



Cymraeg for all?

A Welsh Government evidence paper for the *Cymraeg for All?* inquiry looking at the challenges and opportunities to increasing the use of the Welsh language across Wales, and in particular areas with fewer Welsh speakers.

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1. Introduction

This Evidence Paper outlines our work to promote and strengthen the Welsh language across Wales, with a particular focus on areas with fewer Welsh speakers.

In *Cymraeg 2050: A million Welsh speakers*, we set out our long-term vision for our language. Our ambition is not just to reach a million Welsh speakers, but to ensure that more of us use more Cymraeg every day—at home, in the workplace, in education, and in our communities.

Below, I include details on how we're approaching language revitalisation through a range of different strategies. These include via the independent Commission for Welsh-speaking Communities, which examines how to strengthen public policy to support language sustainability at the community level, and to promote the everyday use of Welsh. I also highlight our sustained efforts in early years and education provision, including the expansion of Welsh-medium education through Welsh in Education Strategic Plans, and the significant Welsh Language and Education (Wales) Bill, which aims to ensure all pupils become independent Welsh language speakers by the time they leave school.

In addition, I outline our use of behaviour change methodologies to understand and increase language use, from parental decisions regarding Welsh-medium schools to supporting the intergenerational transmission of Cymraeg. The paper highlights recent progress in Welsh language technology, showing how tools like Microsoft Copilot and Teams are incorporating Welsh to make everyday use of Cymraeg easier in the workplace and beyond.

We also of course work to increase the use of Cymraeg in the workplace through the National Centre for Learning Welsh's programmes and our own internal strategies. Finally, I outline the vital role of cultural events and community organisations like the Mentrau Iaith, Urdd Gobaith Cymru, and the National Eisteddfod in creating spaces for our language to thrive. Whilst, for reasons of brevity, this paper doesn't catalogue every strand of our work in detail, it provides an overview of our priorities and programmes. I look forward to exploring these further with the Committee.

Mark Drakeford MS, Cabinet Secretary for Finance and Welsh Language, July 2025.

2. Key barriers and opportunities to the use of the Welsh language across Wales, but with a focus on areas with fewer Welsh speakers.

A challenge in areas with fewer Welsh speakers is, of course, the limited daily exposure to—and therefore opportunities for—using Welsh. In this section, I highlight several of the ways in which the Welsh Government aims to address the challenges of increasing the opportunities to use the Welsh language in such areas via (1) the second phase of the Commission for Welsh-speaking Communities (2) early years and education provision, (3) the Welsh Language and Education (Wales) Bill and promotional activity. Later in the paper, I outline some of the work we're undertaking using behavioural science/change methodologies.

The Commission for Welsh-speaking Communities (Second Phase)

We established the independent Commission for Welsh-speaking Communities in August 2022. Its first phase (chaired by Dr Simon Brooks) presented its report, *Empowering Communities, Strengthening the Welsh Language*, to us in August 2024. This phase focused on factors affecting higher density Welsh-speaking communities, including the economy, housing, planning, education, and inclusion. In February 2025, the Commission published a *Report on Town and Country Planning*. Evidence submitted highlighted that many planning authorities and professional bodies believe that there's a need to revisit planning policies and guidelines in relation to the Welsh language. We formally responded to the *Commission's report in May 2025*. Whilst some recommendations are more relevant to higher density areas, phase 2 of the Commission will consider others.

The second phase (led by Interim Chair Professor Elin Haf Gruffydd Jones) focuses on areas with lower densities of Welsh speakers and is considering the use of Welsh among young people, the transmission of the language within families and communities, and the importance of Cymraeg in sport. It aims to understand the challenges and opportunities in places where Welsh is less visible or audible such as Cardiff, Merthyr Tydfil or Wrexham (the list is not exhaustive). Many of these areas have seen growth in Welsh speakers due to Welsh-medium education, but further support is needed to increase use beyond the classroom.

The Commission is expected to report on Phase 2 in Spring 2026.

Welsh-medium early years and education provision

The Welsh in Education Strategic Plans (WESPs) have established a national approach of collaborative working and planning to support the expansion of Welsh-medium education, especially in areas where it's needed most. COVID-19 has disrupted progress, but having a robust infrastructure in place has meant that the system has recovered. All Strategic Plans are aligned with our *Cymraeg 2050* education milestones with a clear emphasis on increasing the percentage of learners having access to education through the medium of Welsh. The percentage of Year 1 pupils (5-year-olds) across Wales studying Welsh as a first language saw an increase last year—of just under 1 percentage point between January 2023 and January 2024 (from 23.4% to 24.3%). This equates to around 210 additional learners. Looking at the overall 5-15-year-old age group, the percentage of children aged 5 to 15 years old in primary, middle and secondary schools studying Welsh as a first language has increased from 19.0% in 2011 to 21.2% by 2024, an increase of 2.2 percentage points—or an additional 11,000 learners.

Giving young children access to the Welsh language during their early years is vital as we work towards reaching a million Welsh speakers. For many, their first introduction to Cymraeg will be in a Mudiad Meithrin supported setting. Over 11,000 children access Welsh-medium education and care through Cylchoedd Meithrin every week with close to 90% transferring to Welsh-medium education. In addition to the Cylchoedd already supported by Mudiad Meithrin, almost 100 settings during this Senedd term will have opened or expanded as part of their Welsh Government-funded *Set up and Succeed* programme. The total sum of weekly care hours provided by Cylchoedd Meithrin has been increasing year on year, with 8,906 care hours provided during 2023/24 compared to 8,554 in 2022/23. Much of this growth is seen in areas where there are fewer Welsh speakers, such as South-East Wales. There are now 90 Cylchoedd Meithrin in this region alone providing over 700 hours of Welsh language childcare every week, a substantial increase since the publication of *Cymraeg 2050*.

We've invested over £67 million of school capital funding to support the growth of Welsh-medium education since 2019. In South-East Wales alone, 6 new Welsh-medium primary schools have opened or are close to opening, and 5 others have been extended to increase their capacity. A further £20 million to support new and ongoing Welsh-medium capital projects will continue during 2025/26.

We provide annual funding of just under £9 million to support local authority delivery of WESPs through the *Cymraeg 2050* element of the Local Authority Education Grant (LAEG). This includes funding for the Siarter Iaith (see below) and Welsh language late immersion provision. Late immersion is an intensive

Welsh language learning programme available to learners (aged 7 years or over) who don't speak Welsh but wish to access Welsh-medium education at a later stage. It ensures that every new learner to the language has access to a Welsh-medium education when they need it and wherever they are on their learning journey. Welsh Government funding since 2021 has enabled all local authorities to establish their own late immersion provisions, benefiting over 4,000 learners.

The Welsh Language and Education (Wales) Bill

Whilst we can evidence clear progress through our work with our partners such as Mudiad Meithrin, local authorities in their delivery of Welsh in Education Strategic Plans, schools and the education sector more broadly, we need more children exposed to more Cymraeg during their early years; more learners learning Welsh successfully whilst at school; and more opportunities for more young people to use their Welsh language skills more in further education, training and in their future careers.

That's why, through our Programme for Government and the Co-operation Agreement, we committed to introducing a Welsh Language and Education Bill during this Senedd term and why its unanimous passing on May 13 this year is significant. The Bill aims to make progress towards the *Cymraeg 2050* target of a million Welsh speakers by strengthening the role of the Welsh language in education, with the overarching goal of ensuring that all pupils of maintained schools in Wales are independent Welsh language users when they leave school.

Our first commitment is to establish one standard method, introduced by means of a Code, to describe Welsh language ability, based on the Common European Framework of Reference for Languages (the CEFR). We'll shortly engage with our stakeholders in education and beyond to shape the code's content and to better understand its potential in helping learners, teachers, parents and employers to understand their, their learners' or their employees' Welsh language ability at different stages of their Welsh language journey.

The Bill makes provision for the promotion of "Primarily Welsh Language" category schools, so that parents and carers can make informed choices when deciding on the language in which they would wish their child to be educated. And we've already taken steps to support this work. During 2022/23 we funded a pilot project to support local authorities, Mentrau Iaith and local authority Welsh Education Forums (WEFs) in South-East Wales to raise the profile of Welsh-medium education provision via the Cymraeg i Bawb partnership. I attended the partnership's conference in April of this year and witnessed for myself the positive impact an initiative such as this can have on how we work. The sharing of good practice, resources and knowledge has increased awareness and confidence amongst all our partners to provide parents and carers with relevant, timely and

accurate information about their local Welsh-medium education offer. We've expanded this programme to a national programme during 2025/26 through Mentrau Iaith Cymru, with £135,000 of Welsh Government funding in this financial year. Work is underway to consider best practice and lessons learnt from the pilot, to help identify priorities, and shape the national expansion, and a national partnerships officer has recently been appointed to develop the national programme. It's also informed by the work we've undertaken in behavioural sciences which I outline in the following section.

3. Approaches, techniques and interventions, including technology, that may encourage behaviour change and develop confidence so that more people use some Welsh every day

Behaviour Change: increasing the numbers in Welsh-medium schools

A recent behaviour change project we've undertaken aims to understand how parents decide whether to send their children to Welsh-medium schools. It found that parental decision-making is complex and influenced by factors such as location, recommendations from friends and family, school resources, and interactions with school staff. It suggests that parents are more focused on immediate concerns such as social and cultural aspects of schooling rather than the long-term benefits of bilingualism. As well as informing our own work at the Welsh Government, this work feeds into the *Cymraeg i Bawb* partnership between local authorities and the *Mentrau Iaith* which we've recently rolled out nationally and which I've explained above.

Behaviour Change: the Intergenerational Transmission of Welsh

Our [policy on Welsh Language transmission and Use in Families](#) commits to behavioural science-led interventions to help parents who have Welsh language skills to use their *Cymraeg* with their children. The main delivery agent for the policy is *Mudiad Meithrin*. We fund them to manage the *Cymraeg i Blant* programme, which supports families to introduce and use Welsh at home. This is done by working with Midwives and Health Visitors and through parent and child activities such as yoga and baby massage to support early language acquisition. During 2024/2025, nearly 3,392 *Cymraeg i Blant* sessions were held with over 27,664 parents and 27,818 children supported.

Alongside this work, a pilot behavioural science project—which we run jointly with *Mudiad Meithrin* and independent specialists—analyses how toys, music, and parental information can help prompt the use of Welsh in low-use households. The work will conclude next year and we're currently working on the next steps.

Behaviour Change: Organisational Development and Cymraeg: Leading in a Bilingual Country

Our *Leading in a Bilingual Country* programme works with senior leaders to increase the use of *Cymraeg* in organisational culture. Rooted in organisational change methodology, it complements other language policy work and

advocates for positive, inclusive communication and leadership that fosters gradual, celebrated increases in Cymraeg. Three cohorts of leaders have taken part in the programme since 2021. We'll soon release video case studies of participants, and we've included written case studies in the appendix to this paper. Later this year, we'll invite a further cohort of leaders to take part.

Welsh Language Technology

We believe that technology has a central role in increasing the use of Cymraeg. Our current priorities for the Welsh language and technology revolve around **helping more people use more Cymraeg** and are as follows:

- technology to increase the daily use of Cymraeg
- making sure everyone can access Welsh language technology
- improving Welsh language artificial intelligence (AI), and speech and language technologies (by sharing data and other means)

We recognise that technology has the potential to be transformative for the use of Cymraeg in the workplace and beyond, and to deliver our ambition of a bilingual Wales. We're building partnerships by working with tech companies to experiment and deliver what we need for the Welsh language in technology. In doing so, we advocate and assist them to make more Welsh available in more of their provision.

In the current financial year, we're investing £402,150 in Welsh language technology. Here are some highlights of our work relevant to the *Cymraeg for All?* Inquiry:

- Microsoft now supports prompting in Welsh in its Copilot artificial intelligence facility (ahead of many of the world's larger languages).
- Microsoft Teams has a human language Interpretation facility and can now transcribe Welsh and English simultaneously (we believe this is the first case of bilingual transcription available in Teams), aiding bilingual working.
- We've recently published 'Cymraeg mewn clic', a one click app on our corporate network that reduces "friction" (another behaviour change methodology) to using Welsh in technology, making it easier for more of our staff to have a full Welsh language experience on their work laptops.
- We're working with assistive technology companies to help them embed Welsh language technology components we've funded, e.g. to assist Welsh-speakers with Motor Neurone Disease to use a synthetic personalised version of their voice in Welsh after they lose the ability to speak.

- Last year, we published [a report on our Welsh language technology work from 2018 to 2024](#).
- We've also published a list of [available Welsh language technology](#) resources on our Helo Blod website so that people know where they can access Welsh language technology.
- We've made Cysgliad, a suite of Welsh language grammar checking and spellchecking tools available free of charge to individuals, the education and third sectors and to organisations with 10- members of staff or fewer. Over 15,000 have accessed Cysgliad for free as a result.

Welsh in the workplace

Workplaces are key to the daily use of Cymraeg. More people than ever are learning Welsh with the National Centre for Learning Welsh (our funding to the Centre will be £15.629m for the current financial year). Over 18,300 learners were learning Welsh during 2023/24, an increase of 8% compared to 2022/23. The Centre offers free Welsh lessons to 16–25-year-olds, and 2,635 young people took advantage of this offer in 2023/24.

The Centre's *Cymraeg Gwaith* (Work Welsh) programme provides courses ranging from online self-study taster courses to intensive learning courses. As well as increasing the number of Welsh speakers and Welsh language use, Cymraeg Gwaith also helps organisations to provide more and better Welsh language services to their users. This puts them in a stronger position to provide services in Welsh (and where they apply, improve compliance with statutory duties imposed on them through Welsh language standards).

The most recent data we have for the Cymraeg Gwaith scheme is for 2023/24, during which 578 employers took advantage of courses provided by the scheme. During the same period, 6,071 employees undertook self-study taster courses, 954 followed learning courses with a tutor or with tutor support, and 331 undertook intensive learning courses.

Cymraeg Gwaith also tailors courses to ensure that they are suitable for specific sectors or workplaces. During 2023/24, 1,113 took part in the courses for the further and higher education sectors; 500 in the courses for headteachers and teachers; 610 in the programme for local authorities; 1,514 in the health and care sector programme; and 726 in the Camau programme that has been specifically developed for childcare workers. Sectoral courses give employees the skills and vocabulary which are specifically relevant for their workplaces, which at times is the confidence booster needed to help a person use their Welsh language skills in their daily work. There's been significant growth in the Cymraeg Gwaith provision within the Health and Care sector, with a Learn Welsh tutor based in

every health board, and specific courses being developed for areas such as Palliative and End of Life Care and Psychiatry.

The National Centre for Learning Welsh also provides Welsh language training for education practitioners, to deliver the *Welsh in Education Workforce Plan*. The Welsh Language Commissioner has a central role in sharing good practice in increasing the use of Welsh within workplaces and works with bodies to increase their use of Welsh internally. The Coleg Cymraeg Cenedlaethol also plays an important role in helping young people to undertake vocational and university courses in Welsh, which will equip them with Welsh language skills ready for their future workplaces. All this work, of course, contributes to enabling learners in areas with fewer Welsh speakers, who've acquired their Cymraeg through the education system, to use their Welsh language skills after they leave school.

We're also working to implement our *Welsh linguistic infrastructure policy*. This work aims to make it easy for people to find words and terms in Cymraeg. It also explains how we'll coordinate work, and be proactive, so that we create and standardise new terms as soon as possible. The policy notes that we'll promote terminological and other resources to help people—be they new speakers, non-Welsh-speaking parents with children in Welsh-medium education, or people who use Cymraeg in their day-to-day work—to understand which resource is best for them.

In terms of the Welsh Government as a bilingual workplace, our own *Cymraeg. It belongs to us all* strategy aims to make us a truly bilingual organisation by 2050. Early progress has shown that the number of our staff learning Welsh has grown significantly, from 73 in 2020 to 653 in 2025 (an increase of 795%). We also fund Bangor University (£70,350 in 2025/26) for the ARFer behaviour change project (based on a similar project in workplaces in the Basque Country). ARFer encourages the increased use of Welsh in workplaces via behavioural pledges and agreements between individuals and teams. We've also funded an ARFer mobile phone application (via the ARFOR programme) to make using ARFer even easier. Several Welsh Government staff teams are using, or about to take part in ARFer.

4. Effectiveness of initiatives aimed at creating the conditions and spaces to encourage more Welsh language use, particularly in areas with fewer Welsh speakers

In areas with fewer Welsh-speakers, the role of organisations such as the Mentrau Iaith, Merched y Wawr, the National Eisteddfod, Urdd Gobaith Cymru and Young Farmers Clubs are central in creating opportunities for people to use their Cymraeg in informal and social settings.

The network of mentrau iaith (to which we're allocating £2,795,900 in 2025/26), have a vital role in creating the right conditions and spaces to facilitate the use of the Welsh language. All Mentrau Iaith base their workplans on a comprehensive language profile assessment of their area. These assessments not only consider relevant data sources available to them but also looks at the vitality of the language within the community by mapping out what Welsh language and bilingual activities are already held and what are the gaps in provision. The Mentrau are then well placed to work with key stakeholders (including other grant partners) to initiate new projects based on local needs and aspirations.

Urdd Gobaith Cymru, (£2,713,500 from the *Cymraeg 2050* grant scheme in 2025/26), provides a wide range of extracurricular activities including cultural, sports and social events for children and young people. These activities provide an opportunity for Urdd members to strengthen their Welsh language skills as well as provide spaces to use the language. The National Urdd Eisteddfod is a pinnacle of a wide range of cultural activities held at local and county level. This year saw the Urdd break their record of 119,593 registered competitors across 400 competitions as well as a 43% increase in the number of new young speakers taking part in their National Eisteddfod in comparison with last year.

The National Eisteddfod, which receives £1,250,000 in *Cymraeg 2050* funding in 2025/26, is an important event which acts as a producer and catalyst for broader Welsh-medium arts and cultural activities. Although the Eisteddfod itself is an annual event held each August, each one is a multi-year project, based on community engagement and participation. The Eisteddfod brings communities closer together as well as creating new opportunities for people to learn and use Cymraeg. In recent years, we've also supported the National Eisteddfod in broadening the festival's reach and accessibility by funding free tickets for low-income families.

Cymdeithas Eisteddfodau Cymru, which receives £58,850 in *Cymraeg 2050* funding in 2025/26, supports a network of over 100 small community-based eisteddfodau, providing opportunities for children, young people and adults to

take part in a wide range of music, recital, literature and craft and food competitions. Cymdeithas Eisteddfodau employs two development officers which have supported many of the eisteddfodau to re-establish themselves following the COVID-19 pandemic. The local eisteddfodau continue to give young people the foundation to develop their performing talents.

In rural communities with fewer Welsh-speakers, the Young Farmers' Clubs, which receive £200,000 in *Cymraeg 2050* funding in 2025/26, provide a space for young people to meet socially as well as develop a wide range of skills including increasing their confidence in using the Welsh language. In recent years we've seen more young farmers members in more clubs which hadn't traditionally used as much Welsh taking part in more Welsh language activities and competitions (such as the YFC National Eisteddfod, public speaking competitions and Welsh language festivals). Our funding has provided an opportunity for many YFC county federations to plan and encourage the use and participation of its members in Welsh language activities.

Merched y Wawr, which receives £150,000 *Cymraeg 2050* funding in 2025/26, make an important contribution to the use of Cymraeg across Wales. They provide a wide itinerary of social activities for members through the medium of Welsh, and also help to increase the use of the language in the community, including by supporting new speakers.

We also recognise the enormous contribution of grassroots sports, which provides a wide range of participative sport activities for children, young people and young adults. In many cases these are provided by volunteers who dedicate their time and enthusiasm to a sporting activity they feel passionate about. We acknowledge the impact these activities have on the use of the Welsh language within our communities, providing a firm basis for the skills development within a particular sport but also in creating off the pitch Welsh language social networks.

Perthyn projects

Perthyn is one of the main projects of our *Welsh Language Communities Housing Plan* (which supports Welsh-speaking communities with high numbers of second homes). The aim of Perthyn is to empower communities to develop socio-economic and housing solutions by means of establishing new social enterprises or community-led housing projects. The project has two elements; the first provides a specialist advice and support service to community groups to help them turn their ideas into viable projects. The second element provides a small grant of up to £10,000 to help communities get their projects up and running. Since 2022, we've awarded 64 grants within Ynys Môn, Gwynedd, Conwy, Ceredigion, Carmarthenshire and Pembrokeshire. The feedback of the

Perthyn project has been encouraging. For example, the Hermon Chapel project in Pembrokeshire was able to draw down substantial funding to develop a former chapel. The project will provide two flats for local people whilst the ground floor will be a heritage centre and café which will create a valuable space for people to socialise in Welsh.

We want to see the success of Perthyn across the whole of Wales. So this year, we're expanding Perthyn nationwide. This means that communities all over Wales, including those with fewer Welsh-speakers, will be able to apply for a small grant to create more Welsh language spaces as well as help create new social enterprises and community led housing projects where the Welsh language is an integral part of their existence.

Y Siarter Iaith – the Welsh Language Charter

We need to make it easier for more of our children and young people to use more of their Cymraeg in more aspects of their lives. The Siarter Iaith (Welsh Language Charter) is key in promoting use of informal Welsh in schools and provides various activities to support learners aged 3-18 to enjoy the Welsh language. The aim of the programme is to help create bilingual citizens who feel inspired, comfortable and confident to use their Cymraeg.

Dydd Miwsig Cymru (DMC) – Welsh Language Music Day

DMC recently celebrated its 10th anniversary. Over 40 community gigs were held across Wales and thousands of school pupils had the opportunity to enjoy Welsh language music. We saw a significant increase in streaming of Welsh-language songs on the day itself, and numbers have remained higher than previously. It's clear that DMC is growing every year, strengthening Cymraeg through music and community.

DMC consistently achieves significant press coverage including UK-wide media such as The One Show and the Guardian. In Wales, ITV Wales, Wales online and the Western Mail have also showcased what DMC has to offer. This helps to promote the vibrancy of the language, our culture as well raising awareness of Wales and the Welsh language across the UK. Numerous case studies have shown that the day has influenced people not just to learn Welsh but also to engage with the Welsh language music scene thus also promoting the use of Cymraeg. Promoters across Wales now see DMC as an opportunity to organise events in areas where there have traditionally been fewer gigs in Cymraeg, as well as offering an opportunity to increase social capital in Welsh language spaces all over Wales.

5. Extent to which cultural events, such as the Eisteddfodau and Welsh language festivals, impact on language use in areas with fewer Welsh speakers.

I've referred above to the invaluable role that cultural events like Eisteddfodau and Welsh language festivals play in promoting Cymraeg. This is especially true in areas with fewer Welsh speakers. Eisteddfodau and Welsh language festivals offer immersive, informal Welsh language spaces where learners and speakers alike can engage with the language in a social context, which has the capacity to boost confidence and motivation to speak and learn more Welsh. Eisteddfodau are more than just day-long or weeklong festivals, they are a culmination of many months of community preparation, all of which takes place in a Welsh language space. We particularly welcome the visit of the National Eisteddfod to Wrexham later this year and the Urdd Eisteddfod to Newport in 2027. The National Eisteddfod in Rhondda Cynon Taf showed how hosting such festivals can promote Cymraeg and provide a strong legacy for our language.

6. Conclusion

While our language faces challenges in areas with fewer Welsh speakers, there are also significant opportunities to increase its use, and there's a lot of work already afoot. The Welsh Government is implementing a comprehensive and strategic approach, integrating efforts across various sectors to increase the daily use of Welsh and to ensure its vitality for future generations. From strengthening early years and education pathways through Mudiad Meithrin, providing a firmer foundation for planning Welsh in education through the Welsh Language and Education Bill, to innovative applications of behavioural science and technology, we're systematically enhancing opportunities to learn and use Cymraeg.

I'm encouraged by tangible progress in education and workplaces, supported by initiatives like the National Centre for Learning Welsh and Leading in a Bilingual Country. Our substantial investment in cultural events and community-led projects, such as Eisteddfodau, Mentrau Iaith, Perthyn and many others is creating essential spaces for informal language use in areas with fewer Welsh speakers. Together with our partners, we're building on the foundations for a truly bilingual Wales, ensuring that our language flourishes—and we're constantly working towards our *Cymraeg 2050* goals. We know there's more to do to increase the use of Cymraeg in areas with fewer Welsh speakers. That's why we established the Commission for Welsh-speaking Communities. We look forward to receiving the Commission's recommendations next year and also to considering the findings of the *Cymraeg for all?* Inquiry.

Case Studies—Leading in a Bilingual Country

Dr Ben Screen

Welsh Language Lead

Cwm Taf Morgannwg University Health Board

Wales is a singular noun but a plural experience, or so said Dai Smith. I think he's right on this. Wales is a small place with a big history, and that history is also one of language shift. Language shift being the more stale, academic term in our case of experiencing language minoritization and marginalization. The effect of this is psychologically and socially complex, and it plays out in organizations every day. Feelings of passion, fear, anxiety, respect but rarely indifference colour debates big and small about how our language should be used, by whom, where. It's dealing with this that's the hard bit and the aspect of the Leading in a Bilingual Country programme that's so crucial. People from all walks of life need to engage with Welsh at work and they'll have their own, completely valid, way of seeing Cymraeg. Welsh belongs to us all and that means taking at face value how others view Welsh.

Collaboration

Promoting Welsh effectively means change and change should be people-centric. That means taking people with us. LIBC is practical, it looks at how that can be done. A major value of the programme in my view is that it talks through behaviour change models, communication theory and the essential building blocks of 'doing' Cymraeg in a way that inspires, that understands human behaviour. Hearts and minds and Cymraeg are axiomatic to the programme. The difference with LIBC is that it goes from rhetoric to action, giving you the tools to do exactly that.

What did we do as a result?

LIBC inspired several impactful pieces of work, and those can be seen as real direct outputs of the discussions we had on the programme. One of those was an internal engagement framework we developed. Talking some direction from the COM-B behaviour change model, and 'Llais y Gymraeg' (a people-based narrative about the Welsh language that we learnt during LIBC), we sat down and mapped out what the core communication headlines for Welsh were, and how we should craft those messages. We began regularly sharing messaging focussing on staff achievements using Welsh, the support available for staff to use their Welsh & what Welsh means to our patients. We've really begun to

Annexes to Welsh Government evidence paper on *Cymraeg for All?* for the Senedd Culture, Communications, Welsh Language, Sport, and International Relations Committee

build an organisational narrative around Welsh that's enabling and warm and some examples can be seen below.

We're on a journey; we've got work to do in our huge organisation and the core people around this agenda know that and are supportive. To put some structure around this, and to mark the milestones, we also developed a culture dashboard. It talks about more than compliance; it bakes in the individual behaviour change we need to see, as well as the core activities that need to shift to make a difference.

Senior leaders are crucial to this work and our internal Leadership Framework has also distilled core elements of LIBC into one package, so that those who lead in CTM UHB also lead on bilingualism and do so in a way that's inclusive, inspired and accepting of diverse perspectives.

Creating a regular positive and inclusive dialogue, building bilingualism into how we develop leaders and having a core set of metrics focussed on culture change are three things that LIBC gave us.

Welsh Language Standards

I was asked at a conference recently as part of a panel what difference the Welsh Language Standards have made to Welsh in the Health Board. The simple answer is that without the Standards we would be in a completely different position. Taking some inspiration from cultural and organisational change theory isn't a distraction from implementing Standards. I've found that both complement each other.

Fran Lewis
Head of People and Performance
Conwy County Borough Council

When I was first asked to go on the Leading in a Bilingual Country programme, I'll be honest, I wasn't that keen. However, I am so glad I did! It's really changed my mind set and improved my confidence about learning and using what Cymraeg we have, wherever we are on our language journey.

The light bulb moment for me was Julia Pardoe's session about psychological safety. Julia works on helping people learn Spanish in Spain and many of the lessons she's learnt are useful in Wales too. We know that language is a people thing, and one of the main barriers to using the Cymraeg we know, is a lack of hyder—confidence and a fear of making mistakes. Julia's session opened up how to set positive learning environments and agreeing with the people you are talking with what help you need—what works for you basically.

After the session I got my daughter to make me a badge which I still wear on my dysgu Cymraeg lanyard—it says “dysgwr nerfus.” A few colleagues have also asked for one! It's basically my hyder badge—reminding people that I do get anxious when I am flipping my brain into Cymraeg and translating back and forth so just go easy with me and don't instantly swap to English.

As a result of going on Leading in a Bilingual Country, I've started to use Cymraeg a bit more in the workplace—nothing flash, just weaving a bore da or sut wyt ti here and there, but I'm noticing that I am blushing less now when I have a go. The other result is the ripple effect this has on colleagues—I'm hearing them have a little go too and that's the point, isn't it? Cymraeg belongs to us all and together we can help each other use the Cymraeg we know.

I say use the Cymraeg we know purposefully—this was something I picked up from Doctor Cymraeg on his insta page and believe me it works! If you ask a person ‘do you speak Cymraeg? They will invariably either say yes if they are first language Cymraeg, and no if they feel the Cymraeg they know isn't good enough. However, if you ask someone if they know some Cymraeg—the response is so much more positive—let's face it, if we've lived here for a while we all know at least a couple of words and that's great—please have a go at using them! Wenglish is ok! We tried this on a group of managers. We asked them to put their hand up if they spoke Cymraeg—a few did, but not many. Then

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we asked them to put their hand up if they know some Cymraeg and the whole room did.

As a result of the programme, we've worked with our Cymraeg team to totally revamp our Welsh language promotion strategy—and we're pretty proud of how we've changed the tone a warm, friendly encouraging one—to encouraging our families, our communities and our staff to use our Welsh voice—we all have one.

The main lesson I've taken from the Leading in a Bilingual Country is just to use the Cymraeg you know—Wenglish is ok. Practising and using the language really helps you learn and really builds your confidence.

Grants to promote the Welsh Language 2025/26 (alphabetised)

Association of Welsh Translators and Interpreters

Bangor University: ARFer

Bangor University: Iriaith Welsh Language Technology

Bangor University: Termiadur

Cardiff University: Welsh Language Technology and text analysis

Cered

Cwmpas (Prosiect Perthyn)

Cymdeithas Cerdd Dant Cymru

Cymdeithas Eisteddfodau Cymru

Cymraeg i bawb

Eisteddfod Genedlaethol Cymru

Gwallgofiaid

Llyfrgell Genedlaethol Cymru Wikipedia

Mapio Cymru

Menter Dinefwr

Menter Gorllewin Sir Gâr

Menter Iaith Abertawe

Menter Iaith Blaenau Gwent Tor-faen Mynwy

Menter Iaith Bro Ogwr

Menter Iaith Brycheiniog a Maesyfed

Menter Iaith Caerdydd a'r Fro

Menter Iaith Caerffili

Menter Iaith Casnewydd

Menter Iaith Castell Nedd Port Talbot

Menter Iaith Conwy

Menter Iaith Dinbych

Menter Iaith Gwendraeth ac Elli

Menter Iaith Gwynedd / Bangor

Menter Iaith Merthyr

Menter Iaith Môn

Menter Iaith Rhondda Cynon Taf

Menter Iaith Sir Benfro

Menter Maldwyn

Mentrau Iaith Cymru

Mentrau Iaith Fflint a Wreccsam

Merched y Wawr

Mudiad Meithrin

Mudiad Meithrin

Mudiad Meithrin

Nantlle 2020

Papurau Bro (via Mentrau iaith Cymru)

Rhieni dros Addysg Gymraeg

University of Trinity St David: Geiriadur Prifysgol Cymru—a Dictionary of the Welsh
Language

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Committee

University of Trinity St David: Prosiect Bro—Sociolinguistic Survey
Urdd Gobaith Cymru
Wales Young Farmers' Clubs
Ysgol Gymraeg Llundain