an tráth sin gur bhain comhlachtaí poiblí 11% den 20% d’aschur fógraíochta i nGaeilge agus 4% den 5% den chaiteachas ar na meáin Ghaeilge amach do 2024 i gcomparáid le 3% den 5% do 2023.

Léiríonn Cairt B na leibhéil ghéilliúlachta a baineadh amach i measc comhlachtaí poiblí de réir catagóire (A,B,C – leibhéil chaiteachais) i ndáil leis na tairseacha 5% agus 20%. Léiríonn Cairt C an chaoi a ndéantar comparáid idir leibhéil ghéilliúlachta do 2024 agus 2023 de réir chatagóir an chomhlachta poiblí.

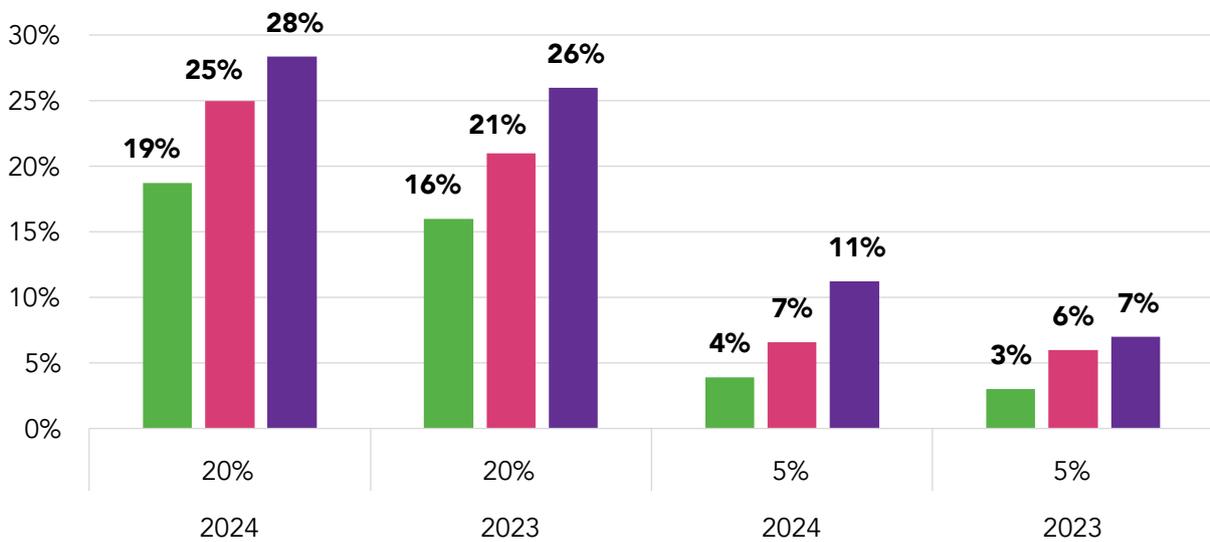
Cairt B

Leibhéal Ghéilliúlachta de réir Catagóirí Comhlachta Phoiblí (tairseacha forálacha fógraíochta i nGaeilge 5% agus 20%)

Leibhéal Ghéilliúlachta Chatagóirí an Chomhlachta Phoiblí



2024 vs 2023



- Catagóir A - Comhlachtaí Poiblí (Caiteachas ar Fhógraíocht ≥ €750,000)
- Catagóir B - Comhlachtaí Poiblí (Caiteachas ar Fhógraíocht €250,000 - €749,000)
- Catagóir C - Comhlachtaí Poiblí (Caiteachas ar Fhógraíocht < €250,000)

Príomhdhíola Suntas

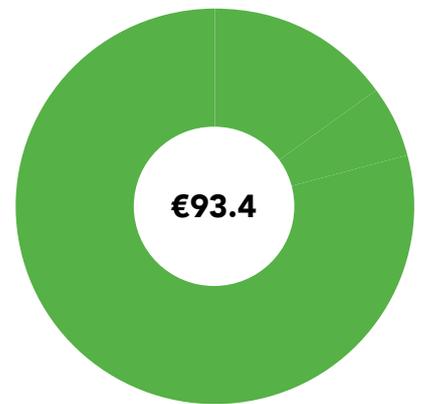
- Is feabhas nach beag iad na torthaí a baineadh amach in 2024 i gcomparáid le 2023, eadhon: baineadh 18.6% amach in 2024 i gcás na forála 20% i gcomparáid le 16% in 2023
- Léiríonn na sonraí i gCairt B thuas nár bhain **comhlachtaí poiblí Chatagóir A** (caiteachas ar fógraíocht \geq €750,000), ar an meán, an tairseach reachtúil amach i gcás na forála 5% (fógraíocht ar na meáin Ghaeilge) agus na forála 20% (fógraíocht i nGaeilge ar na meáin uile).
- I gcás Chomhlachtaí Poiblí Chatagóir A, baineadh 4% amach in 2024 i gcás na forála 5% i gcomparáid le 3% in 2023.
- Is fearr a chruthaigh **comhlachtaí poiblí Chatagóir B** (caiteachas ar fhógraíocht) €250,000 - €749,000) ná comhlachtaí poiblí Chatagóir A ach a raibh siad géilliúil don dá thairseach; seo a leanas an meánchéatadán fógraíochta i measc chomhlachtaí poiblí na catagóire seo:
 - 25% i gcomparáid leis an tairseach reachtúil 20%,
 - 6.6% i gcomparáid leis an tairseach reachtúil 5%.
- Seo cothrom le méadú €0.34m a chaitheamh ar na meáin Ghaeilge.
- Ba iad na torthaí i measc **comhlachtaí poiblí Catagóir C** (le Caiteachas Fógraíochta < €250,000) tríd is tríd na torthaí ba dhearfaí, áfach, eadhon:
 - 29% i gcomparáid leis an tairseach reachtúil 20%,
 - 11% i gcomparáid leis an tairseach reachtúil 5%.
 - Seo cothrom le méadú €0.74m a chaitheamh ar na meáin Ghaeilge.

C. Miondealú ar Chaiteachas ar Fhógraíocht de réir Chatagóir na gComhlachtaí Poiblí

Cairt C

Caiteachas Comhlachtaí Poiblí ar Fhógraíocht san Iomlán (2023) (Fógraíocht i mBéarla agus i nGaeilge)

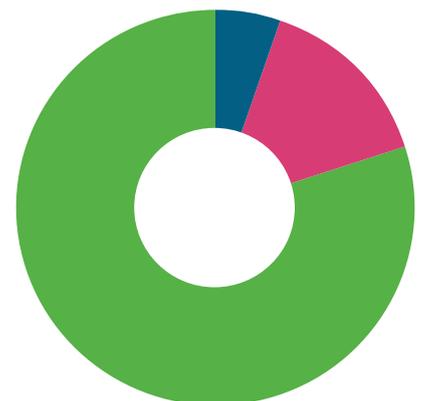
Caiteachas ar Fhógraíocht as Gaeilge agus as Béarla san Earnáil Phoiblí (2023)



Cairt D

Caiteachas ar Fhógraíocht i mBéarla agus i nGaeilge

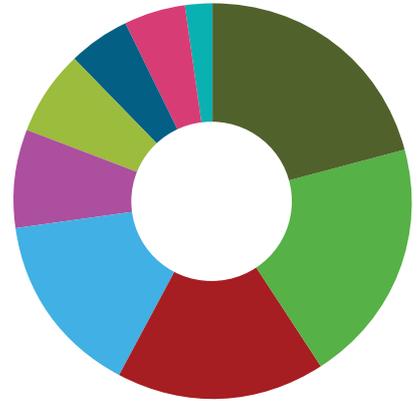
	Caiteachas	Céatadán
Caiteachas ar Fhógraíocht i mBéarla	€74.5m	79.8%
Caiteachas ar Fhógraíocht i nGaeilge (gan na Meáin Ghaeilge san áireamh)	€13.7m	14.7%
Caiteachas ar Fhógraíocht ar na Meáin Ghaeilge	€5.2m	5.5%



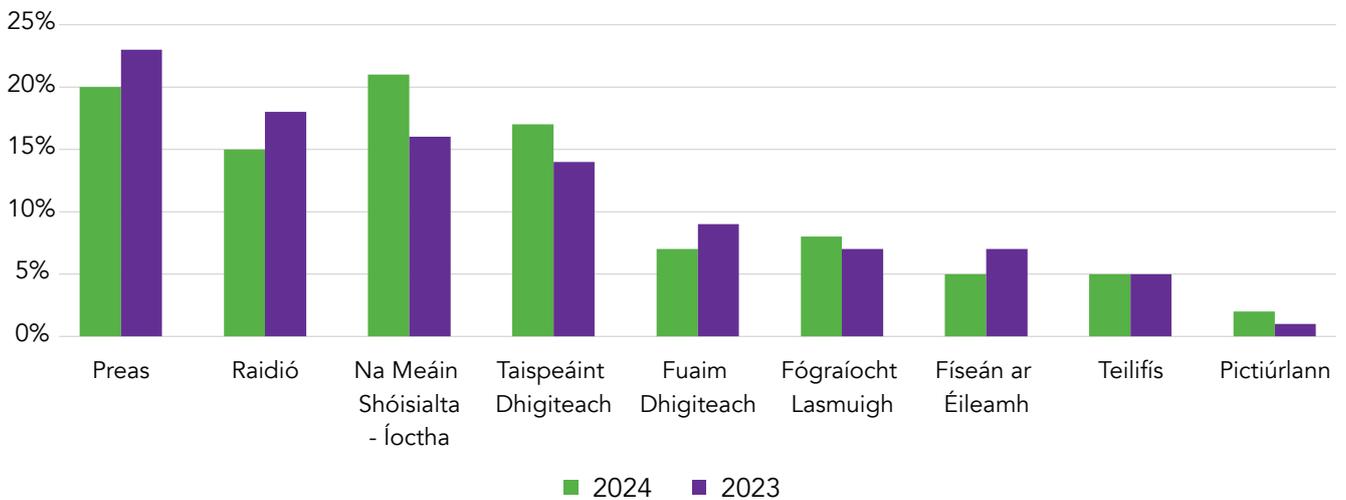
Cairt E

Meáin a úsáideann Comhlachtaí Poiblí (Fógraíocht i nGaeilge - Forálacha 20% & 5%)

	2024
Na Meáin Shóisialta	21%
Preas	20%
Taispeáint Dhigiteach	17%
Raidió	15%
Fógraíocht Lasmuigh	8%
Fuaim Dhigiteach	7%
Físeán ar Éileamh	5%
Teilifís	5%
Pictiúrlann	2%



2024 vs 2023

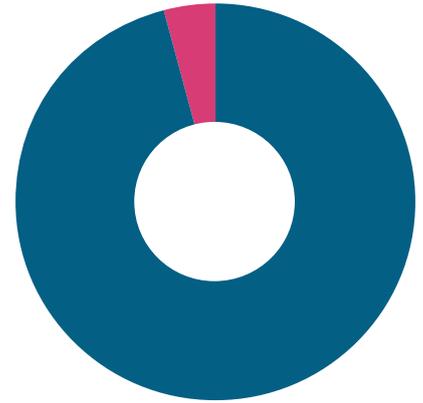


Is díol suntais é go léiríonn an chomparáid idir úsáid na meán in 2024 agus 2023 an treocht atá ann maidir le fógraíocht a aistriú chuig ardáin dhigiteacha, i.e. méadú 5% ar úsáid na meán sóisialta.

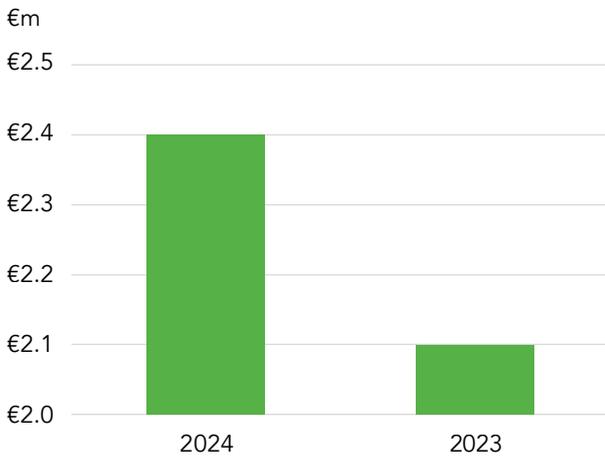
Cairt F

Caiteachas Chomhlachtaí Poiblí Chatagóir A ar Fhógraíocht

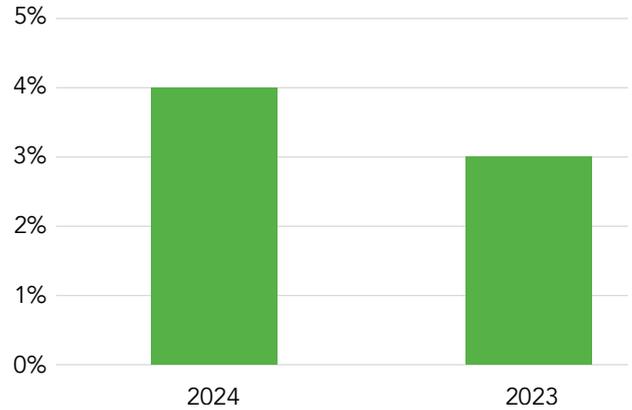
	2024	2023
Caiteachas Iomlán	€61m	€71.60m
Caiteachas: Fógraíocht ar na Meáin Bhéarla	€59m	€69.50m
Caiteachas: Fógraíocht ar na Meáin Ghaeilge	€2.4m	€2.10m
% Caiteachais ar na Meáin Ghaeilge	4%	3%



Caiteachas: Fógraíocht ar na Meáin Ghaeilge (Catagóir A)



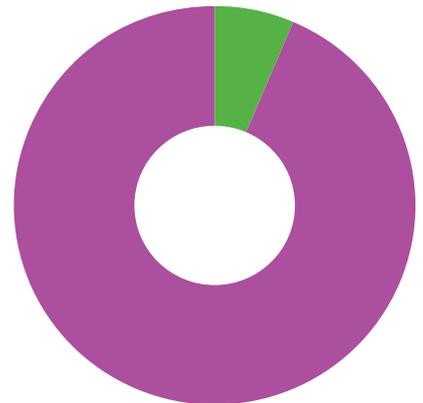
% Caiteachais ar na Meáin Ghaeilge (Catagóir A)



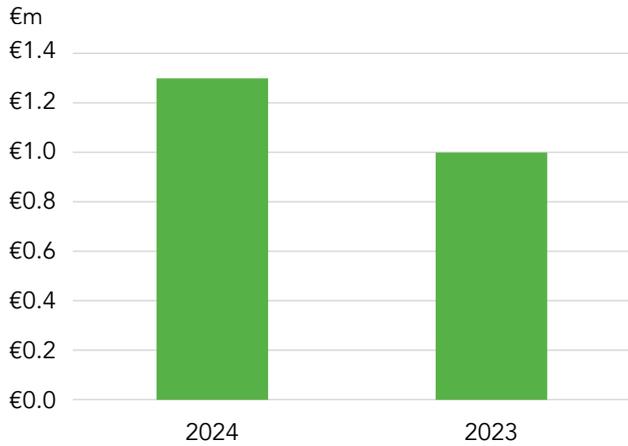
Cairt G

Caiteachas Chomhlachtaí Poiblí Chatagóir B ar Fhógraíocht

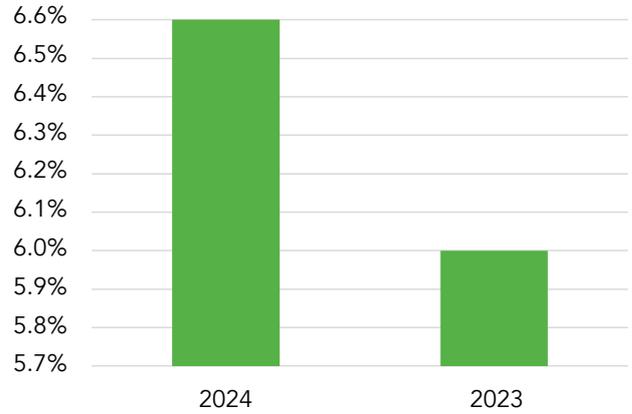
	2024	2023
Caiteachas Iomlán	€20m	€14.90m
Caiteachas: Fógraíocht ar na Meáin Bhéarla	€18.7m	€13.90m
Caiteachas: Fógraíocht ar na Meáin Ghaeilge	€1.3m	€0.96m
% Caiteachais ar na Meáin Ghaeilge	6.6%	6%



Caiteachas: Fógraíocht ar na Meáin Ghaeilge (Catagóir B)



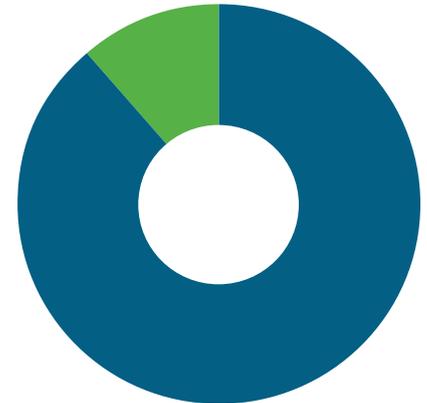
% Caiteachais ar na Meáin Ghaeilge (Catagóir B)



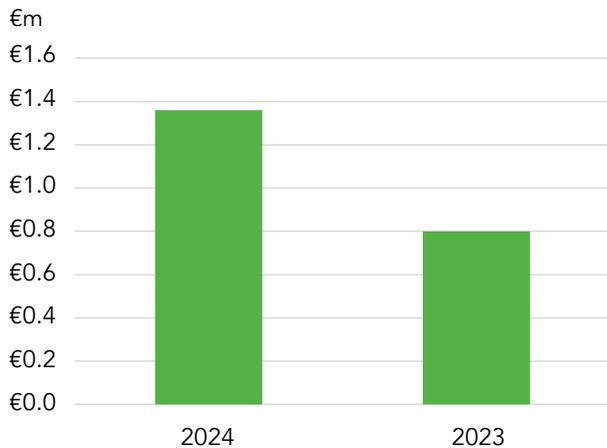
Cairt H

Caiteachas Chomhlachtaí Poiblí Catagóir C ar Fhógraíocht

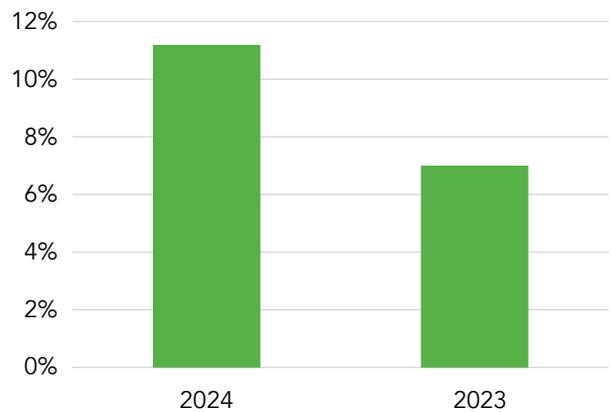
	2024	2023
Caiteachas Iomlán	€12.2m	€10.70m
Caiteachas: Fógraíocht ar na Meáin Bhéarla	€10.8m	€9.90m
Caiteachas: Fógraíocht ar na Meáin Ghaeilge	€1.51m	€0.80m
% Caiteachais ar na Meáin Ghaeilge	11.2%	7%



Caiteachas: Fógraíocht ar na Meáin Ghaeilge (Catagóir C)



% Caiteachais ar na Meáin Ghaeilge (Catagóir C)



4. DÍOLA SUNTAIS TÁBHACHTACHA EILE

Tionchar níos Leithne Alt 10A ar Chur Chun Cinn na Gaeilge

Téann na meáin i gcion go mór ar ár saol gach lá, agus téann siad i bhfeidhm ar an gcaoi a smaoinimid, a mbraithimid agus ar ár ndearcadh ar an saol mór. Roinneann na meáin, gona n-iliomad ardán agus cainéal, lena n-áirítear nuachtáin, irisí, na meáin shóisialta, raidió, teilifís agus an t-idirlíon, faisnéis leis an bpobal. Téann siad i gcion ar gach gné dár saol, agus iad ina bhfoinsí riachtanacha nuachta, faisnéise, siamsaíochta, oideachais agus ina naisc thábhachtacha shóisialta. Feictear agus cloistear an fhógraíocht go rábach sna meáin dhifriúla uile a thagann os ár gcomhair gach lá, rud a mhúnlaíonn á roghanna agus ár samhlaíocht.

I dtréimhse réasúnta gearr, tá alt 10A tar éis infheictheacht na Gaeilge ar fud ardáin dhifriúla na meán a mhéadú, rud atá ríthábhachtach chun bisiúlacht agus úsáid laethúil na teanga a chothú. Neartaíonn fás na fógraíochta i nGaeilge cearta teanga phobal na Gaeilge. Ní mór riachtanais agus leasanna éagsúla phobal na Gaeilge a áireamh ar chearta teanga a neartú, agus is céim thábhachtach chuige sin an méadú ar fhógraíocht i nGaeilge ar ardáin éagsúla na meán.

Caighdeáin Teanga san Fhógraíocht i nGaeilge

Sular tháinig Alt 10A i bhfeidhm, d'éisigh OCT nótaí comhairleacha chuig gach comhlacht poiblí maidir le cur i bhfeidhm an ailt, comhairle inar leagadh béim ar an tábhacht a bhaineann le caitheamh leis an dá theanga oifigiúla go comhionann ó thaobh caighdeáin de. I bhfianaise mhinicíocht na fógraíochta faoi alt 10A agus líon na bhfógraí atá i gceist, is díol suntais é a laghad gearán a fhaigheann OCT ina leith i gcomparáid le feidhmíú forálacha eile.

Mar sin féin, déanann OCT monatóireacht leanúnach ar a mhéad a chomhlíonann comhlachtaí poiblí Alt 10A, lena n-áirítear a chinntiú go mbíonn an Ghaeilge, idir labhairt agus chlóg, cruinn i bhfógraín. Tugadh cásanna faoi deara inarbh ábhar imní é drochchaighdeán na Gaeilge i bhfógraín, cé acu ó bhéal nó i scríbhinn. Caithfidh na páirtithe leasmhara i gcruthú agus i bhfoilsíú na fógraíochta i nGaeilge freagracht a ghlacadh as a ról sa phróiseas dearbhaithe cáilíochta, agus a chinntiú go bhfuil an fhógraíocht i nGaeilge ar ardchaighdeán. Is cur amú acmhainní é ábhar fógraíochta atá míchruinn a chur faoi bhráid craoltóra lena chraoladh.

Is den mhórtábhacht é go mbeadh ábhar fógraíochta i nGaeilge cruinn agus ceart, agus go léireodh sé a mheáite atáthar ar ardchaighdeán teanga atá saor ó earráidí comhréire, gramadaí agus litrithe agus i gcás ábhar fise agus fuaime go dtugtar aird d'fhoghraíocht, d'aiceann agus do rithim shainiúil na Gaeilge. Is tábhachtaí fós é seo nuair a chuirtear san áireamh gur aistriúcháin ar leaganacha Béarla d'fhógraí is mó a d'fhéadfadh a bheith sna fógraí Gaeilge. Ach aird a thabhairt ar an gcruinneas, cosnaímid féiniúlacht na Gaeilge agus déanaimid deimhin de go spreagfaidh an chomhréir agus an fhoghraíocht idir chainteoirí dúchais agus foghlaimeoirí. Is mó an seans go dtabharfaidh cainteoirí dúchais, ar chuid ríthábhachtach dár gcultúr iad, aird ar ábhar a léiríonn meas ar ár dteanga. Dá bhrí sin, agus an barr feabhais ina thosaíocht againn, ní hamháin go dtugaimid a ceart don teanga ach spreagaimid glúnta atá le teacht chun í a cheiliúradh agus a chothú.

Fardal na Meán Gaeilge

Forbairtí in Earnáil na Meán Gaeilge

Ceanglaítear le halt 10A go gcaithfidh comhlachtaí poiblí 5% ar a laghad dá mbuiséad fógraíochta gach bliain ar na meáin Ghaeilge. Foráiltear le halt 10A.(2)(b) gur gá 50% nó níos mó den ábhar ar mheán a bheith i nGaeilge chun an meán sin a áireamh ina meán Gaeilge.

D'fhonn cabhrú le comhlachtaí poiblí agus iad ag ullmhú do theacht i bhfeidhm na forála, d'fhoilsigh an Oifig liosta, nár liosta críochnaitheach é, de mheáin Ghaeilge a bhí ag teacht leis an sainmhíniú a fhoráiltear in alt 10A.(2)(b). Mheas OCT roinnt critéar eile a bheith riachtanach chun incháilitheacht d'fhardal na 'meán Gaeilge' a mheas, eadhon:

- Struchtúr eagarthóireachta na meán/na seirbhíse
- Struchtúr corparáideach na meán/na seirbhíse
- Ábhar/seánraí na meán/na seirbhíse, mar shampla: Nuacht/Cúrsaí Reatha, Siamsaíocht, Spórt, Taisteal, srl.
- Faisnéis faoi chúrsaíocht, sonraí úsáideoirí, liosta taighde lucht féachana/éisteachta na meán/seirbhíse
- Cineál an ábhair – e.g. róspleáchas ar ábhar statach

Chuir OCT an liosta, nach liosta críochnaitheach é, seo a leanas i dTábla 3, atá faoi réir a athraithe, chun críoch Alt 10A.(2)(b) ar fáil do chomhlachtaí poiblí.

Tábla 3

Meán	Soláthraí(-raithe)
Seirbhísí Teilifíse:	TG4
Seirbhísí Raidió:	RTÉ Raidió na Gaeltachta, Raidió na Life, Raidió Rí Rá
Preas	Comhar; Feasta; Seachtain; An Timire; An Páipéar*; ExtraG Gach Seachtain*; Scéal*
Lasmuigh den Bhaile	OOH Gaeilge*
Físeán ar Éileamh	TG4, i.e. Bloc.ie & Molscéal.ie Meoneile.ie; Tuairisc.ie, i.e. "Ar Fhaitíos Gur Chaill Tú É"
Fuaim ar Éileamh	Seachtain, i.e. Podchraoladh Seachtain*; How To Gael*; Tuairisc.ie, i.e. "An Pod Gaeilge"*; "An Pod Spóirt"* & "Paiste Cainte le Helen"*
Ardáin/Taispeántí Digiteacha	Tuairisc.ie; Nós.ie; Liathroidi.ie*; Lasair.ie*, ExtraG.ie*, An Páipéar.ie*,
Meáin Shóisialta	N/B
Pictiúrlanna	N/B

*Ardáin meán a bunaíodh ó thosach feidhme Alt 10A i mí Dheireadh Fómhair 2022

I measc na ndúshlán a chuir roinnt comhlachtaí poiblí in iúl do OCT maidir le géilliúlacht a bhaint amach sa chéad bhliain iniúchta (2023) bhí easpa fardail ó thaobh meán Gaeilge de. Ba é a bhí san easpa sin, i ndáiríre, an spás seilfe a bhí ar fáil ar a bhféadfad comhlachtaí poiblí spás fógraíochta a cheannach. Mar sin féin, tá ardáin nua meán tar éis a theacht chun cinn ó achtaíodh Alt 10A, ar ardáin ar líne den chuid is mó iad. Is é toradh na forbartha sin méadú suntasach ar infheictheacht na Gaeilge ar fud chainéil éagsúla na meán agus feabhas suntasach ar an bhfáil atá ar fhardail na fógraíochta Gaeilge. Is riléir tionchar dearfach na forála seo i dtaca le cur chun cinn na Gaeilge, ar feidhm ríthábhachtach í, agus le cur le seirbhísí poiblí a sheachadadh ar phobal na Gaeilge. Díol suntais is ea an cinneadh a rinne RTÉ Raidió na Gaeltacht i dtosach 2024 glacadh le fógraíocht tráchtála, rud a chuir le fardal na meán Gaeilge atá ar fáil do chomhlachtaí poiblí.

Faire ar Ghéilliúlacht

Tá OCT ag faire go gníomhach ar a mhéad atá comhlachtaí poiblí géilliúil d'alt 10A. Is díol suntais agus dóchais é an méadú a tháinig ar leibhéal ghéilliúlachta d'alt 10A in 2024 i gcomparáid le 2023. Tá OCT meáite i gcónaí ar a chinntiú go dtuigeann gach comhlacht poiblí go hiomlán a n-oibleagáidí faoin rialachán seo agus go gcomhlíonann siad na hoibleagáidí sin. Thuairiscigh OCT méadú 55% ar chásanna (593) in 2024, ar mhéadú ar 381 cás in 2023 é, inar tugadh comhairle do chomhlachtaí poiblí maidir lena n-oibleagáidí faoi Acht na dTeangacha Oifigiúla, 2003 arna leasú; ba le halt 10A a bhain cuid shuntasach de na cásanna comhairle sin. Níl amhras ach go raibh an chomhairle a cuireadh ar fáil ríthábhachtach chun feabhsuithe ar an ngéilliúlacht d'Alt 10A a bhaint amach in 2024.

Leanfaidh OCT den fheachtas comhairliúcháin d'fhonn cuidiú le comhlachtaí poiblí maidir lena ngéilliúlacht d'Alt 10A.

Diagram A
Cornerstones of the National Plan

The key objective of the National Plan is to set out a clear pathway for increasing the number, and improving the standard, of public services in Irish.

The Irish Language Services Advisory Committee, which was established by the Minister for the Gaeltacht in June 2022, plays a vital role in the development of the Plan and the oversight of its implementation. The Government launched the first National Plan in October 2024.

New Language Standards

- The new Language Standards system will set out additional public services that public bodies will be obliged to provide in Irish.
- The Language Standards will also set out the level of proficiency in Irish that staff providing the services must have.
- Language Standards are prescribed by the Minister for the Gaeltacht.



20% Irish-Language Proficient Recruits

- Public bodies must ensure that one in every five staff members recruited between May 2022 – December 2030 are proficient in Irish.
- A systemic national strategy is essential to effectively coordinate and measure progress regarding the 20% provision.



New National Plan

National Infrastructure

- The current national infrastructure for delivering public services in Irish needs considerable improvement.
- Establishing regional campus hubs in the Gaeltacht and throughout the national language planning infrastructure must be considered to improve access to essential public services in Irish. Such hubs would help to concentrate public services in Irish, the number of public sector staff with competency in Irish delivering those services, while also responding to the increased demand for public services in Irish from the language community.



Irish-medium University Education Strategy

- There is an urgent need to develop a new national Irish-medium university education strategy to dramatically increase the number of graduates proficient in Irish that will be available to the public sector.



Workforce Planning

- Workforce planning that incorporates staff with proficiency in Irish must be embedded in the organisational planning of public bodies.
- The national workforce planning model, which is currently being implemented by public bodies under the guidance of the Department of Public Expenditure, NDP Delivery and Reform, should be used to this end.

Léaráid A Crainn Taca an Phlean Náisiúnta

Is é príomhchuspóir an Phlean Náisiúnta conair shoiléir a leagan amach chun líon agus caighdeán seirbhísí poiblí i nGaeilge, a mhéadú agus a fheabhsú.

Tá ról ríthábhachtach ag an gCoiste Comhairleach um Sheirbhísí Gaeilge, a bhunaigh an tAire Gaeltachta i mí an Mheithimh 2022, i bhforbairt an Phlean agus maoirsiú a dhéanamh ar a chur i bhfeidhm. Sheol an Rialtas an chéad Phlean Náisiúnta i Mí Dheireadh Fómhair 2024.

Caighdeáin Teanga Nua

- Is é córas nua na gCaighdeáin Teanga a leagfaidh amach cé na seirbhísí poiblí nua a chaithfidh comhlachtaí poiblí a sholáthar i nGaeilge.
- Leagfaidh na Caighdeáin Teanga amach freisin an leibhéal inniúlachta sa Ghaeilge a chaithfidh a bheith ag an bhfoireann a bheidh ag soláthar na seirbhíse thar ceann an chomhlachta phoiblí.
- Aire na Gaeltachta a leagfaidh síos na Caighdeáin Teanga nua a bhfuil ar chomhlachtaí poiblí cloí leo.



20% d'Earcaigh inniúil sa Ghaeilge

- Tá dualgas ar chomhlachtaí poiblí a chinntiú go mbeidh inniúlacht sa Ghaeilge ag duine as gach cúigear ball foirne a earcaíonn siad idir Bealtaine 2022 – Nollaig 2030.
- Teastaíonn cur chuige córasach náisiúnta le comhordú agus tomhais a dhéanamh ar chur chun cinn na forála 20%.

An Plean Náisiúnta



Bonneagar Náisiúnta

- Ní mór an bonneagar náisiúnta do sheachadadh seirbhísí poiblí i nGaeilge a fheabhsú go mór.
- Caithfear breithniú a dhéanamh ar mhoil campais réigiúnacha a bhunú sa Ghaeltacht agus ar fud an bhonneagair náisiúnta pleanála teanga chun feabhas a chur ar rochtain ar chroiseirbhísí poiblí i nGaeilge. Chabhródh moil den sórt sin le dlús seirbhísí poiblí i nGaeilge a threisiú, dlús na foirne le Gaeilge san earnáil phoiblí a threisiú, agus ag an am céanna freastal ar éileamh méadaithe ar sheirbhísí poiblí i nGaeilge ó phobal na teanga.



Pleanáil Fórsa Saothair le Gaeilge

- Caithfear pleanáil don fhórsa saothair atá inniúil sa Ghaeilge a neadú i bpleanáil eagraíochtúil na gcomhlachtaí poiblí.
- Ba chóir an tsamhail phleanála d'fhórsa saothair náisiúnta atá á feidhmiú cheana ag comhlachtaí poiblí faoi threoir na Roinne Caiteachais Phoiblí, Sheachadadh PFN agus Athchóirithe a fheidhmiú chun na críche seo.

Straitéis Ollscolaíochta Ghaeilge

- Tá géar-riachtanas ann straitéis náisiúnta nua don Ollscolaíocht Ghaeilge a fhorbairt d'fhonn méadú as cuimse a chur ar líon na gcéimithe le Gaeilge a bheidh ar fáil don tseirbhís phoiblí.

An Coimisinéir Teanga

Address to: Senedd Cymru's Culture, Communications, Welsh Language, Sport, and
International Relations Committee

Gysylltiadau rhwng Cymru ac Iwerddon (Wales-Ireland relations)

10 December 2025

A Chathaoirligh, agus a Bhaill an tSeanaid, mar Choimisinéir Teanga fáiltím roimh an deis teacht i láthair an Choiste Cultúir, Cumarsáide, Breatnaise, Spóirt agus Caidrimh Idirnáisiúnta le labhairt faoin ábhar tábhachtach, an caidreamh idir an Bhreatain Bheag agus Éire.

Chairperson and Members of Senedd Cymru, as Coimisinéir Teanga I very much welcome the opportunity to address the Culture, Communications, Welsh Language, Sport, and International Relations Committee on the important matter of Wales-Ireland relations.

Historic links between Wales and Ireland

Ireland and Wales are woven together by a rich tapestry of historical, linguistic, and cultural connections that span thousands of years. Throughout history, waves of migration and trade across the Irish Sea have not only fostered economic exchanges but also nurtured vibrant cultural and social interactions.

Our native languages, Irish (Gaeilge, a term coined by the Welsh – Gwyddeleg from Proto-Brythonic *guið* cognate to *fiáin* in Irish and meaning ‘wild people’) and Welsh (Cymraeg), while distinct, belong to the Celtic language family. The shared linguistic roots highlight historical ties and cultural exchanges. Irish, being one of the oldest written languages in western Europe, was first written in Ogham in the 4th - 5th centuries. Further evidence of our shared heritage can be found in Pembrokeshire, in southwest Wales, where the largest collections of Ogham inscriptions outside Ireland are located, evidence of early Irish settlements.

Both Ireland and Wales also truly appreciate the importance of music and the arts in keeping their languages alive. Festivals like the Eisteddfod in Wales and Oireachtas na Samhna in Ireland celebrate and showcase our vibrant cultures and languages and our vibrant artistic traditions.

St. Patrick and St. David are two significant figures in Irish and Welsh history, respectively, who played crucial roles in the spread of Christianity and the cultural development of their regions. Their stories showcase the deep historical ties between Ireland and Wales. These ties between St. Patrick and St. David serve as a reminder of the deep cultural and spiritual links between Ireland and Wales, reflecting a shared past and an ongoing appreciation for each other's traditions.

The St. David's Day events that the Welsh Government runs annually in Ireland on February 28, which I have had the pleasure of attending on several occasions, are very important in building on the strong ties between our nations.

The Ireland-Wales Shared Statement 2030 is a significant initiative to strengthen the historic ties between Ireland and Wales. Building on the success of the 2021–2025 agreement, this framework sets a clear path for collaboration in six key areas: political engagement, climate and energy, economy and trade, education and research, culture and heritage, and community links. I see significant opportunities, for collaboration between my Office, Oifig an Choimisinéara Teanga, and Comisiynydd y Gymraeg, to share knowledge and exchange strategic insights across the key domains of culture- (language) and education to strengthen language rights and improve public services in our respective jurisdictions. I wish to address opportunities for cooperation within these two domains in particular, in the context of the significant opportunities and challenges in the Irish language rights landscape at present.

My role as An Coimisinéir Teanga, and that of my Office (Oifig an Choimisinéara Teanga), were established under the Official Languages Act 2003. My role includes monitoring over 500 public bodies for compliance with Irish language legislation and investigating complaints from the public. My Office also provides information on language rights to the public and advise public bodies on their obligations. The Official Languages

(Amendment) Act 2021 enhances the language rights of the Irish-speaking community by requiring public bodies to offer more public services in Irish. A very positive result of the amended 2021 language rights legislation has been the significant increase in advertising by public bodies in Irish. Audit results from a recent report published by my Office indicate that public bodies spent €19 million on advertising in the Irish language in 2024. In a relatively short timeframe, this provision has significantly increased the visibility of Irish across various media, which is instrumental in promoting the vibrancy and everyday use of the Irish language. The growth of advertising not only strengthens the language rights of the Irish-speaking community but also creates new revenue streams for Irish language professionals and contributes to the growth of Irish-language media sector. The audit report on advertising is attached in Appendix A.

Cornerstones of Cooperation

During 2024, important milestones were achieved in implementing the new language legislation contained in the Official Languages (Amendment) Act 2021. The Government of Ireland launched the first-ever statutory National Plan for Irish Language Public Services in the history of the Irish State in October 2024. The main aim of the Plan is to set out a clear pathway for the public sector in Ireland to build capacity for significantly improving public services in the Irish language. The cornerstones of the National Plan are outlined in Appendix B attached.

Two cornerstones included in the amended 2021 Act in particular will underpin the National Plan during its lifespan to 2023:

- firstly, **the language standards system**, which will specifically set out the services that public bodies must provide in Irish, and the language proficiency level in Irish that staff providing those services must have
- the second cornerstone is the statutory provision that 20% of staff recruited (**workforce planning**) to the Public Service between June 2022 and December 2030 must be proficient in Irish.

Language Standards

As we anticipate the forthcoming publication of the first draft-language standards by the Minister for Rural and Community Development and the Gaeltacht in Ireland, there exists a considerable body of valuable insights to be drawn from the Comisiynydd y Gymraeg's notable accomplishments in the oversight of language standards implementation in Wales.

The First Minister of the Welsh National Assembly, Carwyn Jones AM, eloquently outlined in 2015 both the challenges and opportunities inherent in the language standards system when presenting the initial standards regulations to the Assembly:

‘Our ultimate aim is for the Welsh language to be considered as more than just a translation issue, becoming an automatic part of service provision in Wales. We want to see the Welsh language being normalised in all parts of private and public life and, of course, in the workplace. We are confident, therefore, that the standards will be a key step towards that.’

The language standards in Wales deserve recognition for their comprehensive approach to essential areas of public service delivery, policy making, and internal operations. Sections 11–12 (Standards 52–60) of the Welsh Language Standards (No. 1) Regulations 2015, I believe, exemplify the succinct, yet versatile nature of the Welsh language standards. They effectively leverage the significant potential of Information and Communication Technologies (ICT) to address the evolving public service needs of Welsh speakers.

A considerable number of the 600 complaints my office receives each year relate to the lack of online ICT and customer support services in Irish for regarding basic public services. While the availability of online public services is increasing rapidly, the quality of services in Irish lags significantly behind those in English. This situation undermines the confidence of the Irish-speaking community in the State's commitment to providing equal access to public services for Irish speakers. The Irish Government has emphasised the importance of online services in strategies such as 'Connecting Government 2030', which aims to have 80% of citizens use platforms like MyGovID by 2030. The MyGovID

portal allows access to essential services, including driver's licences and passports. While the services available in English are comprehensive, the current offerings in Irish on MyGovID are deficient. The initial set of language standards in Ireland needs to address this issue, ensuring that essential public services are adequately accessible in Irish to serve the needs of the Irish-speaking community better.

Since the introduction of language standards a decade ago, respective Comisiynydd y Gymraeg have decisively recognised their critical role in enhancing clarity and accountability regarding the delivery of key services by public bodies. The comprehensive framework established by the Welsh language standards plays a vital role in ensuring that public services are thoughtfully designed and effectively aligned with the dynamic needs of the Welsh-speaking community. I note the incumbent Comisiynydd y Gymraeg, Efa Gruffudd Jones, prioritising the introduction of a new co-regulation approach aimed at enhancing compliance with the Welsh Language Standards through strategic collaboration with organisations. A primary focus has been on working with the health sector to improve adherence to Standard 110, which addresses the planning of clinical care in Welsh, with notable progress achieved.

Systematic Workforce Planning

The nature of complaints that my Office receives annually also reflects a notable shortage of staff with the necessary proficiency in Irish to provide public services in Irish. The Official Languages Act (amendment) 2021 includes a new provision that public bodies must ensure that one in every five staff members recruited between May 2022, and December 2030 are proficient in Irish. For public bodies to have sufficient staff competent in Irish to effectively deliver the new public services that will be set out in the language standards, planning for an Irish language-proficient workforce must be embedded in the organisational planning of public bodies across the public service. Ongoing coordination, oversight and reporting will be required at a national level to measure progress on achieving the overarching requirement of recruiting staff with fluency in Irish, in sufficient numbers.

Comisiynydd y Gymraeg's recent report:

'Empowering the Welsh language through strong governance: Report on the performance of organisations 2024-25',

sheds important light on some of the challenges that public organisations in Wales face in meeting their commitments regarding recruiting staff proficient in Welsh.

Section 4.2.35 in particular is worth noting:

'Over the past few years, much attention has been given to skills assessment approaches and job advertising, as well as to the need for organisations to **consider linguistic needs as part of their workforce planning**. Although a lot of worthwhile work is being done to improve these aspects, there is still considerable variation in the way the linguistic needs of vacant posts are identified and expressed in adverts. As a result, it is still unclear to candidates at times exactly what the linguistic requirements are for the post.'

This observation highlights the crux of the challenge we face in both our jurisdictions: embedding the recruitment of staff proficient in Irish and Welsh, respectively, in the organisational planning of bodies involved in public service delivery.

The pivotal importance of the educational sector in cultivating a pipeline of prospective staff skilled in the Welsh language is thoughtfully emphasised in section 4.2.36 of the same report.

'We will continue to work closely with organisations over the next period to address the inconsistencies. This work will also be part of the wider preparation for possible changes due to the passing of the Welsh Language and Education (Wales) Act 2025, which is likely to introduce a new national framework for assessing language skills and workforce planning.'

The estimate of students in higher education courses in Ireland with Irish as a subject is around 1%. To achieve the goal of 20% of new entrants proficient in Irish by 2030, a national effort from the university sector is essential to produce enough graduates in

various fields like administration, corporate governance, and teacher training. Long-term planning must include Irish-medium education at all levels to ensure a steady influx of students into Irish-medium university programs. The Government of Ireland recently announced further funding for the national centre Lárionad na Gaeilge based in Maynooth University involved in Irish-language proficiency tests for the public sector.

Recognising the critical role of the education sector in ensuring an adequate supply of staff proficient in our respective languages to provide outstanding public services, my Office is eager to explore collaborative opportunities to inform public policy on this critical issue.

International Association of Language Commissioners (IALC)

Founded in 2013 in Dublin, Ireland, the IALC is dedicated to promoting and advancing language rights, equality, and diversity. The organisation plays a vital role in facilitating knowledge exchange among language commissioners and encouraging the sharing of best practices in the field. Current membership includes representatives from regions and countries with language commissioners from Wales, Canada (incl. Quebec, Ontario, New Brunswick, Nunavut, Northwest Territories, Indigenous Languages), Catalonia, the Basque Region, Navarra, Kosovo and Ireland.

The 2024 IALC International Conference, hosted by Comisiynydd y Gymraeg, exemplified the potential for sharing knowledge and best practices to safeguard language rights and promote understanding of multilingual and human rights policies across our jurisdictions. The next IALC International Conference will be held in Gaillimh (Galway), Ireland, in September 2026. I wish to take this opportunity to commend Comisiynydd y Gymraeg and her team again for running such an excellent event.

Northern Ireland

Both the British and Irish governments recognised the importance of language traditions in Northern Ireland in the Good Friday Agreement of 1998. The Agreement committed to:

“recognise the importance of respect, understanding and tolerance in relation to linguistic diversity ... including the Irish language”

That commitment by both governments was further reflected in the New Decade, New Approach agreement in 2020, which declared that an Office of Identity and Cultural Expression (OICE) would be established in Northern Ireland. That commitment was brought to fruition in recent weeks with appointments to the roles of Irish Language Commissioner, Commissioner for the Ulster Scots and the Ulster British tradition, and Office Director. As the current chair of the IALC, and my colleagues in the IALC, we look forward to exploring opportunities for cooperation through the IALC association and offering any support we can to the OICE.

In conclusion, I extend my sincere thanks to the Chair and members of the Committee for granting me the opportunity to participate in the important discussions regarding Wales-Ireland relations. I look forward to furthering our collaborative efforts with all stakeholders involved in this very important initiative.

An Coimisinéir Teanga

Séamas Ó Concheanainn

An Coimisinéir Teanga
Aitheasc do: Coiste Cultúir, Cumarsáide, Breatnaise, Spóirt, agus Caidrimh
Idirnáisiúnta Senedd Cymru
Gysylltiadau rhwng Cymru ac Iwerddon (caidreamh na Breataine Bige - na hÉireann)
10 Nollaig 2025

A Chathaoirligh, agus a Bhaill an tSeanaid, fáiltím mar Choimisinéir Teanga roimh an deis a theacht i láthair an Choiste Cultúir, Cumarsáide, Breatnaise, Spóirt agus Caidrimh Idirnáisiúnta le labhairt faoi ábhar tábhachtach, an caidreamh idir an Bhreatain Bheag agus Éire.

Naisc stairiúla idir an Bhreatain Bheag agus Éire

Tá naisc nach beag staire, theanga agus chultúir idir Éire agus an Bhreatain Bheag leis na mílte bliain, rud a fhágann go bhfuil an dá thír fite fuaite ina chéile. Chuaigh muintir an dá thír i mbun trádála agus ar imirce go mion minic trasna Mhuir Éireann in imeacht na tréimhse sin, rud a chothaigh malartuithe eacnamaíocha ar láimh amháin agus caidreamh bríomhar cultúir agus sóisialta freisin.

Is teangacha ceilteacha iad an dá theanga atá againn, an Ghaeilge (téarma a chum na Breatnaigh – Gwyddeleg ó Phróta-Bhriotainic *guið* ónar díorthaíodh fiáin i nGaeilge - 'daoine fiáine ') agus an Bhreatnais (Cymraeg), cé go bhfuil siad éagsúil óna chéile ar go leor bealaí. Léiríonn na comhfhréamhacha teanga ceangail stairiúla agus malartuithe cultúir. Breacadh an Ghaeilge, atá ar cheann de na teangacha scríofa is sine in iarthar na hEorpa, síos i bhfoirm ar a dtugtar Ogham den chéad uair sa 4^ú - 5^ú haois. Tá fianaise bhreise ar ár gcomh-oidhreacht le fáil in Sir Benfro, in iardheisceart na Breataine Bige, mar a bhfuil na bailiúcháin is mó d'inscríbhinní Ogham lasmuigh d'Éirinn, rud a léiríonn lonnaíochtaí luatha na nGael.

Is mór ag Éirinn agus ag an mBreatain Bheag araon freisin an tábhacht a bhaineann leis an gceol agus leis na healaíona chun a dteangacha a choinneáil beo. Déanann féilte dá leithéidí Eisteddfod sa Bhreatain Bheag agus Oireachtas na Samhna in Éirinn ár gcultúir, ár dteangacha agus ár dtraidisiúin bhisiúla a cheiliúradh agus a léiriú.

Is beirt phearsan shuntasacha iad Naomh Pádraig agus Naomh Dáibhí (Dewi Sant) i stair na hÉireann agus na Breataine Bige, faoi seach, beirt a raibh ról ríthábhachtacha acu i scaipeadh na Críostaíochta agus i bhforbairt chultúir a réigiúin. Taispeánann a gcuid scéalta na ceangail dhoimhne stairiúla idir Éire agus an Bhreatain Bheag. Is meabhrú iad na ceangail seo idir Naomh Pádraig agus Naomh Dáibhí ar na naisc nach beag chultúir agus spioradáltachta idir Éire agus an Bhreatain Bheag, agus léiríonn siad stair chomhroinnte agus meas leanúnach ar thraidisiúin a chéile.

Tá imeachtaí Lá Fhéile Dáibhí a reáchtálann Rialtas na Breataine Bige in Éirinn an 28 Feabhra gach bliain, imeachtaí a raibh sé de phléisiúr agam féin freastal orthu roinnt uaireanta, an-tábhachtach chun na naisc láidre idir ár náisiúin a chothú.

Is tionscnamh suntasach é Comh-Ráiteas na hÉireann - na Breataine Bige 2030 chun na naisc stairiúla idir Éire agus an Bhreatain Bheag a neartú. Ach cur leis an méid a baineadh amach le comhaontú 2021-2025, leagtar amach sa chreat seo conair shoiléir le haghaidh an chomhoibrithe i sé phríomhréimse: rannpháirtíocht pholaitiúil, aeráid agus fuinneamh, geilleagar agus trádáil, oideachas agus taighde, cultúr agus oidhreacht, agus naisc phobail. Feicim deiseanna suntasacha comhoibre idir m'Oifigse, Oifig an Choimisinéara Teanga, agus Coimisinéir na Breatnaise (Comisiynydd y Gymraeg), chun eolas a roinnt agus léargais straitéiseacha a mhalartú faoi phríomhréimsí na teanga, an oideachais agus an chultúir chun cearta teanga a neartú agus seirbhísí poiblí a fheabhsú inár ndlínsí faoi seach. Is mian liom aghaidh a thabhairt ar dheiseanna comhoibre laistigh den dá réimse seo go háirithe, i gcomhthéacs na ndeiseanna agus na ndúshlán suntasach i dtírdhreach chearta na Gaeilge faoi láthair.

Bunaíodh mo ról mar Choimisinéir Teanga, agus ról m'Oifige faoi Acht na dTeangacha Oifigiúla, 2003. Cuimsíonn mo ról monatóireacht a dhéanamh a ghéilliúla atá breis is 500 comhlacht poiblí don reachtaíochta Gaeilge agus gearáin ón bpobal a fhiosrú. Cuireann m'Oifig eolas ar fáil freisin faoi chearta teanga agus cuirtear comhairle ar chomhlachtaí poiblí maidir lena ndualgais. Treisíonn Acht na dTeangacha Oifigiúla (Leasú), 2021 cearta teanga phobal na Gaeilge ach dualgas a leagan ar chomhlachtaí poiblí níos mó seirbhísí poiblí a thairiscint i nGaeilge. Toradh an-dearfach ar an reachtaíocht leasaithe um

chearta teanga 2021 is ea an méadú suntasach a tháinig ar an bhfógraíocht a dhéanann comhlachtaí poiblí i nGaeilge. Tugann torthaí na tuarascála iniúchta a d'fhoilsigh m'Oifig le déanaí le fios gur chaith comhlachtaí poiblí €19 milliún ar fhógraíocht i nGaeilge in 2024. I dtréimhse réasúnta gearr, mhéadaigh an fhoráil seo infheictheacht na Gaeilge go mór ar fud na meán éagsúil, rud atá lárnach i gcur chun cinn bhisiúlacht agus úsáid laethúil na Gaeilge . Ní hamháin go neartaíonn fás na fógraíochta cearta teanga phobal na Gaeilge, ach cruthaíonn sé sruthanna nua ioncaim agus leathnaíonn sé earnáil na meán Gaeilge freisin, agus fáiltítear go mór roimh an bhforáil seo. Tá an tuarascáil iniúchta ar fhógraíocht faoi iamh in Aguisín A.

Clocha Coirnéil an Chomhair

Le linn 2024, baineadh garspriocanna tábhachtacha amach agus an reachtaíocht teanga nua in Acht na dTeangacha Oifigiúla (Leasú), 2021 á cur i bhfeidhm. Sheol Rialtas na hÉireann an Plean Náisiúnta um Sheirbhísí Poiblí Gaeilge, an chéad phlean dá leithéid riamh i stair an stáit, i mí Dheireadh Fómhair 2024. Is é príomhaidhm an Phlean conair shoiléir a leagan amach don earnáil phoiblí in Éirinn d'fhonn acmhainn a thógáil chun feabhas suntasach a chur ar sheirbhísí poiblí i nGaeilge. Leagtar bunchlocha an Phlean Náisiúnta amach in Aguisín B atá faoi iamh.

Beidh dhá bhunchloch go háirithe a áirítear in Acht leasaithe 2021 ina mbonn agus ina dtaca leis an bPlean Náisiúnta le linn a shaolré go 2023:

- ar **an gcéad dul síos tá córas na gcaighdeán teanga**, a leagfaidh amach go sonrach na seirbhísí a chaithfidh comhlachtaí poiblí a chur ar fáil i nGaeilge, agus an leibhéal iniúilachta i nGaeilge a chaithfidh a bheith ag an bhfoireann a chuireann na seirbhísí sin ar fáil
- is é an dara bunchloch an fhoráil reachtúil go gcaithfidh 20% den fhoireann a earcaíodh (**pleanáil don fhórsa saothair**) leis an tSeirbhís Phoiblí idir Meitheamh 2022 agus Nollaig 2030 a bheith inniúil sa Ghaeilge.

Na Caighdeáin Teanga

Agus muid ag súil le foilsiú na chéad dréachtchaighdeáin teanga a fhoilseoidh an tAire Forbartha Tuaithe agus Pobail agus Gaeltachta, tá corpas nach beag de léargais luachmhara le baint as éachtaí suntasacha Choimisinéir na Breatnaise maidir le maoirseacht a dhéanamh ar chur i bhfeidhm na gcaighdeán teanga sa Bhreatain Bheag.

Thug Céad-Aire Thionól Náisiúnta na Breataine Bige, Carwyn Jones AC, cuntas den scoth in 2015 ar na dúshláin agus na deiseanna a bhaineann le córas na gcaighdeán teanga agus é ag cur na rialacháin tosaigh um chaighdeán teanga i láthair an Tionóil:

'Is í an mhór-aidhm atá againn nach gcaithfear leis an mBreatnais mar a bheadh ceist aistriúcháin amháin ach go mbeidh sí ina cuid uathoibríoch den soláthar seirbhíse sa Bhreatain Bheag. Ba mhaith linn go ndéanfaí normalú ar an mBreatnais i ngach cuid den saol príobháideach agus poiblí agus, ar ndóigh, san ionad oibre. Táimid muiníneach, dá réir, gur príomhchéim ina threo sin a bheidh sna caighdeáin.'

Ní mór aitheantas a thabhairt do na caighdeáin teanga sa Bhreatain Bheag as an gcur chuige cuimsitheach a ghactar i leith réimsí riachtanacha de sheachadadh na seirbhíse poiblí, de cheapadh beartais, agus d'oibríochtaí inmheánacha. Is eiseamláir iad Ailt 11 - 12 (Caighdeáin 52 -60) de Rialacháin Chaighdeáin na Breatnaise (Uimh. 1) 2015, dar liom, ar a ghontacht, ach ar a ilchuimsithí atá caighdeáin na Breatnaise. Baineann siad an leas is fearr is féidir as acmhainn shuntasach Teicneolaíochtaí Faisnéise agus Cumarsáide (TFC) chun aghaidh a thabhairt ar riachtanais athraitheacha na gcainteoirí Breatnaise sa státseirbhís.

Baineann líon suntasach den 600 gearán a fhaigheann m'oifig gach bliain leis an easpa seirbhísí TFC agus tacaíochta do chustaiméirí ar líne i nGaeilge i ndáil le bunseirbhísí poiblí. Cé go bhfuil níos mó agus níos mó seirbhísí poiblí le fáil ar líne agus an líon sin ag méadú go tapa, tá caighdeán na seirbhísí i nGaeilge go mór taobh thiar de chaighdeán na seirbhísí i mBéarla. Baineann an scéal seo an bonn de mhuintir phobal na Gaeilge as tiomantas an Stáit rochtain chomhionann ar sheirbhísí poiblí a chur ar fáil do chainteoirí Gaeilge. Tá Rialtas na hÉireann tar éis béim a leagan ar an tábhacht a bhaineann le

seirbhísí ar líne i straitéisí amhail 'Cónascadh Rialtais 2030', arb é is aidhm leis na straitéisí sin go mbainfeadh oiread agus 80% de shaoránaigh úsáid as ardáin amhail MyGovID faoi 2030. Cuireann tairseach MyGovID ar chumas an phobail teacht ar sheirbhísí riachtanacha, cuir i gcás ceadúnas tiomána agus pas. Cé go bhfuil na seirbhísí atá ar fáil i mBéarla cuimsitheach, tá na tairiscintí reatha atá i nGaeilge ar MyGovID easnamhach. Caithfidh an tacar tosaigh caighdeán teanga in Éirinn aghaidh a thabhairt ar an gceist seo, agus a chinntiú go bhfuil teacht leordhóthanach ar sheirbhísí riachtanacha poiblí i nGaeilge d'fhonn freastal níos fearr ar riachtanais phobal na Gaeilge.

Ó tugadh caighdeán teanga na Breatnaise isteach deich mbliana ó shin, tá Coimsinéir na Breatnaise tar éis a ról ríthábhachtach a aithint maidir le soiléireacht agus cuntasacht a fheabhsú agus comhlachtaí poiblí ag seachadadh príomhsheirbhísí. Tá ról ríthábhachtach ag an gcreat cuimsitheach a bhunaigh caighdeán na Breatnaise maidir lena chinntiú go ndéantar seirbhísí poiblí a dhearadh go stuama agus a ailíniú go héifeachtach le riachtanais dhinimiciúla phobal na Breatnaise. Tugaim faoi deara go bhfuil Coimisinéir reatha na Breatnaise, Efa Gruffudd Jones, ag tabhairt tús áite do chur chuige nua comhrialála a thabhairt isteach, arb é is aidhm leis géilliúlacht do Chaighdeán na Breatnaise a fheabhsú de bhun comhoibriú straitéiseach le heagraíochtaí. Díriodh go príomha ar obair i gcomhar leis an earnáil sláinte chun feabhas a chur ar ghéilliúlacht do Chaighdeán 110, a thugann aghaidh ar phleanáil an chúraim chliniciúil i mBreatnais, agus táthar tar éis dul chun cinn suntasach a bhaint amach.

Pleanáil Córasach don Fhórsa Saothair

Léiríonn cineál na ngearán a fhaigheann m'Oifig gach bliain freisin ganntanas suntasach foirne ag a bhfuil an inniúlacht riachtanach Ghaeilge chun seirbhísí poiblí a sholáthar i nGaeilge.

Cuimsítear in Acht na dTeangacha Oifigiúla (leasú), 2021 foráil nua lena bhforáiltear go gcaithfidh comhlachtaí poiblí a chinntiú go bhfuil duine as gach cúigear ball foirne a earcaítear idir Bealtaine 2022 agus Nollaig 2030 inniúil sa Ghaeilge. Ionas go mbeidh dóthain foirne ag comhlachtaí poiblí atá inniúil sa Ghaeilge chun na seirbhísí poiblí nua a leagfar amach sna caighdeán teanga a sheachadadh go héifeachtach, ní mór pleanáil

d'fhórsa saothair atá inniúil sa Ghaeilge a neadú i bpleanáil eagraíochtúil na gcomhlachtaí poiblí ar fud na seirbhíse poiblí. Beidh gá le comhordú, maoirseacht agus tuairisciú leanúnach ar leibhéal náisiúnta chun dul chun cinn a thomhas i dtaca leis an riachtanas forghabhálach a bhaineann le líon leordhóthanach ball foirne atá líofa sa Ghaeilge a earcú.

Tharraing Tuarascáil Choimisinéir na Breataine le déanaí dar teideal, 'Grymuso'r Gymraeg drwy lywodraethiant cadarn: Adroddiad ar berfformiad sefydliadau 2024-25' (An Bhreatainis a chumhachtú trí rialachas láidir: Tuarascáil ar fheidhmíocht eagraíochtaí 2024 -25), aird thábhachtach ar chuid de na dúshláin atá roimh eagraíochtaí poiblí sa Bhreatain Bheag agus iad ag freastal ar a ngealltanais maidir le baill foirne atá inniúil sa Bhreatainis a earcú.

Is díol suntais í mír 4.2.35 go háirithe:

'Le blianta beaga anuas, leagadh béim mhór ar chuir chuige measúnaithe scileanna agus ar fhógraíocht poist, chomh maith leis an ngá go bhféachfadh eagraíochtaí **ar riachtanais teanga mar chuid dá bpleanáil fórsa saothair**. Cé go bhfuil go leor obair fhiúntach ar bun chun feabhas a chur ar na gnéithe seo, tá éagsúlacht mhór fós idir an chaoi a ndéantar riachtanais teanga na bpost folamh a thabhairt faoi deara agus an chaoi a gcuirtear i láthair i bhfógraín iad. Dá bharr sin, ní léir fós d'iarrthóirí in amanna go cé na riachtanais teanga atáthar a lua leis an bpost.'

Leagtar béim sa bhreathnóireacht seo ar chroí an dúshláin atá romhainn inár ndlínsí faoi seach: earcú foirne atá inniúil sa Ghaeilge agus sa Bhreatainis, faoi seach, a neadú i bpleanáil eagraíochtúil na gcomhlachtaí a bhfuil baint acu le seirbhís phoiblí a sheachadadh.

Leagtar béim go stuama i mír 4.2.36 den tuarascáil chéanna ar a thábhachtaí atá an earnáil oideachais maidir le soláthar foirne ionchais atá oilte sa Bhreatainis a chothú.

'Leanfaimid orainn ag obair go dlúth le heagraíochtaí sa chéad tréimhse eile chun aghaidh a thabhairt ar na neamhréireachtaí. Cuid den ullmhúchán níos leithne d'athruithe a d'fhéadfadh tarlú mar gheall ar an Welsh Language and Education (Wales) Act 2025 a achtú a bheidh san obair seo. Táthar ag súil go dtabharfaidh an tAcht creat náisiúnta nua isteach chun scileanna teanga agus pleanáil don fhórsa saothair a mheas.'

Meastar go bhfuil um 1% de mhic léinn ar chúrsaí ardoideachais in Éirinn i mbun ábhar Gaeilge. Chun an sprioc a bhaint amach go mbeidh 20% d'earcaithe nua inniúil sa Ghaeilge faoi 2030, tá iarracht náisiúnta ón earnáil ollscoile riachtanach d'fhonn dóthain céimithe a chéimniú i réimsí éagsúla dá leithéidí riaracháin, rialachais chorparáidigh, agus oiliúint múinteoirí. Ní mór an t-oideachas lán-Gaeilge ar gach leibhéal a bheith san áireamh i bpleanáil fhadtéarmach chun a chinntiú go mbeidh mic léinn ag sruthú isteach go seasta i gcláir ollscoile lán-Ghaeilge. D'fhógair Rialtas na hÉireann maoiniú breise le déanaí do Lárionad na Gaeilge atá lonnaithe in Ollscoil Mhá Nuad, lárionad a bhfuil baint aige le tástálacha Gaeilge don earnáil phoiblí.

Tuigeann m'Oifig ról ríthábhachtach na hearnála oideachais maidir le soláthar leordhóthanach foirne atá inniúil inár dteangacha faoi seach a chinntiú chun seirbhísí poiblí den scoth a sholáthar, agus chuige sin tá fonn ar m'Oifig deiseanna comhoibríocha a fhiosrú chun bonn eolais a chur faoi bheartas poiblí i dtaca leis an gceist ríthábhachtach seo.

Cumann Idirnáisiúnta na gCoimisinéirí Teanga (IALC)

I mBaile Átha Cliath sa bhliain 2023 a bunaíodh IALC atá meáite ar chearta teanga, ar an gcomhionannas agus ar an éagsúlacht a chothú agus a chur chun cinn. Tá ról ríthábhachtach ag an eagraíocht maidir le háisitheoireacht a dhéanamh d'eolas a mhalartú i measc coimisinéirí teanga agus comhroinnt dea-chleachtas sa réimse a spreagadh. Cuimsíonn ballraíocht reatha ionadaithe ó réigiúin agus ó thíortha a bhfuil coimisinéirí teanga acu, eadhon an Bhreatain Bheag, Ceanada (lena n-áirítear Québec, Ontario, New Brunswick, Nunavut, na Críocha Thiar-Thuaidh, Teangacha Dúchais), an Chatalóin, Réigiún na mBascach, Navarra, an Chosaiv agus Éire.

Eiseamláir ba ea Comhdháil Idirnáisiúnta IALC 2024, a d'óstáil Coimisinéir na Breatnaise den acmhainn atá ann eolas agus dea-chleachtais a roinnt chun cearta teanga a chosaint agus tuiscint ar bheartais ilteangacha agus ar chearta an duine a chothú ar fud ár ndlínsí. Reáchtálfar an chéad Chomhdháil Idirnáisiúnta IALC eile i nGaillimh i mí Mheán Fómhair 2026. Is mian liom an deis seo a thapú chun Coimisinéir na Breatnaise agus a foireann a mholadh arís as imeacht den scoth a réachtáil.

Tuaisceart Éireann

D'aithin rialtais na Breataine agus na hÉireann araon tábhacht na dtraidisiún teanga i dTuaisceart Éireann i gComhaontú Aoine an Chéasta 1998. Gealladh sa Chomhaontú:

“aithníonn na rannpháirtithe uile tábhacht na hurraime, na tuisceana agus na caoinfhulaingthe i ndáil le héagsúlacht teanga, ar a n-áirítear ... an Ghaeilge”

Léiríodh tiomantas an dá rialtas arís sa chomhaontú New Decade, New Approach in 2020, a dhearbhaigh go mbunófaí Office of Identity and Cultural Expression (OICE) i dTuaisceart Éireann. Tugadh an gealltanais sin chun críche le seachtainí beaga anuas ach ar ceapadh Coimisinéir Gaeilge, Coimisinéir um Albainis Uladh agus um Thraidisiún Briotanach Uladh, agus Stiúrthóir Oifige. Táim féin mar chathaoirleach reatha IALC, agus mo chomhghleacaithe san IALC, ag tnúth le deiseanna comhoibrithe a fhiosrú trí IALC agus aon tacaíocht is féidir linn a thairiscint don OICE.

Mar fhocal scoir, gabhaim buíochas ó chroí leis an gCathaoirleach agus le comhaltaí an Choiste as an deis a thabhairt dom páirt a ghlacadh sa phlé tábhachtach maidir le caidreamh na Breataine Bige - na hÉireann. Táim ag tnúth lenár gcomh-iarrachtaí a chur chun cinn i gcomhar leis na páirtithe leasmhara go léir a bhfuil baint acu leis an tionscnamh fíorthábhachtach seo .

An Coimisinéir Teanga

Séamas Ó Concheanainn



Culture, Communications, Welsh Language, Sport, and International Relations Committee

By e-mail to:

SeneddDiwylliant@senedd.cymru

28 November 2025

Dear Committee,

Wales-Ireland Relations

Thank you for the opportunity to contribute to your work following the findings of your 2023 inquiry into relations between Wales and Ireland, and as you look ahead to a joint statement between the two countries in 2030.

The purpose of this letter is to provide you with an update on the evidence we gave in [writing](#) and [orally](#) in 2023. That evidence referred to the collaboration taking place between the Welsh Language Commissioner and agencies in Ireland, and how we believe the relationship between the two countries could be strengthened in the context of promoting the use of the Irish and Welsh languages.

As we noted in 2023, that collaboration mainly stemmed from our membership of the [International Association of Language Commissioners \(IALC\)](#) and was independent of the Shared Statement and Joint Action Plan 2021- 2025. We were not part of the discussions in drafting the Welsh Government's [Ireland-Wales shared statement 2030](#). However, because of the successful ongoing collaboration between ourselves and the Irish Language Commissioner (*An Coimisinéir Teanga*) and other agencies in Ireland, we would be very pleased to contribute to the development of a further joint statement between the two countries in 2030.

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In 2023, we referred to three areas where we saw the importance of collaboration between Wales and Ireland. We continue to believe that these areas are relevant, and below are examples of how we have continued our activities in these areas since 2023.

1. Legislation and language rights

There has been effective collaboration between the Welsh Language Commissioner and An Coimisinéir Teanga to protect and promote language rights, mainly through the International Association of Language Commissioners, enabling the sharing of experiences and good practice in our roles. An Coimisinéir Teanga has previously appeared before this Committee to give evidence on language rights and language policy in Ireland, and the Welsh Language Commissioner has given evidence to committees of the Dáil and the Seanad in Ireland as they scrutinised reforms to their Official Languages Act recently. These reforms have led to a system of language standards being set for public bodies in Ireland, modelled on Welsh language standards. An Coimisinéir Teanga is currently Chair of IALC. A successful IALC conference was held in Cardiff in 2024, exploring the effects of language legislation in Wales and beyond. The next IALC conference will be held in Galway in September 2026. We have identified several opportunities for Wales to contribute to the agenda of that conference, especially given Ireland's particular interest in the Welsh language standards following the reforms to the official languages legislation.

We are also interested in learning lessons about the impact of the Irish legislative provisions, for example in the context of the use of Irish in the media: [Overview of results for 2024 - Advertising by public bodies](#). The legislation also requires that 20% of people recruited to the public sector in Ireland be proficient in Irish by 2030, and that every public office in the Gaeltacht area operates in Irish. Increasing the use of Welsh in workplaces is one of the priorities of our new [Strategic Plan for 2025–30](#), as we see that creating, maintaining, and supporting Welsh-speaking workplaces is a key part of the strategy for ensuring the viability of the Welsh language. Similarly, workforce planning is an essential element in ensuring the compliance of bodies with Welsh standards and increasing the use of Welsh in other areas, including education and health. We are already leading this work with other strategic partners in Wales, sharing good practice, developing resources, and establishing a strategic forum in the field.

It will also be required that all public services provided in, and for, Gaeltacht areas be delivered in Irish. Again, this, and the fact that Irish will be the operating language of public offices in the Gaeltacht is of interest to us because of the importance of areas with a high density of Welsh speakers and the work and recommendations of the Commission for Welsh-speaking Communities.



We have also been able to assist An Coimisinéir Teanga with other aspects of their work. One example is their extended inquiry into Irish-medium provision in the secondary education sector. They wished to present comparative data on transmission as part of the research, and we were very pleased to be able to introduce An Coimisinéir Teanga to Welsh Government statisticians specialising in Welsh language and education data to assist with their request. We, of course, will be interested in learning about the findings of this inquiry because of our own policy work in the field of education.

It should also be noted that new language commissioners have been appointed in Northern Ireland, Pól Deeds, Irish Language Commissioner, and Lee Reynolds, Commissioner for Ulster Scots and the Ulster British tradition. We are already discussing with An Coimisinéir Teanga how to collaborate to introduce them to IALC and to share our experiences and good practice with them as they establish their offices.

2. Wider Language Planning

The Ireland-Wales Shared Statement 2030 refers to the importance of collaborating to promote the use of Irish and Welsh languages in the context of our national strategies, including through programmes supporting all communities learning and using Irish and Welsh, and on the intergenerational transmission of Welsh and Irish. I have already referred to elements relevant to this above in the context of the work of An Coimisinéir Teanga and the Official Languages Act of Ireland from the perspective of the use of Welsh in workplaces and communities with a high density of speakers.

Since 2023, we have also developed our engagement with other organisations in Ireland beyond An Coimisinéir Teanga. We are currently advising Dublin City Council and Conradh na Gaeilge, the democratic forum for Irish-speaking communities, on the development of a badge to promote opportunities to use Irish, modelled on the [laith Gwaith badge](#). The [laith Gwaith logo](#) indicates that someone speaks Welsh and that others are welcome to speak Welsh with them. We are celebrating twenty years of the badge's existence this year.

We have a policy team with extensive knowledge of national policy in the field of the Welsh language. This team has been discussing language policy and language impact assessments with Údarás na Gaeltachta, the regional authority responsible for economic, social, and cultural development in Gaeltacht areas. Opportunities to share knowledge of this kind are essential given the importance of areas with a high density of Welsh speakers, and the potential we see for the Welsh language promotion standards as a framework for coordinating intensive community language planning. We will also soon be



meeting with one of the committees of the British-Irish Parliamentary Assembly scrutinising rural housing policy.

3. Standardising, protecting, and promoting place names

When giving evidence to the Committee in 2023, we also referred to another aspect of our work as Commissioner where we have much to learn from Ireland, namely in the field of place-names. As Commissioner, we have a responsibility to recommend the standard forms of place-names, but our recommendations do not have statutory power. As we explained, in Ireland the Minister for the Gaeltacht prescribes standard forms of Irish place-names in regulations, so there is no ambiguity in the forms of place-names officially used. The substantial research work of the Placenames Branch in Ireland provides authoritative recommendations on which forms should be adopted, along with the wealth of research underpinning them, available to the public through the [Logainm.ie](https://logainm.ie) database since 2007, a resource developed by Dublin City University with funding from the Department of Tourism, Culture, Arts, Sport and Media.

Since 2023, our own work in the field of place names has developed significantly. We have now published our [database of standard Welsh place-names](#). In addition to continuing our work in recommending the standard forms of place-names to local authorities and collaborating with agencies such as the Ordnance Survey, we have also extended our work by providing advice on standard forms of geographical names to national parks; the names of monuments for Cadw; and of environmental sites to Natural Resources Wales. We also have a statutory role under the Senedd Cymru (Members and Elections) Act 2024 as we advise the Democracy and Boundaries Commission Cymru on the names of the new Senedd constituencies. At the same time, of course, the Welsh Government has increased its work in the field of place-names by publishing research on trends in changing place-names in Wales and a programme of work arising from it. Despite the developments in our work as Commissioner and the recent work of the Government, we believe there is much that we can learn from the work in this field in Ireland.

Other opportunities arise from policy areas in [the Ireland-Wales Shared Statement 2030](#) that could contribute greatly to opportunities to learn and share experiences to promote the Welsh and Irish languages, including in the fields of education, research and innovation; economy and trade; communities, diaspora and sport. It would be beneficial, therefore, if the Welsh language was incorporated as a consideration in the development of the Government's work in these policy areas. For example, important work is underway in Wales to develop Welsh language skills and a bilingual workforce arising from the recent Welsh Language and Education Act, alongside Medr's responsibilities with regards to the



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Commissioner

Welsh language in the field of tertiary education and research that could be useful to share with Ireland. Our universities also conduct extensive research in the field of language planning. As Commissioner, we work with businesses to promote their use of the Welsh language, seeing it as a unique marketing tool belonging to these businesses from Wales. Significant work has been and continues to be done by the Commission for Welsh-speaking Communities looking at the use of Welsh in communities, making recommendations that would strengthen the sustainability of communities that would be relevant to the work of Údarás na Gaeltachta. The Welsh language, therefore, permeates beyond the field of Culture, Language and Heritage policy in the Statement.

Lowri W. Williams, Strategic Director, will be pleased to discuss these matters further with you in the evidence session on 10 December.

Yours sincerely,

Efa Gruffudd Jones
Welsh Language Commissioner

Agenda Item 6

By virtue of paragraph(s) vi of Standing Order 17.42

Document is Restricted

Jack Sargeant AS/MS
Y Gweinidog Diwylliant, Sgiliau a Phartneriaeth Gymdeithasol
Minister for Culture, Skills and Social Partnership



Llywodraeth Cymru
Welsh Government

Delyth Jewell MS
Chair of the Culture, Communications, Welsh Language, Sport, and International Relations
Committee

4th December 2025

Dear Delyth

Following my appearance before the Committee on 19 November, I am providing the additional information requested by the Committee. Please see the attached document.

Yours sincerely



Jack Sargeant AS/MS
Minister for Culture, Skills and Social Partnership
Y Gweinidog Diwylliant, Sgiliau a Phartneriaeth Gymdeithasol

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

Pack Page 124
We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

The Minister agreed to provide a figure for capital and revenue investment from other portfolios where they have invested in programmes or activities that have contributed to the culture and arts sector

We can identify investment in culture of almost £230m from across Government.

This figure was calculated in July 2025, consisting of £152.1m revenue and £75.4m capital. It includes investment from my own portfolio, but also from areas as varied as Welsh language, education, local government, health, and the Welsh Government Energy Service.

Specific examples include:

- Support for Amgueddfa Cymru from the Welsh Government Energy Service's Public Sector Low Carbon Heat Grant;
- Support from the Welsh Government's Transforming Towns for cultural buildings and through other grants from the Local Government portfolio;
- Support from the Welsh Language division's wider budget allocation for a myriad of organisations delivering cultural activity in Wales;
- Support from Education, which includes funding for the National Music Service, the Creative Learning Cymru programme, and grants to the Books Council of Wales to support reading for pleasure.

It is difficult to disaggregate some data - for example, local authority funding for cultural services, and funding to support heritage activities in National Parks, all of which is additional to the above. There have also been other announcements of funding since the data was collated which were not included in our calculations, for example the £1m St David's Day Fund, representing investment in culture from the Tourism and Marketing budget line.

The Minister agreed to come back to the committee with the timeline for completing the work to identify wider capital requirements across all of the sectors that are covered by the priorities for culture.

A Welsh Government tender for the Review of Cultural Infrastructure research contract will be published on Sell2Wales in early December. We anticipate contract award in January 2026 and an interim report in the summer of 2026.

Ambition 1 and Ambition 16 of the Priorities for Culture provide the focus for this contract (accessibility, sustainable development, building resilience, and tackling the climate and nature emergencies). In addition, the research will provide evidence against recommendation two of *The Welsh Culture sector and the climate and nature emergencies* report which was published in May 2025.

The Arts Council of Wales is also currently reviewing the capital needs of the arts sector specifically.



Delyth Jewell MS
Chair Culture, Communications, Welsh Language, Sport, and
International Relations Committee

8 December 2025

Dear Delyth

Thank you for the discussion at the 2026-27 draft budget evidence session on 27 November. Please find enclosed further information on the two areas requested by the Committee at last week's meeting.

Technical note on transfer of funding from the Welsh in Education BEL

There has been a decrease of £2.426m to the Welsh in Education BEL (Education MEG) for 2026-27, with the budget decreasing from £6.417m to £3.991m in 2026-27. This decrease does not represent a cut in funding for Welsh in education - it is a purely administrative transfer of Adnodd's funding within this BEL to the Curriculum and Assessment BEL, following a change in the sponsorship management role for Adnodd from 1 April 2025. The same transfer was actioned in the First Supplementary Budget 2025-26 for this financial year.

With Adnodd now fully operational and relationships across the Education Directorate embedded, the Cabinet Secretary for Education has agreed the transfer of this budget to reflect the ongoing relationship with Adnodd.

Along with other funding within the Curriculum and Assessment BEL for Adnodd (Education MEG), it takes the total funding for Adnodd to over £4m in 2026-27 to continue its work in commissioning high quality bilingual resources in support of the Curriculum for Wales. In its short time of operation, Adnodd has expanded access to bilingual educational resources, supporting the curriculum and Made-for-Wales qualifications.

Findings of work to increase Welsh medium education and how this work influences the budget going forward

Over the last two years, we've been conducting research into and trials applying behavioural science (BeSci) principles to the increase of Welsh medium education. The

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

work we detail below is part of a wider portfolio of behavioural scientific interventions we are using in Cymraeg 2050 (others include the 'Cymraeg, mae'n Perthyn i ni i gyd' narrative; the intergenerational transmission of Welsh; and aspects of our Leading in a Bilingual Country work). The work detailed in **Annex A** is a result of externally-commissioned research from behavioural psychologists and behavioural science communications specialists.

I would be happy for officials to offer you a detailed technical briefing on the behavioural research outlined in the enclosed paper if required. We will continue to consider how the results of this research will influence future budget allocations.

I look forward to receiving the Committee's report ahead of Final Budget 2026-27.

Yours sincerely,

A handwritten signature in black ink that reads "Mark Drakeford". The signature is written in a cursive style and is enclosed within a thin black rectangular border.

Mark Drakeford AS/MS

Ysgrifennydd y Cabinet dros Gyllid a'r Gymraeg
Cabinet Secretary for Finance and Welsh Language

Annex A - Research into and trials applying behavioural science (BeSci) principles to the increase of Welsh medium education

1. Top level insight in terms of parental choice & Welsh-medium education

The core challenge is that parental decision-making around school choice is complex. Language medium and school choice is a relatively unexplored area of research.

In this document, we've concentrated on results and practical next steps. The primary goal of the research project was to identify the drivers and barriers influencing parents in terms of Welsh-medium education for their children, especially those who do not speak Welsh themselves.

2. Core Parental Insights (The Results)

Parents make decisions about schools not in isolation, but as part of the wider choices they make for their child, revolving around their well-being and current needs.

A. What Motivates Parents?

Parents prioritise factors that concern their child's immediate happiness and social success. The Welsh language is, generally, not a top priority for parents:

- **Well-being and Social Life:** The most appealing messages relate to educational, cultural, and 'well-being' arguments—telling parents their child will be happy, incorporated, cared for, and have a well-functioning social life in a Welsh medium school.
- **Cultural Connection:** Parents are significantly more motivated by the cultural benefits of learning Welsh (e.g. feeling proud to be Welsh or integrated into Welsh culture) than the traditional arguments about the long-term benefits of bilingualism.
- **Present Bias:** As in the previous point, parents focus heavily on the 'here and now'. As a result, arguments focusing on distant future benefits (e.g. employment opportunities, alleged higher earnings, or reduced dementia risk) are less appealing and contribute less towards decision-making.
- **Social Proof:** Parents highly value feedback and stories from local friends, family, and neighbours. This lived experience often trumps information provided by formal sources.
- **Key factors in school choice:** Location, word of mouth recommendations, school resources, and interactions with staff remain paramount.

B. Key Barriers and Fears

The work identified significant psychological barriers, often focusing on the parents themselves:

- **Parental Confidence:** Parents' lack of confidence in their own ability to read, write, or speak Welsh directly impacts their decision. They worry they will be unable to support their child's homework or monitor their activities (e.g. social media).
- **The "English Dominance" Fear:** Parents are confused and worried that Welsh medium education means they are not preparing their child for success in a world dominated by the English language. They lack clarity on how much English their child receives or how they will adapt to 'technical' subjects taught in English at later stages (e.g. university).
- **Perception of Welsh medium education:** Welsh medium education schools are sometimes perceived as "insular and unengaged" with the wider local community compared to English-medium schools.
- **Lack of awareness of what actually goes on in a Welsh medium school.**
- **Internal Conflict:** Choosing WME can create tension within families, especially when one parent is English-speaking and worries about being "cut off" from engaging in their child's education.

3. Behavioural Communications Audit: Flaws in Current Materials

A review of existing promotional materials revealed key challenges in communication design that exacerbate parental barriers:

- **Information Overload:** Current brochures and websites prioritise providing all information rather than the relevant information, causing parents to disconnect and struggle to identify key details.
- **Lack of Concretisation:** Information often describes features but fails to clearly articulate the social benefits (“how does this help your child, and you”).
- **Unclear Call-to-Action:** The default next step (e.g. which phone number or link is ‘recommended’ to resolve queries) is often missing, which can cause decision paralysis.
- **Tone and Visuals:** Current materials sometimes use a defensive tone when addressing parental fears, potentially causing psychological reactance. Furthermore, design elements often use overloading colours, fonts and imagery generally aimed at children, making parents feel they are not the target audience.

4. Practical Advice for Policymakers and Practitioners

To effectively use Behavioural Science to influence parental choice, communications must appeal to factors that are most psychologically motivating. The work recommends focusing on the following actions to shift behaviour:

- **Acknowledge and Address Fear:** Explicitly acknowledge that having concerns about language barriers and parental support is normal. This dialogue is essential to making parents feel respected and supported.
- **Show, Don't Tell:** Build parental confidence by showing them how WME works in practice, particularly for the parent. This includes demonstrating practical aspects like how homework is communicated or how they will be addressed at the school gate.
- **Harness Social Proof:** Create opportunities for parents (who have chosen WME) to share personal stories and act as ambassadors. These parent champions, including those initially sceptical, are powerful influencers.
- **Engage Early and Widely:** Offer early years provision (like playgroups) to help families build confidence and community early on. Host community events to ensure the school is seen as welcoming and embracing everyone from the local area.

5. Local Authority Capacity Building (via the Welsh Local Government Association (WLGA))

Following this research, capacity-building work was undertaken with local authorities, funded by a grant to the WLGA aimed at piloting linguistic interventions in Carmarthenshire and the post-industrial Western Valleys (as part of the £1m allocation to this area as part of the Cooperation Agreement between the Welsh Government and Plaid Cymru).

This part of the work focused on equipping local authorities in the area with BeSci tools and methodologies to develop effective communication plans to promote Welsh medium education. Initial evaluations showed that participants reported significant increases in their knowledge and confidence regarding the use of BeSci frameworks (like COM-B [Capability, Opportunity, Motivation: Behaviour] and EAST [is a given behaviour Easy, Attractive, Social and Timely]).

The local authorities are already trialling BeSci-informed strategies, such as:

- **Relatable Messengers:** Moving away from Headteachers as spokespeople to use ordinary, relatable people sharing their experiences.
- **Targeted Messaging:** Using short, engaging ‘sound bites’ on social media to promote the positive aspects of WME.

The research work is also feeding into our Cymraeg i Bawb grant, delivered by Mentrau Iaith Cymru, and aimed at strengthening local authority, Welsh language community group and school partnerships in relation to the promotion of Welsh-medium education. A small grants school promotion initiative, developed under the Cymraeg i Bawb banner, with the aim of supporting schools to promote themselves, has used key research findings as the basis of its grant criterion.