



 **Cyngor Celfyddydau Cymru**
Arts Council of Wales

Welsh Language
Annual Report 2020-21

I love being Welsh
But I also love being black
Like a flower growing out of concrete
Nothing will stop me from breathing
I will rise above suffering
I will not be trodden upon
This land is filled with my sisters and my brothers
They link arms and sing
I will continue to shape this nation
Until it is right for our children
A home for every song, our freedom and culture
Even when we are hurting
Even when we are down
I will always find
Safety in our immense family

Sizwe Chitiyo, [CoDiCân](#) India Pharo videographer.
CoDi Cân was a Tŷ Cerdd and National Eisteddfod collaboration for Eisteddfod Amgen.



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Arts Council of Wales makes information available in large print, braille, audio, Easy Read and British Sign Language. We'll also try to provide information in languages other than Welsh or English on request.

Arts Council of Wales operates an equal opportunities policy.

Cover image and other images in the report from a short film by Cafi Wyn and Eve Blossie Mason about the hope of spring and celebrating St David's day and its symbol of the [The Golden Daffodil](#) (Y Genhinen Aur).

Chair's Statement

“ Nothing makes Wales more distinctive than the Welsh Language. It is part of what defines us as a nation and the Council has a crucial role towards achieving the Welsh Government's target of one million speakers by 2050.

We are finding new and innovative ways of producing and promoting creativity through the medium of Welsh informed by the Welsh Language Mapping and the Marketing through the Medium of Welsh reports. In response to these, the Council is investing in a Welsh Language Enabler so that the language becomes an integral part of a thriving contemporary culture and our artists and arts organisations have access to the support and inspirational ideas they need to make this a reality.”



Marian Wyn Jones
Chair, Welsh Language Committee (to 31 March 2021)

3,497*

Participatory sessions were run by our portfolio of funded organisations in Welsh, resulting in attendances of

103,870*

* This data summarises the findings of the 2020/21 Arts Portfolio Wales (APW) Surveys. APW organisations are required to complete a biannual survey as a condition of their funding agreements. There are currently 67 APW organisations but only 60 organisations have been able to complete the survey by the extended deadline of 18 June. This data covers those 60 organisations only.

Introduction

Our overarching vision is of a creative Wales where the arts are central to the life and well-being of the nation. We remain committed to our vision, in spite of Covid-19. Our goals are described in more detail in our corporate plan 2018-23 [For the Benefit of All](#).

As a bilingual nation – legislatively, socially and culturally, nothing makes Wales more distinctive than the Welsh language. As a bilingual organisation, our commitment to the Welsh language is integral to our work. We promote vigorously the right of people to explore their own culture, their own creativity through the language of their choice, whether as consumer, participant or artist.

Our [Welsh Mapping Research](#) made it clear that we cannot be reactive in relation to the Welsh language. We have a clear role in developing it, encouraging its use and value at every opportunity and bringing creativity and imagination to ensure that the language continues to flourish. It represented an important step-change for us as the Arts Council of Wales. We consulted on our proposed actions during this reporting period, and the feedback has shaped our areas of focus for the next year.

A key action was to appoint a Welsh Language Enabler to lead on the delivery of the report’s recommendations. We have done this and look forward to working together collaboratively to support proactive development for this next period.

In following [The Well-being of Future Generations \(Wales\) Act’s](#) 5 ways of working (Long-term, Prevention, Integration, Collaboration, Involvement) we can support Welsh Government’s [Cymraeg 2050](#) target to achieve one million Welsh Language speakers and double the daily use of Welsh by 2050 by delivering on its strategic themes to:

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

We will also contribute to achieving the Well-Being of Future Generations Act’s well-being goal of creating **“A Wales of Vibrant Culture and Thriving Welsh Language”**.



Context

The following provides the requirements and policies that shapes our work with the Welsh Language.

Welsh Language (Wales) Measure 2011

- Welsh is an official language in Wales.
- It should be treated no less favourably than the English language.
- Welsh speakers are granted the right to receive services in Welsh.

The standards that apply to us can be found [here](#).

Those in receipt of funding from us must support the principle of [working bilingually](#) and show consideration for the Welsh Language as noted in our Standard Condition of Grant for Individuals, for Organisations and for our Arts Portfolio Wales members. These can be found [here](#).

We have worked with the Welsh Language Commissioner's Office to produce a [Working Bilingually Toolkit](#) for the arts sector to guide and support individuals and organisations in this area of work.

It includes the first step in the process of joining the [Cynnig Cymraeg](#) (Welsh Offer) quality standard which we endorse.



“A Wales of vibrant culture and thriving Welsh language. A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.”

Context

Welsh Government notes a key area of action is to:

“Work with the Arts Council of Wales and Sport Wales to promote the use of Welsh within arts, sport and leisure networks and activities.”

Welsh Government, workplan 2050. (p17)

“To carry out the objects (of arts development, accessibility and advising) through the medium of both the Welsh and English languages.”

[Royal Charter](#)

“Our aim is to build a nation where people take pride in their communities, in the Welsh identity and language, and our place in the world.”

Welsh Government Remit Letter 2021, (1st of 4 aims)

“Welsh language is safeguarded as an integral part of our contemporary culture.”

“See and hear Welsh become more prevalent in popular culture in all its art forms, in literature, theatre, film and television.”

Welsh Government, [Cymraeg 2050: A million Welsh speakers](#)

To achieve a million Welsh speakers and double the daily use of Welsh by 2050 (p.66, p.64)

[Cymraeg 2050: Welsh Government plan for 2021 to 2026](#) workplan is divided into three interlinked themes:

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

Context



of the 7,000
languages used
worldwide are
at some level of
endangerment.

International Responsibilities

UNESCO's Decade of Indigenous Languages 2022-2032

[UNESCO's 2019 International Year of Indigenous Languages](#) highlighted that languages around the world continue to disappear at an alarming rate despite the immense value and contribution they make to our world's rich cultural diversity.

Wales Arts International worked in partnership with Welsh Government on the programme. A report detailing the activity and recommendations published this year can be found [here](#).

The next step [UNESCO's Decade of Indigenous Languages 2022-2032](#) will focus on Indigenous language users' human rights and will be based on a strategic roadmap to prioritising the empowerment of indigenous language users.

We will support Welsh Government's global responsibilities towards the threatened cultures and languages of the world and its areas of action to:

“Promote Wales's bilingualism on the international stage and contribute to the UN International Decade of Indigenous Languages 2022 to 2032.”

“Continue to play a leading role in international networks for the promotion of minority languages.”

Welsh Government Cymraeg workplan 2050 (p21-22)



Image by Efa Blosser-Mason, Filmmaker

Our Vision for Welsh Language and Culture in the Arts

We know that the arts is a medium through which the Welsh language and its culture can flourish in Wales and internationally. We are committed to maximising this potential on all levels, including contributing towards protecting linguistic diversity as part of UN goals and the wellbeing goal of global responsibility.

This is not just a matter of compliance with the requirements of Government language legislation. It's about development and seizing the opportunities that Welsh language creativity offers – and reflect the diversity of Welsh speaking communities across Wales.

Our starting point when discussing our vision for Welsh language arts was:

- a) We first needed to understand the full picture of Welsh language arts provision in Wales;
- b) Secondly, we needed to be working collaboratively with all those involved with the development and delivery of Welsh language provision, to effectively make a difference.

This was the context for commissioning the Welsh Language Mapping Report. We have now consulted on our proposed actions in response to the report's recommendations. The next step is to develop a new inspirational and dynamic Vision Statement for the development of Welsh language and culture which will inform our strategy and the networks to be established to support its delivery.



Our Key Achievements this Year

Projects within the sector:

[#PethauBychain #SmallThings Digital Campaign](#)

- Wales Arts International #PethauBychain (Small Things) digital campaign of curated artistic content promoted the 7 wellbeing goals of the Wellbeing of Future Generations Act by focusing on one of the goals each day.
- 70 pieces by artists and organisations in total were shared on the AM platform, each one manifesting the mantra of Wales' Patron Saint David of how doing small things can make a real difference to communities, the planet and to our own well-being.
- It was delivered as part of Welsh Government-led Gŵyl Dewi, launched on St David's Day on the 1st of March 2021 and finished on the 8th of March, International Women's Day.
- One of the 7 wellbeing goals of The Well-Being of Future Generations Act is **"A Wales of Vibrant Culture and Thriving Welsh Language"**. The clips shared on the day promoting this well-being goal included:

[Conversation with Kizzy Crawford and Eluned Haf by Wales Arts International](#)

[Canwn Glod gan Urdd Gobaith Cymru](#)

[Triongl \(Lena x Iestyn\) gan Pontio](#)

[Merched yn Gwneud Miwsig: Y Podcast gan Maes B](#)

[Hunan-iaith gan Y Stamp x Where I'm Coming From](#)

[Rufus Mufasa - Wales in the World](#)



Our Key Achievements this Year



Partnering with the National Centre for Learning Welsh and Theatr Genedlaethol Cymru

- A Iaith Gwaith (work language) course was run as a pilot for freelancers to improve or refine the language skills of artists within the arts sector.
- 22 freelance artists were trained (3 skill levels) to improve their skills and confidence in working in Welsh through the course which was tailored for the sector.
- We supported the sessions by providing funding to the freelancers to support attendance.
- Demand exceeded expectations; 53 requests, the funding allocation was therefore increased from 12 places to 22.
- This pilot built on the success of the 2019/20 collaboration with the National Centre for Learning Welsh; that pilot also exceeded expectations with 25 instead of 15 organisations included committing 48 staff to acquire Welsh Language skills.

Capital Investment in Cwmni'r Frân Wen

We made a significant National Lottery investment of £1.8m in Cwmni'r Frân Wen, Welsh language led Arts Portfolio Wales organisation to realise Nyth. The development and refurbishment of St Mary's Church in Bangor will establish a creative hub for children and young people in North West Wales.

Our Key Achievements this Year



Gwrach yr Ia (Ice Witch) by Emyr John,
Theatr Clwyd. Performed at Pontio

Dawns i Bawb

We funded Dawns i Bawb's work in developing the creative pathway for Welsh speaking dance practitioners to deliver within the Health and Social care sector, upskilling practitioners to meet the demand. They continue to develop their provision now turning their attention to mental health amongst school pupils and online, offering courses to carers, Parkinson sufferers through art on prescription and working with different community groups where dance can make a difference to wellbeing.

Welsh Language Family Friendly Theatre Call Out

In 2020 we invited proposals for new, innovative and exciting Welsh language family friendly theatre. An overall budget of £80,000 was allocated. Applicants could apply for up to £40,000. 41 proposals were submitted. The following were supported:

- **Gwrach yr Ia (Ice Witch)** was staged at Pontio over the Christmas period. Produced with Theatr Clwyd it was also available to schools through digital performances.
- Three separate research and development proposals by

Yr Egin
Nia Morris and Christopher Harris
Frân Wen

Both Yr Egin and Nia Morris and Christopher Harris have now completed their initial research and development and are continuing to work with Theatr Genedlaethol to explore developing the work further.

Frân Wen's research and development proposal with Cwmni Da, an independent television company, is now underway. A further update is expected at the end of 2022.

Our Key Achievements this Year

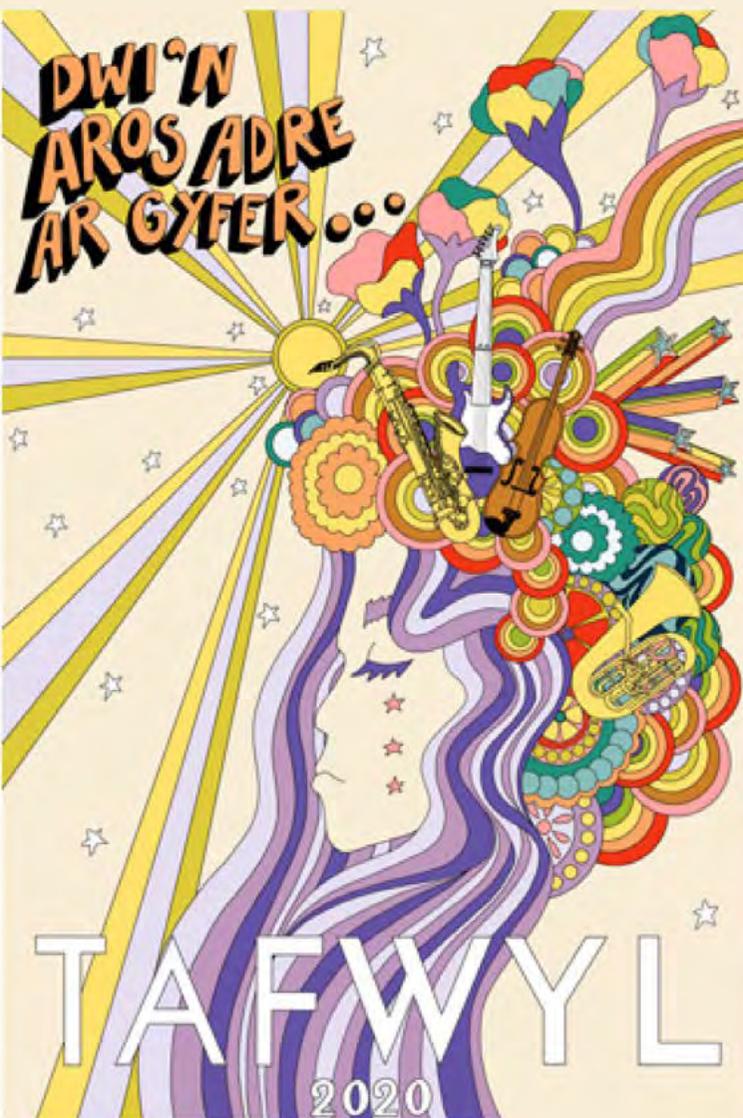


Illustration by Efa Lois, Tafwyl 2020

Going Digital

This report covers three lockdown periods and the restrictions resulting from the pandemic. Digital provision and engagement consequently saw a huge increase. This included a wide variety of cultural activities delivered in Welsh by a wide range of providers including the Mentrau Iaith, performances by Welsh language led theatres, artists, organisations and community groups.

[AM](#) the online platform which we supported, was launched in March 2020 to share new creative work from Wales' cultural scene. It has provided a home for a lot of this digital content, developing a wider audience for Welsh creative work. Within the first 10 weeks it had 150 channels, audiences had grown to 30,000 users with over 5,000 downloads of the app and over 10,000 monthly users.

We supported key Welsh language festivals including the National Eisteddfod and Tafwyl enabling them to adapt during the pandemic by going digital.

Tafwyl

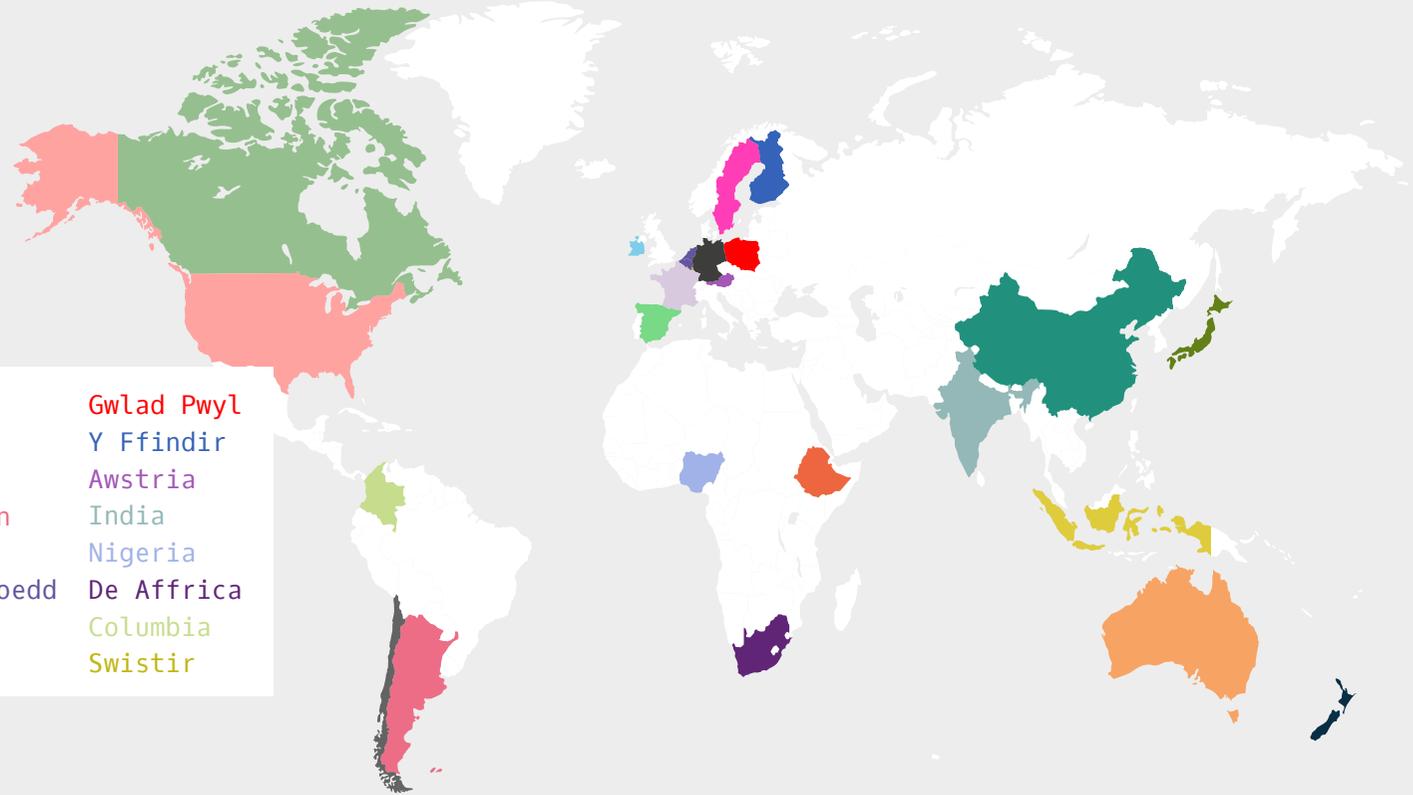
An annual Cardiff based festival to celebrate the Welsh language and the arts and culture of Wales, was one of the first festivals in Europe to host a live and on-demand schedule. Tafwyl streamed on the AM platform and hosted simultaneous sessions on Zoom and Facebook and engaged in social media dialogue.

Y GWYLIO'N FYD-EANG YN CYNNWYS

UDA	Japan	Gwlad Pwyl
Indonesia	Ethiopia	Y Ffindir
China	Yr Almaen	Awstria
Sbaen	Yr Ariannin	India
Canada	Chile	Nigeria
Awstralia	Yr Iseldiroedd	De Affrica
Ffrainc	Iwerddon	Columbia
Seland Newydd	Sweden	Swistir

GLOBAL VIEWING INCLUDES

USA	Japan	Poland
Indonesia	Ethiopia	Finland
China	Germany	Austria
Spain	Argentina	India
Canada	Chile	Nigeria
Australia	Netherlands	South Africa
France	Ireland	Columbia
New Zealand	Sweden	Switzerland



Map from [Tafwyl 2020 Evaluation](#) showing countries from which viewers were located

Our Key Achievements this Year



The National Eisteddfod

The Eisteddfod launched their digital provision **Eisteddfod AmGen** in May 2020 culminating in the Eisteddfod week in August. It included 450 sessions on their YouTube channel and the AM platform which were viewed internationally. In addition to providing a stage for musicians and artists new commissions included:

- two new family shows **Eliffant Tregaron** (Tregaron Elephant) and the interactive **'Trio: Antur y Goron'** (The Adventure of the Crown) which both proved hugely successful and will be developed further
- a short musical **Y Ddwy Chwaer** (The Two Sisters) based on the Gregynog sisters Gwendoline and Margret Davies
- one-woman Opera **Merch y Cwilt** (Daughter of the Quilt) inspired by The National Folk Museum, Sain Fagan's archives
- several new video-poems by past winners of the Chair and Crown competition
- **Pedair** (Four): a folk project combining the talents of Gwenan Gibbard, Gwyneth Glyn, Meinir Gwilym and Siân James which proved the main success attracting over 100,000 viewings.

Our Key Achievements this Year

New Investment Funds

Emergency Funding

In response to the Covid-19 pandemic the Arts Council worked with the Welsh Government to distribute emergency funding. In all £23.9m of urgent and emergency support was distributed to over 750 individuals and organisations. A full list of the organisations and individuals awarded funding can be found in the Annexes of our [Report and Financial Statement 2020-21](#).

Connect and Flourish

Our new fund Connect & Flourish led to a number of new projects with a particular focus on the Welsh language. The fund supports original and inspirational ideas that puts the needs of the audience at the heart of the activity. It's about establishing new working partnerships with a shared vision/goal and then creating projects to respond to this. For example:

- **Consortiwm Cymraeg / Welsh Consortium Project**

A new collaboration, Y Consortiwm Cymraeg established by Theatr Soar, Theatr na nÓg, Awen Cultural Trust and The Welfare Ystradgynlais to present high-quality accessible Welsh language theatre in the valleys. The Consortium's description of the project:

'A new co-production partnership in Welsh. The Welsh language arts and development sectors will work together to provide social opportunities, employment and a career path for adults through the medium of Welsh. We will learn from each other's specialist areas and engage with local communities to increase attendance and participation for creative arts in Welsh. We will target Welsh-speaking communities and new Welsh speakers to increase the use of the language and inspire confidence.' Canolfan Menter Gymraeg Merthyr Tudful Centre



Our Key Achievements this Year

Strategic Development

Consulting on our Welsh Mapping Report Actions

We consulted with the arts and Welsh language development sectors including the Menterau Iaith* around our proposed actions in response to the report's recommendations. Three regional and one national session were held, facilitated by Portfolio Manager Carys Wynne Morgan and Director Sian Tomos. Over 40 organisations attended from the arts and Welsh language development sectors.

*Menter/rau Iaith are Welsh Language Enterprises, find out more [here](#)

The feedback from these sessions have shaped the areas of work outlined in the section **What do we need to concentrate on in 2021 – 2022?** of this report.

Appointing a Welsh Language Enabler

- The Welsh Language Enabler has now been appointed and will start later in 2021 to support Welsh language developments and delivery of actions arising from the Mapping Report.
- The creation of this post came from a key recommendation in the Mapping Report.
- Although the post is not joint funded, the feedback from the consultation was clear that the post cannot be isolated or given the pressure of 'solving' the issues that are being faced. This is a joint responsibility to be shared across both the arts and Welsh language development sectors.



Our Key Achievements this Year

Meeting the Welsh language Standards

We included the 'impact on the Welsh language' question in the **Language** section of our grant application forms as was required. It does prompt the applicant to consider what their project offers in relation to the Welsh language:

18. Language

What language/s you will be using to deliver your project? For percentage fields please enter a whole number - do not use decimal points. For example for 6.7% round up to 7%.

Welsh

English

Other Language (including BSL)

What impact do you think this project will have on the Welsh Language?
(please select from the drop down Positive, Negative, Neutral)

In no more than 900 characters, please explain why the project will have the impact on the Welsh Language indicated:

Our guidance notes also clearly state that the Welsh language is one of our priorities and has been factored into our assessment process:

Welsh language

We're passionate about the development of work in the Welsh language. We want to invest in projects that develop the capability and skills of artist and professionals wanting to work in Welsh. Our assessment of applications will consider projects' impact on the Welsh language and how it might contribute to this goal.

Our Key Achievements this Year

Publishing a new online Bilingualism Promotion Pack and APW take-up of Y Cynnig Cymraeg

We published our new online [Bilingualism Promotion Pack](#) for the arts sector. Developed in partnership with the Welsh Language Commissioner's Office, it includes an introduction to their new quality standard the [Cynnig Cymraeg](#).

Three of our Arts Portfolio Wales, Literature Wales, Galeri and Head 4 Arts, have now achieved the **Cynnig Cymraeg** standard. It indicates who proudly and proactively provides some of their services in Welsh and makes it easy for members of the public to see what is offered through the medium of Welsh. This is something we will now look to encourage through our Investment Review.



Our Key Achievements this Year



Welsh Language Marketing Report

The report has now been completed and will be published on our website along with our actions in response to the 16 recommendations.

The research was initiated in March 2020, undertaken by Lowri Johnston and Catrin Llwyd. The specific objectives and outputs of the research were split into two distinct parts:

- A scoping exercise into current Welsh language marketing practices, that encompassed desk-top research, liaising with the arts sector across all artforms, identifying good practice, working nationally with representative groups, recognising gaps in provision, and evaluating the current methodologies.
- An assessment of the overall effectiveness of current practice, and the proposal of recommendations as to how this could be enhanced.

22 ACW staff are receiving Welsh lessons

Participating in weekly classes ranging from entry to intermediate levels

Bilingual Cardiff Forum

We have continued to work closely with partners through Cardiff Council's Bilingual Cardiff Forum, contributing to discussions and developments for its next 5 year Welsh Language Promotion Strategy for the capital city. Our aspiration is to work with other local authorities in the future.

What did we say we would concentrate on in 2020 - 2021?

Area:	Progress:
Creating a new compelling Vision for the Welsh Language.	We consulted on our proposed actions in response to Elen ap Robert’s Welsh Language Mapping Report. The feedback has provided the basis to build upon over this next period.
Promoting creativity through the medium of Welsh.	<p>Our particular focus was on Welsh language family friendly theatre. 41 applications were submitted in response to our call inviting proposals for new, innovative and exciting family friendly theatre. Proposals could be for fully costed productions or for new ideas for theatres, rural or community touring, commissioning scripts and new work, research and development and collaboration. Applications could apply for up to £40,000.</p> <p>Four were awarded funding. Gwrach yr Ia was staged by Pontio over the Christmas period, R&D work continues with the other three (Yr Egin, Nia Morris & Christopher Harris, Cwmni’r Fran Wen)</p>
Bilingualism Tool Kit	<p>The Bilingualism Promotion Pack developed specifically for the arts sector with the Welsh Language Commissioner has been published on our website and can be found here</p> <p>The Pack includes completing a questionnaire ‘How bilingual are you?’ which can be the first step in the process of joining the (Welsh Offer) scheme.</p> <p>The Cynnig Cymraeg is a quality standard offered by the Welsh Language Commissioner. It indicates who proudly and proactively provides some of their services in Welsh and makes it easy for members of the public to see what is offered through the medium of Welsh.</p> <p>Three of our Arts Portfolio Wales have now achieved the ‘Cynnig Cymraeg’ standard and is something we will now look to encourage.</p>

Area:	Progress:
Develop the Partnership with the National Centre for Learning Welsh.	<p>We have built on the success of the 3 month pilot scheme implemented by Iaith Cyf. which provided Welsh lessons to our Arts Portfolio organisations to develop or refine the language skills of staff, particularly those that have direct contact with the public.</p> <p>This year we partnered with Theatr Genedlaethol Cymru and the National Centre on a ‘Iaith Gwaith’ (work language) course for freelance staff.</p>
Achieve Standard 90 Welsh language considerations	<p>Standard 90 Welsh language consideration has now been met. We have included a question in our grant application forms which asks ‘What impact do you think this project will have on the Welsh Language?’ (positive / neutral / negative) and ask applicants to explain why the project will have the impact on the Welsh Language indicated.</p> <p>This is helping applicants to think about their Welsh language provision within the project.</p> <p>Our guidance notes also state clearly that the Welsh language is one of our priorities and has been factored into our assessment process.</p> <p>With the Investment Review postponed due to the pandemic we are exploring the opportunities the process can offer to strengthen the contribution of our Portfolio organisations.</p>
Develop a Vision and Action Plan in relation to the Welsh Language Mapping Report and the Welsh Language Marketing Report	<p>In November 2020 we held sessions to consult on Elen ap Robert’s Welsh Language Mapping Report recommendation and our proposed action plan with the sector. Three regional and one national session were held. Over 40 organisations attended.</p> <p>The proposed actions for the report recommendations have been revised based on these discussions.</p> <p>The Welsh Language Marketing Report has been completed and will be published with our response to the report’s recommendations later in the year.</p>

Area:	Progress:
<p>Develop the Partnership with the APW Organisations. Continue to support our APW clients to increase the number of Welsh language targeted events and participatory activities and Welsh speaking staff and board members.</p>	<p>The development of the Bilingualism Promotion Pack and the Welsh language courses has supported APWs and this area of work. The partnership between Theatr Genedlaethol and National Centre for Learning Welsh led to a number of freelancers developing their Welsh speaking skills for working in the sector.</p> <p>With the pandemic's impact on activity and staffing levels and the focus on survival, 2020/21 also saw the postponement of the Investment Review. The focus will now be on working strategically with partners such as the Welsh Language Commissioner's Office on the Investment Review process to ensure full understanding of our Conditions of Grant for APWs and utilisation of the support on offer to provide positive advocacy and a high profile for the language in all Arts Council funded activity.</p>
<p>Facilitate networking amongst the Welsh language Artistic Community</p>	<p>Networking was facilitated through our funds:</p> <ul style="list-style-type: none"> • Connect and Flourish. With the emphasis on collaboration and the Welsh language, it has led to new networking. 8 projects have been supported in the first round with a focus on extending Welsh language provision, several in partnership with a Menter Iaith (Welsh Language Enterprise). • Sharing Together funded activity with a focus on inclusivity to formalise a network of Welsh language community theatres (Theatr Bara Caws, Frân Wen, Arad Goch and Theatr Na nÓg). • The Theatr Genedlaethol and National Centre for Learning Welsh partnership provided an opportunity for freelancers to network whilst improving their Welsh language skills. • The Mapping Report recommended establishing a national consortium and a network. An approach that is more network based, potentially considering themed discussion meetings to unpack issues and drive forward priorities in different areas has been suggested. This needs to be explored further along with how to include non-Welsh speaking arts providers and to ensure a diverse range of voices.

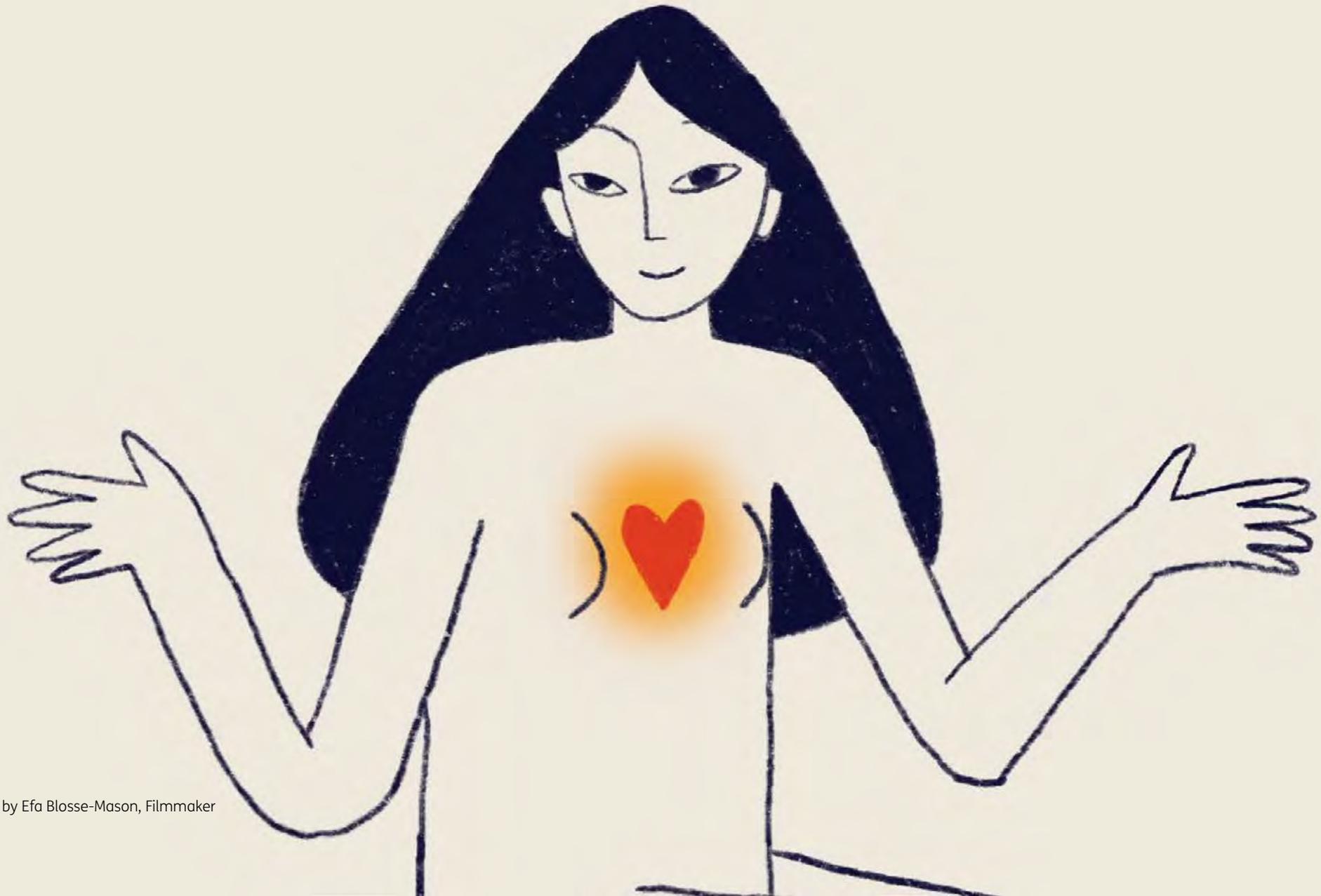


Image by Efa Blosser-Mason, Filmmaker

What do we need to concentrate on in 2021 – 2022?

The Welsh Government has set out a clear message in its Welsh language strategy, Cymraeg 2050 - the ambition to achieve 1 million Welsh speakers in [Wales by 2050](#).

Cymraeg 2050 has three key themes to:

- increase the number that speak Welsh
- increase its use
- create favourable conditions

All of our actions in 2021/22 will contribute to these areas and the Welsh Government's Well-being of Future Generations (Wales) Act well-being goals of creating "A Wales of Vibrant Culture and Thriving Welsh Language".

The following areas incorporate the recommendations of the Mapping Report, with the actions re-purposed in line with the feedback from our consultation. We have split our areas of work to two key parts: development and monitoring.



What do we need to concentrate on in 2021 – 2022?

Development

A vision for Welsh Language Development in the Arts

We need to demonstrate that the Welsh language is integral to our work before we can encourage others to come on a journey with us and having this vision is the starting point. We will build on the feedback from the Mapping Report consultation on how best to develop a new inspirational and dynamic Vision Statement for Welsh Language Development. The development of the culture of the Welsh language is integral to this vision.

Strategy to accompany the vision statement

We will develop a strategy and an action plan with measurable targets to help us achieve defined goals including an increase in the level, variety and consistency of live arts product/content of quality in the Welsh language, available for audiences across Wales.

This will include developing a new framework to integrate the Welsh language as one of the core intersections within culture, in line with the Wellbeing of Future Generations Act:

“to align the objectives of our Equalities plan and Welsh language plan to better reflect our integrated approach in line with the expectations of Wellbeing of Future Generations Act (Wales)”.

Arts Council Wales Strategic Equalities Objectives 2021–24



What do we need to concentrate on in 2021 – 2022?



Develop infrastructure to facilitate integration, involvement, and collaboration

Strategic Partnership: the formation of a strategic partnership (between the arts sector and Welsh Language development sector e.g. Mentrau Iaith (Welsh Language Enterprises) was recommended by the Mapping Report. Advocacy will be key to this development with all partners clear about the rationale for coming together, the role they will play and the resources they will bring.

Networks: the Mapping Report recommended setting-up a consortium and network (of Welsh Language sector and the Arts Portfolio Sector) to action agreed priorities in order to develop closer working and the sharing of expertise and information. The networks could consider themed discussion meetings to unpack issues and drive forward priorities e.g:

- creative pathways (developing clear and creative pathways into a sustainable career in the arts in the Welsh Language with the FE/HE)
- language awareness / appreciation
- diversity and inclusion
- marketing
- bringing Welsh language work to non-Welsh speaking audiences
- training artists as practitioners and creating a database
- creation of online platforms / resources

What do we need to concentrate on in 2021 – 2022?

Welsh Language Marketing Report

We will publish our response to the report's recommendations.

Year of Wales in Showcase Scotland 2022

Wales Arts International are leading on the preparation for Wales' Year at Showcase Scotland, where the Welsh language will be central to the narrative. The showcased artists will explore their relationships with language and their performances will feature in a short film released on Dydd Miwsig Cymru, 4 February 2022.

Indigenous Languages and de-colonisation

Wales Arts International will explore '[Towards Braiding](#)', a collaborative process used in Canada to examine de-colonisation, reconciliation and inter-linguistic and inter-cultural healing.

Welsh Language Awareness

The Mapping Report highlighted the need for Welsh Language Awareness training in the sector to include an introduction on language, culture and history. Welsh language awareness is relevant to all of our partners including APWs, grant applicants, providers and contractors. We will think of how best to communicate and establish this with all that we work with.

We will start the process of developing a Welsh Language Awareness Course tailored for the sector. We will work with Welsh Government to develop unconscious bias training focusing on the Welsh language.

Diversity and Intersectionality form a crucial part of understanding Welsh language audiences. Welsh speakers fall into the protected characteristic groups. Intersectionality needs to be considered in all of our work.



What do we need to concentrate on in 2021 – 2022?

Art Portfolio Wales (APW) Members

Investment Review Process

We deliver our core objectives - to develop and improve the knowledge, understanding and practice of the arts and to increase the accessibility of the arts to the public, in great part through our Art Portfolio Wales – our portfolio of revenue funded organisations and we are required to do this in both Welsh and English.

We will work in partnership with the Welsh Language Commissioner and their Cynnig Cymraeg standard to ensure that as part of the Investment Review process, organisations access the support available to deliver as required.

Developing the Welsh language and culture through the arts is core to Cymraeg: 2050 and The Well-being of Future Generations Act will also be integral to what we expect from our APWs.

Previously some APWs have delivered years of engagement activity solely in English. There is no reason for this to be repeated and support will be directed to address this. Cultural democracy in Wales includes ensuring access to these opportunities through the medium of Welsh and / or English.

What do we need to concentrate on in 2021 – 2022?

APW Member Board Membership

The Mapping Report recommended that ACW made it a condition that all arts portfolio boards have at least 25% Welsh speaking member representation. We welcomed the spirit of this recommendation as we recognise the influence that a board has on an organisation and that having lived experience of the Welsh language is part of what's needed to be representative and knowledgeable about the needs and interests of those they serve.

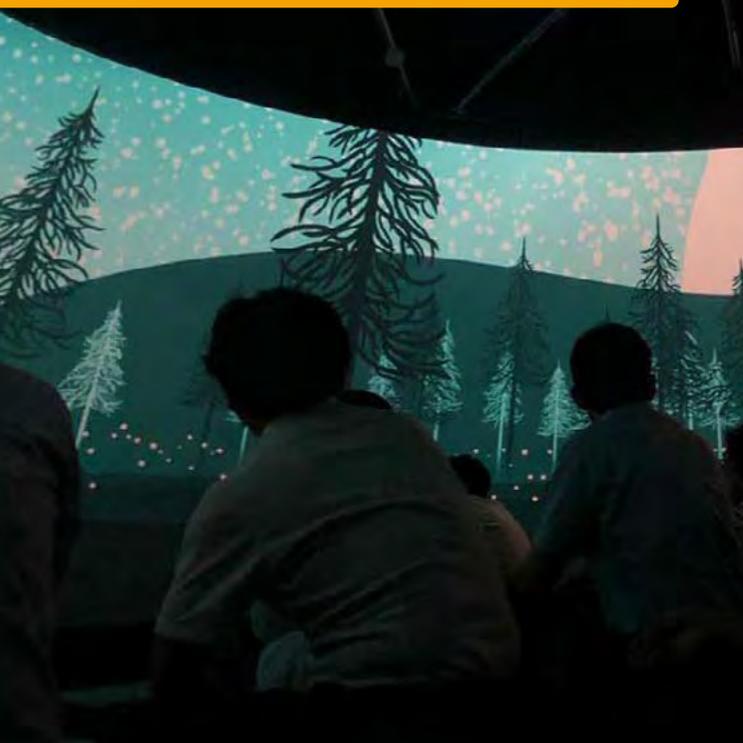
In preparation for the Investment Review, we will also consider suggestions made in our consultation on our Mapping Report actions, such as appointing Welsh Language Champions on boards to raise awareness and be accountable for areas identified in need of progress. There was consensus from the consultation feedback that we need to be stricter in our expectation of the portfolio members as well as those receiving Lottery funding with regards to Welsh language provision. This needs to be reflected in our Investment Review, funding agreements and reporting structures to ensure positive, long-term progress and to avoid a tick box mentality towards the Welsh language.

Making the most of our resources

We have opportunities to develop Welsh language provision in several areas of our work and utilise some resources for further use.

- **Creative Learning:** projects have been delivered to support pupils to learn and gain confidence in their Welsh language skills; we need to identify and share these examples. Similarly, the projects delivered by Creative Practitioners in Welsh are resources that can be adapted and developed and offered in a different capacity such as out of extra-curricular sessions.
- **Night Out** are already working with some of the Mentrau Iaith (Welsh Language Enterprises) and exploring the potential to build upon this network for Welsh language performances and productions. We will also look to make use of the **Young Promoters Scheme** to enable young people to organise their own Welsh language events.

What do we need to concentrate on in 2021 – 2022?



- **Arts and Health:** this has been identified as an area of opportunity for development especially around delivering sessions in Welsh for those living with Dementia, experiencing Mental Health challenges and within social prescription schemes.

Welsh speaking practitioners

We are committed to increasing the number of Welsh speaking practitioners. We can learn from the success of our Creative Learning programme and our partnership with the National Welsh Learning Centre to advance the Welsh language skills.

The recent training for freelancers in partnership with Theatr Genedlaethol Cymru showed that there is a clear appetite for continuing this work.

Central database of Welsh speaking arts practitioners/artists

We will examine developing a database of Welsh speaking practitioners and artists with partners within and outside of the arts sector. This could provide support and raise awareness of opportunities to work through the medium of Welsh in the arts and develop greater awareness of potential partners.

The database could be developed into a resource for connecting with others in similar fields and increase awareness of companies and organisations (working or able to work) through the medium of Welsh.

UNESCO Decade of Indigenous Language 2022 – 32

Wales Arts International will continue to support Welsh Government in their role to connect and develop languages internationally and promote Wales and the Welsh language and build on the work they did as outlined in their published [report](#).

What do we need to concentrate on in 2021 – 2022?

Monitoring: Internal Processes

Standards:

We will continue to review and update our processes in line with the Welsh Language Commissioner's standards. This will include developing a Welsh Language Skills Assessment for posts.

We also need to ensure that our grant guidelines and application forms clearly articulate what applicants are required to deliver and why, and that this is understood by applicants.

We need to ensure we ask the questions which will best enable us to capture the development value of what they are proposing so that we can track and share and report on developments effectively.

Statistics:

Our new Client Management System Cwmpas allows more functionality / flexibility for statistical analysis. We now need to refine the questions we ask to capture relevant information about the Welsh Language.

These statistics will allow us to measure progress, identify best practice, see the areas that need developing and address gaps in provision.

We will also continue to work closely with Audience Finder to improve the data, adding as a first step the ability to mark which performances are Welsh language and bilingual.

Training:

We are working with Welsh Government to pilot internal training including delivering unconscious bias with a focus on the Welsh language and on developing Welsh language awareness courses for staff and the wider sector.

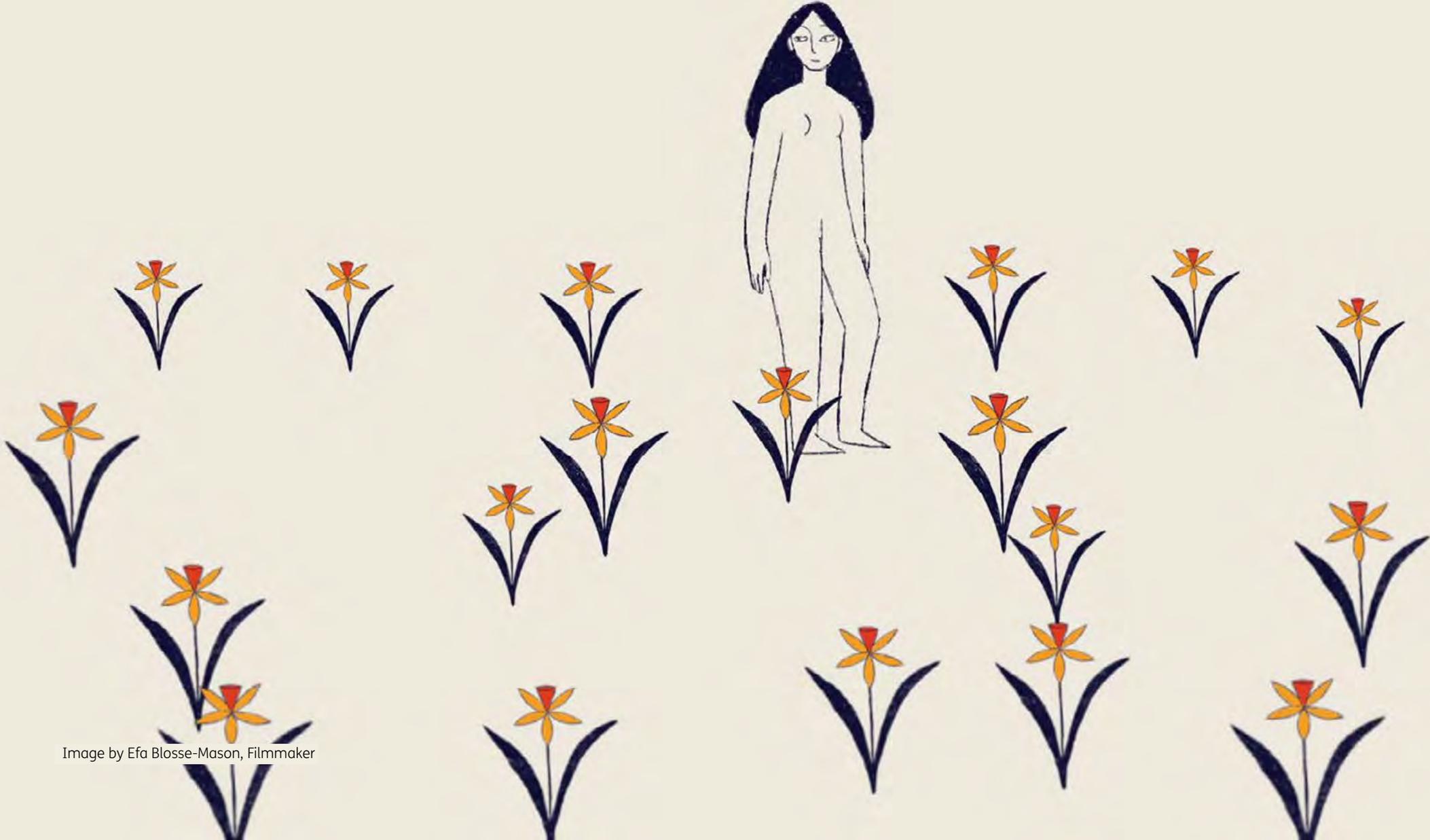


Image by Efa Blossé-Mason, Filmmaker

Purpose and role of the Welsh Language Committee

The Arts Council of Wales has a Welsh Language Committee (previously named Welsh Language Monitoring Group) tasked by its Council with specific responsibilities for initiating, managing and monitoring work in relation to the Welsh language in the arts.

The Welsh Language Committee is one of 7 sub committees which along with the Council, initiates, manages and monitors work and to which Council delegates certain powers. The Committees are subordinate to Council within our governance structure but have delegated defined tasks and/or authority to act in addition to an important advisory and scrutiny role reporting to Council on the performance of those activities that fall within their remit.

More information can be found [here](#) including the Terms and Reference of the Welsh Language Committee.

Marian Wyn Jones' term as a Council member and Chair of the Welsh Language Committee ended on 31 March 2021. Council appointed Tudur Hallam to succeed her as Chair of the Welsh Language Committee from 1 April 2021.

**Un Marian o wahaniaeth – yn rhannu
â'r heniaith strategaeth:
iaith heddiw pob chwiw a chwaeth
yn mawrhau ein hamrywiaeth.**

Tudur Hallam

Council member Elen ap Robert joined the committee alongside staff from across the organisation. They usually meet quarterly prior to the Council meetings.

The Committee met 4 times during 2020/21 to discharge its responsibilities. Members attended a total of 8 meetings.



Meeting our Legislative Responsibilities

The Welsh Language (Wales) Measure 2011 establishes the principle that the Welsh and English languages should be treated on a basis of equality in the conduct of public business. The Welsh Language Commissioner has the responsibility for enforcing the legal duties of the Measure through a series of Standards that public bodies such as the Arts Council of Wales have to meet. The Commissioner also monitors us annually to assess how well we have been performing in relation to the Standards.

A key task for the Welsh Language Committee as in previous years has been the implementation of new Welsh Language Standards, as defined in legislation.

You can find a full list of the Standards that apply to us [here](#).

We are pleased to report that during 2020/21 we achieved all of the standards. We further enhanced our grant assessment approach in response to Standard 90, to ensure that all project proposal applications we receive to these funds consider the impact – positive and negative – on the Welsh language. The impact on the Welsh Language in the proposals we have received for funding has been a clear priority for our decision making all through the financial year.

Other activities undertaken by the Welsh Language Committee during 2020/21 included:

- Monitoring progress against Council's Welsh Language priorities, identifying for Council where more progress is required
- Ensuring successful implementation and maintenance of the Welsh Language Standards
- Partnering with the National Centre for Learning Welsh to improve or refine the language skills of staff and artists within the arts sector, including partnering with Theatr Genedlaethol Cymru on a Iaith Gwaith course



Meeting our Legislative Responsibilities

- Publishing a new online Bilingualism Promotion Pack for the arts sector in partnership with the office of the Welsh Language Commissioner
- Commissioning two key reports: the Welsh Language Mapping Report and the Welsh Language Marketing Report and developing action plans in response to the findings.

We will now continue to work closely with the office of the Welsh Language Commissioner to scrutinise ways in which we can improve and build upon each standard in terms of our internal processes and what we promote across the sector. An example is looking towards our Investment Review, and how the Welsh Language Committee may advise on the Welsh language deliverables we would wish to achieve as a result of the Review, including our Bilingualism Promotion Pack which may be incorporated to support the sector with their Welsh Language Delivery Plans.

Evidence of the 5 Ways of Working

More information including our Annual Future Generations Report can be found [here](#)

Under the Well-being of Future Generations (Wales) Act, in addition to demonstrating how our work is contribution to the 7 Wellbeing Goals for Wales we need to evidence that we are taking on board the 5 Ways of Working – behaviours that encourage and support the sustainable development principle at the heart of the Act.

With the Welsh language specifically mentioned in the cultural goal, this is an important part of our accountability as a public body. Looking at the 5 ways of working below, over the last twelve months. The Act notes:

‘while the target of a million Welsh speakers by 2050 is an ambitious policy, there are concerns that it is falling short in terms of implementation, and more needs doing to join the dots with other well-being goals.

Not enough public bodies have set objectives and steps in relation to this goal, and those who do are failing to integrate culture and language with their other objectives.’



Evidence of the 5 Ways of Working



The integration of our work across the well-being goals with other public bodies

- We have continued to work closely with the Welsh Government's Language Development Unit and the Welsh language development sector including the Mentrau Iaith (Welsh Language Enterprises).
- We have continued to work with Cardiff Council on their Welsh Language Promotion Strategy.
- We looked to bring a Welsh language dimension to the partnerships through our memoranda of understanding with other public bodies such as the NHS Confederation in Wales and Natural Resources Wales.

Increasing the number of collaborations and partnerships we are involved in

Strong collaborations and partnerships are critical to most of our Welsh language development work as identified in the Mapping Report recommendations. This year we have:

- Continued to work in partnership with The National Centre for Learning Welsh, this time with Theatr Genedlaethol Cymru to support freelancers within the sector to develop their Welsh language skills.
- Consulted with the arts and Welsh language development sectors on our proposed action in response to the Mapping Report recommendations, including the best way of establishing networks to facilitate future collaboration.
- We have encouraged this through the design of our grant schemes, specifically Connect and Flourish launched this year. Its focus is on collaborative working and the formation of new partnerships. We held workshops on this aspect with potential applicants. With the Welsh language highlighted as an area of priority, the fund has served as a catalyst for increased collaborations and partnerships.
- Our Wales Arts International Team have continued to work with other language development initiatives internationally. They promoted each of the Act's Wellbeing Goals internationally through their digital marketing campaign **#Pethau Bychain**.

Evidence of the 5 Ways of Working



Listening to our staff, stakeholders and beneficiaries

- We have adapted our actions for developing the recommendations in the Mapping Report based on the feedback from stakeholders consultation as reflected in this report.
- Our Welsh Language Committee involves staff from across the organisation.
- The research undertaken this year for the Welsh Language Marketing Report was also based on consulting with stakeholders, partners, organisations.

Preventing Harm

- We promote the Welsh language through our funding. We now ask about the impact an applicant's project will have on the Welsh language, which ensures consideration by the applicant/project. The Welsh language has been included as part of our assessment process and a weakness in this area for an awarded project could be addressed through an Additional Condition of Grant.
- We have confirmed through the Mapping Report findings that a lack of Welsh language awareness hinders the potential development of Welsh language arts. As noted by the Future Generations Office ([page 7](#)) **“The contribution of culture and the Welsh language to wider outcomes and the prevention agenda is not understood or valued”**. This is a disabler to the journey to a Wales of vibrant culture and thriving Welsh language. We have recognised this as an area we need to develop with all that we fund and work with.
- We have committed to the use of Cymraeg Clir (plain Welsh) in all our documents to encourage as much use of written Welsh as possible by making it easy to understand and accessible to as wide a range of Welsh speakers as possible.
- The language skills of our staff ensures that we can provide equality of service in both languages.

Evidence of the 5 Ways of Working



Thinking Long Term

- Connect and Flourish launched this year has a focus on longer term thinking; it can cover a longer project period and has a higher grant award amount to allow space for collaborative partnerships to grow and for longer term development.
- We have committed to the development of a long-term vision and strategy for the development of the arts in the Welsh Language. This was a key recommendation from the Mapping Report which was fully supported in the subsequent consultation.
- We have signed up to the Welsh Government's long-term vision for the Welsh language in Cymraeg 2050.

Key statistics/data

Arts Portfolio Wales Survey:

Welsh Language Activity:

	2019/20	2020/21	% Change	2019/20	2020/21	% Change
	Events	Events	Events	Attendances	Attendances	Attendances
Film Screenings	458	2	-99.6	18759	3018	-83.9
Performances by Touring Companies	508	32	-93.7	43682	8960	-79.5
Performances at presenting venues	189	19	-89.9	24636	2056	-91.7
Total	1155	53	-95.4	87077	14034	-83.9

	2019/20	2020/21	% Change	2019/20	2020/21	% Change
	Sessions	Sessions	Sessions	Participants	Participants	Participants
Children & Young People	1718	3097	80.3*	44157	64891	47
General	1765	400	-77.3	30836	38838	26
Totals	3483	3497	0.4	74993	103729	38.3

*Increases in Literature and Multi-disciplinary

APW Survey 2020-21

Welsh Language Data

Employment	2019/20	2020/21	% Change
Total Number of Employees	2106	2,173	3
Total Number of Welsh Speaking Employees	643	717	12
% of Welsh speaking Employees	30.5%	33%	-

Volunteers	2019/20	2020/21	% Change
Total Number of Volunteers	563	959	70
Total Number of Welsh Speaking Volunteers	108	256	37
% of Welsh speaking volunteers	19.2%	26.7%	-

Boards of Management	2019/20	2020/21	% Change
Total Number of Member Boards of Management	349	542	55
Total Number of Welsh Speakers on Boards of Management	134	234	75
% of Welsh speaking members of Governing Body/Board of Trustees	38.4%	43.2%	-

Staff Language Skills 2021

Each January/February, all staff are asked to complete a Welsh Language Ability assessment by way of a questionnaire. For each of the four skills – reading, writing, speaking, and listening – a short description is provided, taken from the ‘Description of Employees Ability in Welsh for all Skills/Levels’ document provided by Learn Welsh/The National Centre for Learning Welsh.

Of the 82 members of staff that were employed at that time, 75 completed the survey, which is a response rate of 91.5%. This response rate is an increase on the previous year, which was 87.2%

The figures below are in relation to the 75 who completed the self-assessment. The definition of each level can be found after that the end of this data set.

	Listening Skills		Speaking Skills		Reading Skills		Writing Skills	
None	12%	9	13%	10	12%	9	17%	13
Entry	25%	19	25%	19	24%	18	27%	20
Foundation	4%	3	8%	6	9%	7	11%	8
Intermediate	8%	6	5%	4	9%	7	5%	4
Advanced	9%	7	11%	8	7%	5	9%	7
Proficiency	41%	31	37%	28	39%	29	31%	23

Case study: Partnering with the National Centre for Learning Welsh and Theatr Genedlaethol Cymru

This year a Iaith Gwaith (work language) course was run in partnership with Theatr Genedlaethol Cymru as a pilot for freelancers to improve or refine the language skills of artists within the arts sector.

Background

Theatr Genedlaethol Cymru regularly received feedback from freelancers including cast, designers, playwrights, facilitators, that they lacked confidence in Welsh. **Nant Gwrtheyrn** runs the ‘Cymraeg Gwaith’ (Workplace Welsh) programme for the National Centre for Learning Welsh. It strengthens workplace Welsh language skills and is offered to employees to attend during work time.

Theatr Genedlaethol Cymru recognised the potential for extending its existing work with the Centre for Learning Welsh with Welsh learners to develop the creative workforce and extend the diversity of its pool of freelancers.

The project

The opportunity for freelancers to attend the training and receive reimbursed for their time, was promoted through our newsletter. We were able to fund the programme as a continuation of our work partnering the National Centre for Learning Welsh and when demand outstripped expectations, additional funding was made available.

22 freelance artists were trained (3 different skill levels) to improve their skills and confidence in working in Welsh through the course which was tailored for the sector and run by a tutor experienced in working in the arts sector.

“Hooray!! At last, since doing the course I’ve just had my first order for an actor that speaks Welsh since doing the course!!”

“I would like to thank Theatr Genedlaethol Cymru for giving the opportunity to attend the course ‘Cymraeg Gwaith’ this month. I truly believe that the experience has been beneficial to me and I have much more confidence now to consider doing more performances in Welsh in the future.”

“It is difficult to convey how lucky I feel to have had so much support with learning Welsh this year!... I believe these courses have changed my life! For the first time I’m speaking Welsh”



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learnwelsh.cymru
Nant Gwrtheyrn



Cyngor Celfyddydau Cymru
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