



**HYRWYDDO'R  
GYMRAEG YM MRO MORGANNWG**

**PROMOTING THE WELSH LANGUAGE  
IN THE VALE OF GLAMORGAN**

**CORPORATE PLAN  
Menter Bro Morgannwg  
2016 - 2019**



# Executive Summary

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Our Corporate Plan builds on the strengths of Menter Bro Morgannwg and also the expertise of Menter Caerdydd (one of the most prominent mentrau in Wales) which gives support by providing strategic guidance to the Menter. Menter Bro Morgannwg responds to the demands from the County's residents for an increase in the number of Welsh services available in the Vale, but our services have also resulted partly from the success of Menter Caerdydd in creating social services in the neighbouring county. The Corporate Plan aims to coincide more closely with the needs of the Welsh Government's Strategy, 'Iaith fyw: iaith byw'.

We are committed to ensuring that our work continues to reflect the needs of the Welsh communities and learners in the Vale and we have established a series of key performance indicators which will enable us to measure and control our performance accurately. Our Management Board will continue to scrutinise our work and provide a strong governing model to ensure that Menter Bro Morgannwg will create services which are fit for purpose, and that we continue to be in a strong position to maintain our services successfully.

The Corporate Plan outlines a work programme which reflects new opportunities and challenges for the Welsh language in the Vale, and which meets the joint aspirations of our stakeholders.

This work reflects the objectives shared by our partners and customers. We are realistic that we will face challenging periods, but the important point is that we can make a long term difference to the Welsh language in the Vale of Glamorgan, in partnership with other Welsh organisations in the County and various third sector, public sector and private sector partners.

The long term aim of Menter Bro Morgannwg is to strengthen the Welsh language in our communities.

The five basic elements of our work will be;

- Promote and create opportunities to use the Welsh language
- Strengthen the Welsh language and its use amongst families
- Develop the Welsh music scene in the Vale of Glamorgan
- Develop Welsh Festivals to raise awareness of the Welsh language
- Ensure a visual platform for the Welsh language on a digital level

# Menter Bro Morgannwg's Mission Statement

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To promote and extend the use of the Welsh language on a community level in the Vale of Glamorgan, ensuring that the language becomes a central part of life in the Vale and that every citizen shares the responsibility for its future and success.



**“Enjoyed listening to Welsh bands near to home and enjoying Ysgolion y Fro!”**

# Action Areas

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Menter Bro Morgannwg will be active in the areas associated with the Vale of Glamorgan Council's Local Strategies and the National Strategies of the Welsh Government.

Strategy Area 1	THE FAMILY
Strategy Area 2	CHILDREN AND YOUNG PEOPLE
Strategy Area 3	THE COMMUNITY
Strategy Area 4	THE WORKPLACE
Strategy Area 5	INFRASTRUCTURE

**“Congratulations and thank you for including the Welsh articles in The Gem paper, as a Welsh speaker it is great to see of course. But more importantly, my wife is a Welsh learner and every week sits and deciphers the letters to practise her learning.”**

**“This is a valuable addition to the services the paper offers its community. It further reflects the growth in the use of the Welsh language in Cowbridge schools, societies, women’s organisations, musical groups and social circles.”**



**“Congratulations and THANK YOU for bringing the festival to Barry Island. Can’t wait for next year!”**



# Background

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Menter Bro Morgannwg has existed since January 2014 as a Company limited by guarantee to promote the use of the Welsh language in the Vale of Glamorgan. It is a comparatively new organisation with one full time member of staff and 4 members of staff helping with the work in association with their work for Menter Caerdydd. The main aim of the Menter is to provide opportunities in Welsh ensuring valuable experiences which develop opportunities for children, young people and adults to use the Welsh language outside school and work hours. We also aim to work in partnership with the Vale of Glamorgan County Council and with all Welsh speaking and non Welsh speaking organisations in the area in order to raise the status of the language within the County.

We want to create a professional service with a programme of events which will appeal not only to the Welsh speaking community but to those who are involved with the Welsh language for the first time. Services will be organised across the Vale and every community will be included.

We are aware that very little is provided through the medium of Welsh in the Vale currently and the opportunities to socialise through the medium of Welsh are scarce. Menter Bro Morgannwg is eager to change this situation by providing leisure and arts opportunities for the residents of the County through the medium of Welsh into the future.

There has been an increase in the number of Welsh speakers in the Vale of Glamorgan between 2001 and 2011 with over 11% of the county's population speaking Welsh by now (14,000). Nearly 30% of the population of children and young people in the Vale are fluent Welsh speakers and there has been a huge growth in Welsh medium education in the area over the last twenty years. Today there are 7 Welsh medium primary schools and one Welsh medium secondary school in the County.

The National Eisteddfod was held in the Vale of Glamorgan in 2012 and hundreds of local residents attended arts events and activities during and leading up to the Week. Considerable interest was shown and expressed amongst the Welsh community following the Eisteddfod week in creating local social events in the Vale. Many of the Management Committee's members were members of the Eisteddfod Executive Committee and they did excellent work at the time in nurturing links with the Welsh speaking and non Welsh speaking members of the community, organising a host of various events across the Vale.

The personal services of the Menter reflect the needs of our customers, families, children, adults, learners and those who do not speak Welsh. We interact regularly with our customers to ensure that the voice of the customer is key to the planning of our services for the future.

During the last eighteen months, we have established and have been the lead in the Vale of Glamorgan Welsh Language Forum, bringing organisations and societies who work through the medium of Welsh together; to report back on their work, share ideas on good practice and considering opportunities to co-operate. A Management Committee has also been established, with 15 members, 6 of those are Company Directors and the Committee meets 6 times a year to discuss the Menter's developments.

# Organisations which are members of the Welsh Language Forum

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- Menter Bro Morgannwg (Chair)
- Urdd Gobaith Cymru
- Cardiff and Vale College/YMCA Cymru
- Mudiad Meithrin
- Cardiff and Vale Welsh for Adults Centre
- Vale of Glamorgan Council's Welsh for Adults Co-ordinator
- Assistant Headteacher of Ysgol Gymraeg Bro Morgannwg
- Merched y Wawr
- WEA
- Twf
- Representatives of the Vale's societies





# Structure of the Management Committee

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Limited Company by guarantee.

Company Directors: Gwenllian Grigg, Gwenno Huws, Alun Daniel, Sara Jén Dafis, Sian-Elin Jones, Dilyn Griffith

Company Secretary: Ffion Rhisiart

Gwenllian Grigg (Chair)

Gwenno Huws (Vice- Chair)

Eiry Palfrey (Secretary)

Anna Brown (Treasurer)

Members;

Sara Jén Dafis, Dylan Jones, Sian-Elin Jones, Dilyn Griffith, Geraint Scott, Glenda Jones, Eric Thomas, Gwenda Richards, Heulwen Cooper, Anna Brown, Llinos Lee, Katherine Partridge, Catrin Awoyemi

The work of the Menter contributes to numerous Local and National Strategies;

- **Welsh Medium Education Strategy**

The Welsh Government emphasises the importance of providing informal opportunities for learners to reinforce their language skills and the need to increase and facilitate opportunities for young people to participate in Welsh medium activities outside formal educational locations.

- **Welsh Language Strategy 2012 – 2017 ‘Iaith fyw, iaith byw’**

The aim is to increase the provision of Welsh medium activities for children and young people and to see the Welsh language as a living language in Wales and to increase the language’s status in our communities.

- **Well-being of Future Generations Act (Wales) 2015**

Wales with a lively culture where the Welsh language is flourishing, a society which promotes and safeguards culture, heritage and the Welsh language and which encourages people to participate in the arts.

- **Welsh Medium Education Strategic Plan 2014 – 2017 – the Vale of Glamorgan  
Objective 5.3 – Increase opportunities for learners of all ages to use the Welsh language outside the classroom**

**Future plans** – The Local Authority, in partnership with Menter Bor Morgannwg and the Urdd, to support extra curricular activities in schools to develop opportunities to use the Welsh language outside the classroom and to increase the social use of the Welsh language amongst pupils. (2014-17)

# Menter Bro Morgannwg SWOT

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## STRENGTHS

- A clear vision and a willingness to venture, develop and grow
- A regular active relationship with Councillors and local partners
- Regular evaluation: listening to the voice of the community
- Staff commitment and expertise
- Strong support from the Menter's Management Committee

## THREATS

- Possible loss or decrease in funding
- Losing key staff
- Inability to recruit good quality staff
- Lukewarm support to the Menter
- A low number of people taking advantage of activities provided by the Menter

## WEAKNESSES

- Comparatively new Menter – lack of resources
- Developing services reflecting the money available, rather than language priorities
- Career structure limited for staff in the organisation
- Over dependent on public funding

## OPPORTUNITIES

- Increase in the number of Welsh speakers in the Vale of Glamorgan
- Growth of Welsh medium education in the County
- Tendering for funding/work projects and running and developing new services
- Extend the Menter's services to coincide with what is offered in the County
- Language Standards leading to strengthening the relationship with the Local Authority and creating opportunities for the Menter to develop more services
- Increasing the use of information technology to contact the County's inhabitants

# Linguistic SWOT

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## STRENGTHS

- 2011 Census showing an increase in the number of people speaking Welsh (11% of the population across the County)
- Substantial growth in the number of Welsh schools
- Areas in the Vale where the Welsh language is heard on a community level—Dinas Powys, Penarth
- Increase in the number of Welsh for Adults courses in the County

## WEAKNESSES

- Measure the demand for the Education Sector
- Image of Welsh amongst young people
- Low percentage of learners become fluent speakers
- Lack of follow up amongst speakers after leaving school
- A number of areas have very low numbers of Welsh speakers

## THREATS

- Public funding scarce.
- Decrease in Welsh speaking communities and families
- Lack of language transfer within Welsh speaking families and/or where one parent speaks Welsh
- Lack of knowledge about language awareness amongst partners and citizens

## OPPORTUNITIES

- Economic value of the language increasing (the linguistic pound)
- Introducing Language Standards –2011 Bill
- Opportunity to influence young non Welsh speaking families' attitudes towards the language
- An opportunity to influence young people's attitudes towards the language

**“May I congratulate The GEM and Menter Iaith Bro Morgannwg on the new collaboration with regard to the Welsh language pages in the newspaper. It's great The GEM is so inclusive and mindful of the needs of the local Welsh community. It's a progressive attitude that is so important for many of us – Welsh speakers and non-Welsh speakers alike.”**



**“Jess is an only child and we speak mostly English at home, so I feel it is very important for Jess to be able to speak welsh through the holidays and play with other children too. I am so impressed with the care scheme the staff are so friendly and approachable and Jess is always excited to go back.”**

# **Menter Bro Morgannwg's Service Priorities 2016 - 2019**

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- 1. Develop and co-ordinate Welsh medium social activities for the whole community**
- 2. Promote and reinforce the value of the language amongst families**
- 3. Develop Gŵyl Fach y Fro jointly with the Vale of Glamorgan Council**
- 4. Develop the Welsh Music Scene in the Vale of Glamorgan**
- 5. Develop our digital platforms (websites, echlysur data base, and our social networks) to promote our services to new audiences**

## **1. Develop and co-ordinate Welsh medium social activities for the whole community**

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One of the original objectives of Menter Bro Morgannwg was to create and offer opportunities to use the Welsh language outside school and work hours and we have succeeded in providing services for children and adults in the County for 12 months now.

During the next three years we will be co-operating with local communities to establish Local Committees in Llaniltud Fawr, Penarth, Cowbridge and Barry. The Local Committees' remit will be to give the Welsh community the responsibility for developing services and supporting the language in their communities. The Menter will take a prominent role in developing and planning committees during the first year.

We will also continue to offer and develop the number who are involved in our Holiday Care Schemes for children in Barry, and will be looking at plans and funding to provide schemes in Penarth by the end of 2016.

We foresee that there will be more opportunities to work with the new entity responsible for Welsh for Adults after it has been established and we are eager to increase the number of social opportunities available for learners and Welsh speaking adults in the County. Through the pilot project in partnership with the Vale of Glamorgan Council we are confident that funding will be secured by the end of 2016 to create a timetable of events for the above category.

## 2. Promote and reinforce the value of the language amongst families

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In addition to education, transferring the language from one generation to the next is one of the two most important areas in the field of language planning. During the next 3 years, through a programme of campaigns, sessions and fun activities, we will work with families concentrating specifically on introducing and strengthening language habits in the home.

We intend to improve our training for staff and to co-operate with key partners e.g. Mudiad Meithrin, Families First, The Vale's Families Services, Welsh for Adults and Sure Start, to begin and maintain conversations about the value of bilingualism and the advantages of Welsh education with new families in the Vale.

The message of the importance of language transfer will be promoted amongst new parents, prospective parents and the public in general and informal opportunities will be provided to support the confidence of individuals and whole families to develop, use and transfer the Welsh language.

The service of providing social opportunities for families has been implemented for 6 months by Menter in the Vale. During the next three years we aim to develop these leisure activities to offer provision in numerous areas in the Vale.

## 3. Developing Gŵyl Fach y Fro

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Gŵyl Fach y Fro continues to work with the Vale of Glamorgan Council, Arts Council of Wales and the County's Welsh schools to run a professional and attractive festival for the Vale's residents as part of the Vale of Glamorgan's summer events timetable. The festival is an important resource for the Welsh language in the Barry Island area during the summer holidays since Gŵyl Fach y Fro is the only Welsh festival being held on the island and the only Welsh activity which is part of the Vale of Glamorgan Council's summer events package. From 2016 onwards the aim will be to co-operate with new partners who can contribute to increasing the number of events available during the festival. Amongst the new partners, we intend to co-operate with the Urdd, Llenyddiaeth Cymru, Welsh for Adults Centre (under the new entity), Mudiad Meithrin and local producers and stall to ensure a new and comprehensive content for the festival.

Since we are eager to increase the timetable of events available during Gŵyl Fach y Fro over the next three years, naturally, the cost of running the festival will increase. In addition to financial support from the Vale of Glamorgan Council and the Arts Council, we aim to co-ordinate a sponsors package for the coming years to attract income. During the next three years the aim will be to increase the income by 15% annually. As well as increasing partnerships and income, one other aspect I would like to develop from 2017 onwards would be a Fringe Festival so that the festival develops into a long weekend of activities rather than one day.

In 2015 over 1,700 attended the festival, and the aim will be to increase the numbers by 10% annually.

## **4. Developing the Welsh Music Scene – Gigs Bach y Fro**

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Before establishing the Menter in 2014, very few Welsh medium arts events and social opportunities were available for adults in the County. Therefore Menter Bro Morgannwg created a project called Gigs Bach y Fro. Gigs Bach y Fro is a series of Welsh arts events across the Vale of Glamorgan to develop the Welsh Music Scene and Arts in the area. 6 gigs a year are held located in different areas every time (Barry, Cowbridge and Penarth alternatively). This element of touring ensures a broad and diverse audience and it increases the partners we co-operate with. The project has succeeded in meeting the demand for a programme of Welsh arts events in the Vale of Glamorgan and it has also increased awareness/knowledge amongst the audience of Welsh music and arts on a local level.

During the next three years the aim will be to continue to run and develop the brand and audience for Gigs Bach y Fro. The Menter will continue to hold 6 events a year for adults, but during 2016-19 the aim will be to add 1 family gig to the project and 1 youth gig. Through these additional activities and audiences we are confident that we can attract 500+ people to become involved with Welsh medium arts activities in the Vale.

## **5. Developing our digital platforms to attract new audiences**

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It's important that the Welsh language is given a prominent place in technology to facilitate the language in every aspect of people's lives – of all ages. In order to benefit from continuous development we must encourage new ideas and promote Menter's services across numerous Welsh technical and digital media platforms.

Over 1,000 individuals have already registered on the e@chlysur data base – an email service which promotes Welsh social activities and events in the Vale. This service is the main source of promoting services, not only to us as a Menter but to a number of other organisations and societies in the Vale. By setting an ambitious target of reaching 2,500 subscribers by 2019, we can ensure that the Welsh language reaches new audiences.

We recognise that the Menter has an important role to play in promoting Welsh services – nationally and locally. During 2017, we aim to co-operate with Menter Caerdydd to create a Directory app – a directory of individuals and companies in Cardiff and the Vale who offer Welsh services. The aim is to develop this service as a digital service to reach more customers and to create a workforce who can offer a Welsh medium service in the Vale.

Over the next three years the Menter will continue to co-ordinate Welsh content monthly in the Glamorgan Gem, which is also promoted online. The Glamorgan Gem is the biggest community paper in the Vale of Glamorgan with 46,000 copies of the paper distributed for free to homes, workplaces and public places across the County, every week, and an electronic copy is also available on their website. With such a wide circulation these Welsh pages are a very effective means of promoting and raising awareness of the Welsh language across the county through digital and print networks, ensuring that Welsh content is given a worthy place in the local press. Currently Welsh content appears on the first Thursday of every month. By 2019 the aim will be to include Welsh content every week in the paper – online and in print.

# Key Performance Indicators

Menter Bro Morgannwg's Management Committee has agreed on a number of Key Performance Indicators which will help Menter to understand to what degree we are succeeding in fulfilling our objectives. During the next 3 years we will be monitoring this by collecting regular data on the numbers attending or participating in Welsh activities under Menter Bro Morgannwg's administration.

## Indicators: The Family

	Number of activities	Total number of attendees
Weekly activities organised for families	5	100 35 (adults) 65 (children)
Language awareness and the importance of bilingualism to families campaigns	5	90
Occasional activities organised for families	4	200 families

## Indicators: Children and Young People

	Number of activities	Number of attendees
Care and Play activities for children during school holidays	5	500
Weekly arts community activities for children	2 (per week)	50

## Indicators: Community

	Number of activities	Number of attendees
Weekly social activities organised for adults	4	50
Maintaining and developing Gŵyl Fach y Fro	18	2000
Establishing Local Committees	1	6
Gigs Bach y Fro	6	300



**Indicators: The Workplace**

	Number of Activities	Target
Bilingual Signs Campaign	1	50

**Indicators: Infrastructure**

	Number of activities	Number of attendees
Include Welsh in the Glamorgan Gem	2 pages a month	3,000 readers
Promote Welsh medium technology e.g. facebook/Microsoft interface	2 campaigns	400

**“I wasn’t sure whether Story Time would be too old for my baby because she’s only 9 months old but since going to the first session in September we haven’t missed a week. My little daughter loves it and Ceri is so entertaining and because there’s a new Wesh school in Llantwit Major I feel a group like this is invaluable to the area.”**

# Target Audience

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According to the 2011 Census results there are nearly 14,000 Welsh speakers in the Vale – a small increase since the 2001 Census. The growth in the number of Welsh speakers in the Vale of Glamorgan is partly as a result of the growth in the provision of Welsh medium education. Today there are 7 Welsh medium primary schools and one Welsh medium secondary school.

Contacting and offering services for families is an important part of our work. The current demand for Welsh nursery education is still increasing and in the Vale alone there are 7 Nursery Groups and 4 Ti a Fi groups. Often these services are the first contact a number of non Welsh speaking parents have with the language and culture.

The Cardiff and Vale Welsh for Adults Centre has seen an increase in the number of adults learning Welsh. In 2014/15 there were 2,599 enrolments and 256 courses available in Cardiff and the Vale.

Raising awareness, changing attitudes and strengthening the status and profile of the language is an integral part of our service and the non Welsh speaking audience is therefore one which also needs to be targeted, and through events such as Gŵyl Fach y Fro, Coffee mornings for learners and Gigs Bach y Fro we can demolish boundaries and create important contacts for us amongst this target audience.

# Key Partners

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It's increasingly important to work with others to solve problems, and meet the needs of communities. Working with local and national partners is essential for the development and survival of the Welsh language in the Vale. We co-operate closely with over 25 organisations from the public, private and third sectors to fulfil our objectives annually. We co-operate closely with the Welsh Government core partners in our core areas to realise the main objectives of 'Iaith fyw: iaith byw'.

The Language Forum which meets every quarter is chaired by Menter and it's an important source for discussion, co-operation and future planning with core partners and other organisations who work in Welsh in order to share good practice, ensure the effectiveness of services and avoiding the duplication of work.

Each partner has an important role to play in ensuring the success of Welsh services in the Vale so that we can compete with the non Welsh speaking market and ensure a provision of the highest quality for the city's inhabitants. By sharing expertise and ensuring constancy and transparency, we can contribute to Welsh services in the fields of Service, Marketing, Training, Funding, Staffing and Promotion.

## **Menter Bro Morgannwg works in partnership with:**

- The Local Authority and public bodies who distribute grants
- Other organisations which promote the Welsh language
  - Private Sector
  - The Community



# Marketing Plan

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The main purpose of the marketing plan is to raise awareness of Menter Bro Morgannwg's work and services to realise our mission statement...

***“To promote and extend the use of the Welsh language on a community level in the Vale of Glamorgan, ensuring that the language becomes a central part of life in Cardiff and that every citizen shares the responsibility for its future and success.”***

The priorities of the plan will change regularly depending on the annual timetable of activities, and we will update and adapt it as necessary.

## Shareholders

- Welsh Government
- Vale of Glamorgan Council
- Communities
- Mentrau Iaith Cymru
- Welsh Schools (Primary and Secondary)

## Partners

Menter Bro Morgannwg works with over 25 partners, locally and nationally. Our main partners are -

- Vale of Glamorgan Council
- Urdd Gobaith Cymru
- Arts Council of Wales
- Cardiff and Vale College
- Mudiad Meithrin
- Vale Language Forum Members

## Target Audience

Location: Local (every area in the Vale)  
National

Age: From birth to death

## Menter Bro Morgannwg's Services

All Menter Bro Morgannwg's services coincide with the Mission Statement and Welsh Language Strategy of the Welsh Government's 'Iaith fyw: iaith byw' –

Community / Family / Workplace / Children and Young People / Welsh Services / Infrastructure

- Gŵyl Fach y Fro
- Leisure Courses for Adults
- Services for families and pre-school age children
- Community services
- Holidays Services Child Care

# Communications Platforms

We will ensure that the marketing/promotion work matches the users of individual platforms.

e@chlysur  
You Tube  
Pobl Y Fro  
Radio Cymru

Facebook  
Website  
Glamorgan Gem  
Radio Wales

Twitter  
Flyers  
National Newspapers

Instagram  
Posters  
S4C

- e-chlysur: Membership of 1000 who receive daily circulars about events in the Vale
- Menter Bro Morgannwg Website: an average of 2,513 page hits a month and an average of 1,039 visitors
- 394 Facebook followers
- 620 Twitter followers
- Print a quarterly activities programme – distribute 4000 copies three times a year

26 - THE GEM

www.facebook.com/glamorgangem • www.twitter.com/gem\_news

Thursday April 9th, 2015

**MENTER IAI'R BRO MORGANNWG**

## LLAIS LLEOL - BETHAN ELFYN

**PA ardal o'r Fro ydych chi'n byw?**

**Arwyddion Ar Agor/Ar Gau**

**Diwrnod Cymraeg i'r Teulu**

**ARGYFWNG, OBSEIWN A LWC - GOLGW AR FYD MERCHED ARLOESOL**

**Mynd am dro yn y Fro gyda Dai Lingual**

**Merched y Wawr**

**Calendr**

**Clybiau**

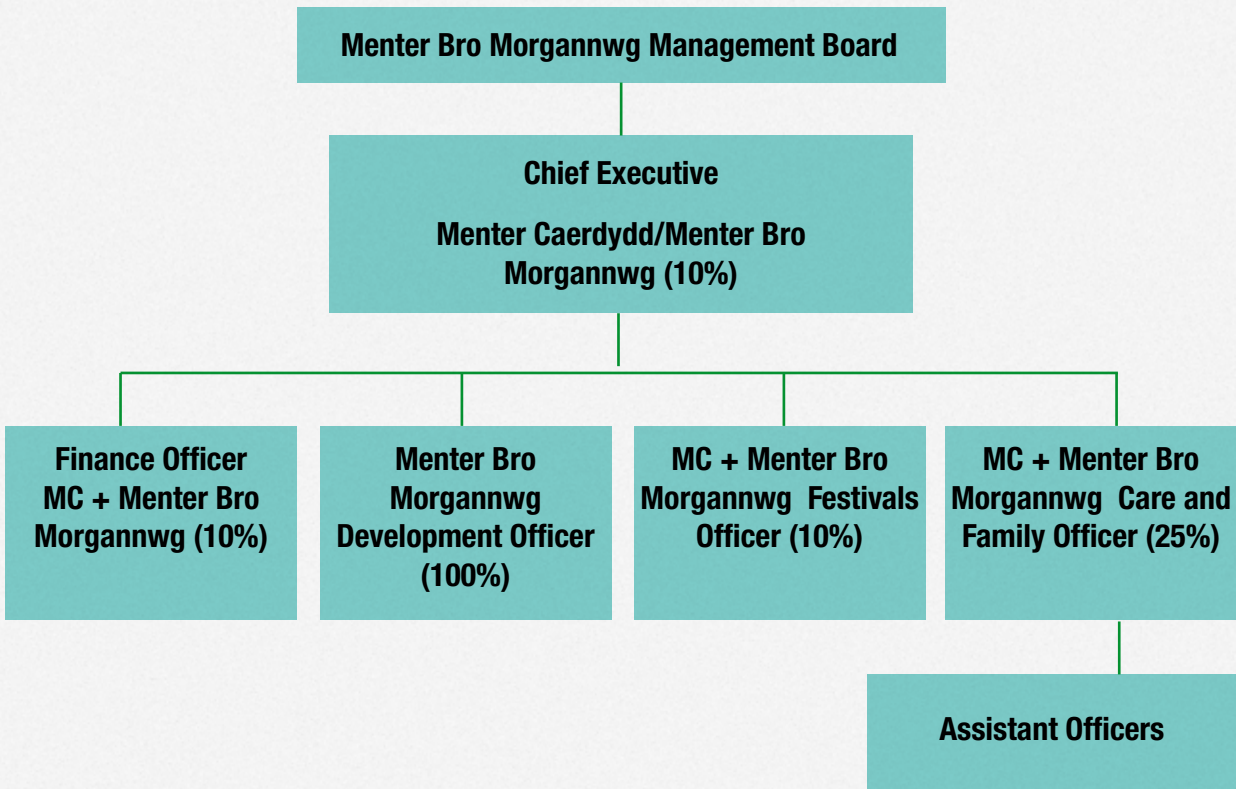
**Adran Addysg Gydol Oes Cymgor Bro Morgannwg**

**Cymrodori y Barri**

**Twitter: @MIBroMorgannwg • Facebook: Menter Bro Morgannwg**  
**Ebost: fflon@menterbromorgannwg.org • Ffôn: (029) 20689888 • www.menterbromorgannwg.org**

# Menter Bro Morgannwg Staff Structure

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A number of Menter Bro Morgannwg staff are Menter Caerdydd's core staff sharing their time to create services in the Vale. The time each officer is allocated for work on behalf of Menter Bro Morgannwg is noted in brackets.

# Action Plan

Action	Completion Date
<b>Strategy Area: The Family</b>	
Conversations with 90 parents to raise awareness and share information about opportunities to use the Welsh language during 5 events.	2016 - 19
3 meetings with the County's Family Information Centre to identify opportunities for co-operation.	2016 - 19
In partnership, organise 9 weekly social activities for 180 families.	2016 - 19
<b>Strategy Area: Children and Young People</b>	
Continue to organise 9 leisure clubs which will attract 500 children and young people to attend every week.	2016 - 19
Develop 1 new care scheme for 4-11 year old children in Penarth area attracting 350 children.	2016 - 19
In partnership with Cardiff Council Youth Department and Urdd Gobaith Cymru, organise 3 meetings before March 2016 in order to influence the budget for Welsh Youth Services in the County.	2016 - 19
Establish and run 2 community arts activities for 4-13 year old children in Barry, attracting 50 children every week.	2016 - 19
<b>Strategy Area: Community</b>	
In partnership with the Vale of Glamorgan council organise 4 weekly social events for adults in the county, attracting 50 every week.	2016 - 19
Co-operate with Vale of Glamorgan Council and 12 partners in the County to develop Gŵyl Fach y Fro which will include 18 individual events during the festival, attracting an audience of over 2000.	2016 - 19

Establish 1 Local Committee in Llantwit Major attracting 6 members and co-ordinating 5 events annually.	2016 - 19
In partnership with the Arts Council of Wales continue to co-ordinate Gigs Bach y Fro, 6 events annually attracting an audience of 300.	2016 - 19
Continue to hold 12 informal social sessions for learners in the Vale, attracting an audience of 180	2016 - 19

**Strategy Area: The Workplace**

Co-ordinate one raising awareness campaign about the advantages of bilingualism for small businesses in the Vale which will target 50 businesses.	2016 - 19
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**Strategy Area: Infrastructure**

Continue to co-operate with 6 volunteers to co-ordinate Welsh content every month in the Gem community newspaper (2 pager per month) reaching 3000 readers.	2016 - 19
Run 2 campaigns to promote Welsh medium technology e.g. Facebook/Microsoft interface to 400 young people in the Vale.	2016 - 19





# Project Income and Expenditure 2016 - 2019

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INCOME	2016/17	2017/18	2018/19
Welsh Government	60000	61800	63654
Arts Council of Wales	11000	11330	11670
Vale of Glamorgan Council	10000	50300	60609
Income	15000	15450	15914
<b>TOTAL INCOME</b>	<b>96000</b>	<b>138880</b>	<b>151847</b>

EXPENDITURE	2016/17	2017/18	2018/19
Office Costs	10000	14300	14609
Office Salaries	56011	87691	99422
Activities expenditure	26861	31667	34497
Insurance	1128	1162	1197
Marketing	2000	2060	2122
<b>TOTAL EXPENDITURE</b>	<b>96000</b>	<b>138880</b>	<b>151847</b>

**“Lovely to hear more  
Welsh in Barry Island!”**

