

# STRATEGY 2014-2017



**MENTER IAITH  
BRO MORGANNWG**

**HYRWYDDO'R  
GYMRAEG YM MRO MORGANNWG**

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





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## Menter Bro Morgannwg's Primary Aim

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Menter Bro Morgannwg's primary aim is to increase the use of the Welsh language in the Vale, and create opportunities for the county's people to use the language outside school and work hours.



# Introduction and background to the establishment of Menter Bro Morgannwg

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Following the Welsh Government's decision to abolish the Menter y Fro in January 2013, Menter Caerdydd secured the tender to develop and lead a project concerning the Welsh language in the Vale of Glamorgan. Menter Caerdydd received a sum of £30,000 from the Welsh Government to begin the work of co-operating with local partners as well as the local authority, and to raise the profile and use of the Welsh language in the Vale of Glamorgan. Menter Bro Morgannwg was consequently established and currently employs two members of staff.

In July 2013, we held a Needs Assessment to find out what social opportunities through the medium of Welsh were on offer in the Vale of Glamorgan, and to measure the demand for further activities. We received 532 responses over a period of less than three weeks, and the feedback gathered from the questionnaire clearly showed that there is poor provision of social opportunities in Welsh on offer in the Vale of Glamorgan, and that there is strong demand for more Welsh services and activities in the County. 88.7 % answered that they would like to see an increase in the Welsh language provision on offer in the Vale of Glamorgan.

During our initial year, we have established and led the Vale of Glamorgan Welsh Language Forum, to bring together organisations and associations operating through the Welsh language in the Vale of Glamorgan; to report back on their field of work, to share ideas about good practice and explore opportunities for collaboration. A Management Committee has also been formed within the last 12 months which includes 15 members, 6 of whom are Directors of the Company, and the Committee will meet 6 times a year to discuss the developments of Menter Bro Morgannwg.

## Vale of Glamorgan Language Forum:

|                         |   |
|-------------------------|---|
| <b>Siân Lewis</b>       | Menter Bro Morgannwg (Chair)                            |
| <b>Ffion Rhisiart</b>   | Menter Bro Morgannwg                                    |
| <b>Menna Roberts</b>    | Assistant Headteacher, Ysgol Nant Talwg                 |
| <b>Geraint Scott</b>    | Urdd Gobaith Cymru                                      |
| <b>Tudur Rees</b>       | Urdd Gobaith Cymru                                      |
| <b>Shirley Williams</b> | Merched y Wawr  |
| <b>Christine Franks</b> | Cardiff and the Vale College/YMCA Cymru/WEA             |
| <b>Mared Furnham</b>    | Vale of Glamorgan Council Welsh for Adults Co-Ordinator |
| <b>Ann Angell</b>       | Mudiad Meithrin   |
| <b>Rhian Thomas</b>     | Mudiad Meithrin   |
| <b>Adrian Price</b>     | Welsh for Adults Centre, Cardiff and the Vale           |
| <b>Gwenllian Willis</b> | Welsh for Adults Centre, Cardiff and the Vale           |
| <b>Eiry Palfrey</b>     | Representatives from the Vale's Welsh Societies         |
| <b>Heulwen Cooper</b>   | Representatives from the Vale's Welsh Societies         |

**Menter Bro Morgannwg.**  
Company limited by  
guarantee. Registration  
number: 8867706 (Wales and  
England)

# Management Structure

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|----------------------|--|
| Registered Address:  | <b>42 Lambourne Crescent<br/>Cardiff Business Park<br/>Llanishen<br/>Cardiff<br/>CF14 5GG</b>  |
| Company Directors:   | <b>Gwenllian Grigg<br/>Gwenno Huws<br/>Alun Daniel<br/>Sara Jén Dafis<br/>Sian-Elin Jones<br/>Dulyn Griffith</b>   |
| Company Secretary:   | <b>Ffion Rhisiart</b>  |
| Management Board:    | <b>Gwenllian Grigg (Chair)<br/>Gwenno Huws (Vice-chair)<br/>Eiry Palfrey (Secretary)<br/>Alun Daniel (Treasurer)<br/>Sara Jén Dafis<br/>Dylan Jones<br/>Sian-Elin Jones<br/>Dulyn Griffith<br/>Geraint Scott<br/>Glenda Jones<br/>Eric Thomas<br/>Gwenda Richards<br/>Heulwen Cooper<br/>Anna Brown<br/>Catrin Awoyemi</b> |
| Chief Executive:     | <b>Siân Lewis</b>  |
| Development Officer: | <b>Ffion Rhisiart</b>  |



# Current Situation of the Welsh Language in the Vale of Glamorgan

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According to the 2011 Census, the population of the county is 122,018 with 13,189 speaking Welsh. Of the 22 counties in Wales, it is 12th in terms of population and 11% speak Welsh. It includes the towns of Barry and Penarth, and a significant percentage of the population speak Welsh in areas such as Llantwit Major, Ewenny, Llandow, Cowbridge and Rhoose. There is increasing demand and growth in Welsh education in the area, with 7 primary schools and 1 Welsh medium comprehensive school in the County.

Following the needs assessment completed in July 2013, it can be seen that there is enthusiasm and vision by Vale residents to see an increase in Welsh language provision. Of the 539 responses which were collected, 88.7 % answered that they want to see progress in the Welsh language provision on offer in the Vale of Glamorgan, and 91.7 % wanted to see more Welsh medium activities for families in the Vale of Glamorgan. It became apparent, therefore, that there is a strong demand for more Welsh language services across all ages - families, nursery children, school-aged children, young people and adults - to ensure equality and to give the best possible opportunities to residents of the Vale of Glamorgan to use Welsh on a community level.

We are aware of other partners already operating in the Welsh language in the area - including 7 Welsh-medium primary schools and 1 Welsh-medium comprehensive schools, Urdd Gobaith Cymru, Mudiad Meithrin, Merched y Wawr and Welsh for Adults Centre, Cardiff and the Vale. We are also aware, through the Vale of Glamorgan Welsh Language Forum meetings, that all these partners have the desire and vision to see the Welsh language thrive.

A number of Area Committees were established during the period of preparation for the Vale of Glamorgan National Eisteddfod in 2012, and very good work was done in attracting interest and support from Welsh speakers and non-Welsh speakers in the County. We will build on that momentum by working together with voluntary Welsh groups in the area as well (including Cymrodorion Welsh Fellowship in Barry, the Welsh chapels and leisure clubs) to increase awareness of the Welsh language within the community, and expand the opportunities for people to use Welsh outside school and working hours.

# Objectives 2014 - 2017

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- Create a wide programme of communal and social events and activities in Welsh for the people of the Vale of Glamorgan.
- Work in partnership and assist Vale of Glamorgan County Council in improving the Welsh language provision for the people of the Vale.
- Apply for funding from external funds in order to create Welsh language services for the people of the Vale.
- Assess the need annually for Welsh services in the County.
- Strengthen the use of digital networks and market more effectively.
- Encourage and promote communal ownership of the language within the County.
- Collect research and data regarding the situation of the language within the area.
- Work with local and national organisations to raise the visual profile of the Welsh language and strengthen the status of the language in the area.



# Fields of Operation

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1. **Develop and provide opportunities to use the language in the community.**
2. **Create partnerships with local and national organisations, including Vale of Glamorgan County Council.**
3. **Market a Digital Welsh Service in the Vale of Glamorgan.**
4. **Research and Evaluation.**
5. **Funding and Finance.**
6. **Business / Workplace.**





# 1. Develop and Provide Social Opportunities to Use the Welsh Language

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- Develop 'Gigs Bach y Fro', a calendar of music, poetry and comedy nights in Welsh across the Vale. The long term aim is to continue to hold the gigs after the initial year (2014/15) and to expand the project to include an annual Welsh festival as a further celebration of Welsh music and arts in the area.  
**(Strategic Areas 2 and 3: Children and Young People and the Community)**
- Work with Vale of Glamorgan County Council to develop social opportunities for children and young people to use the language outside school hours.  
**(Strategic Area 2: Children and Young People)**
- Develop a Welsh Language Childcare Service during school holiadys for children ages 5-11, in partnership with the Council.  
**(Strategic Areas 1-3: Families, Children and Young People and the Community)**
- Develop weekly Welsh language leisure clubs for children and young people outside school hours, in partnership with the Council and Yr Urdd's sports department.  
**(Strategic Areas 2 and 3: Children and Young People and the Community)**
- Develop open play opportunities for children during school holidays, in partnership with the Council.  
**(Strategic Areas 1-3: Families, Children and Young People and the Community)**
- Develop social opportunities for the young people of the area to use the language outside school.  
**(Strategic Areas 2 and 3: Children and Young People and the Community)**
- Develop a social Welsh service for nursery age children and their families.  
**(Strategic Areas 1-3: Families, Children and Young People and the Community)**
- Work with the County's 'Welsh for Adults' to promote the Welsh language opportunities available for Vale of Glamorgan adults.  
**(Strategic Area 3: The Community)**
- Work with the Council, Urdd Gobaith Cymru, Mudiad Meithrin, Libraries, Leisure Centre, primary and secondary schools and Welsh voluntary organizations within the county.  
**(Strategic Areas 1, 2, 3 and 5: Families, Children and Young People, The Community and Welsh language services)**
- Strengthen the linguistic dimension between the school and the community.  
**(Strategic Area 3: The Community)**
- Create Heritage Projects across the County that will involve children, young people and adults.  
**(Strategic Areas 1-3: Families, Children and Young People and the Community)**



## 2. Developing Partnerships with Local Organisations including Vale of Glamorgan County Council

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- Press, encourage and assist the Council in improving their Welsh language provision by offering council and guidance and being a partner to new Welsh Language Strategy plans in the County.  
***(Strategic Areas 1-5: Families, Children and Young People, Community, Workplace and Welsh language services)***
- Continue to develop the partnership with Vale of Glamorgan County Council to ensure that the council operates its Language Policy and is aware of the implications of the Language Measure/Standards with regards to ensuring fair opportunities to the people of the Vale through the medium of Welsh.  
***(Strategic Areas 1-5: Families, Children and Young People, Community, Workplace and Welsh language services)***
- Lead the 'Vale of Glamorgan Welsh Language Forum' which represents Welsh organisations and societies within the County by:
  - Sharing experiences among the members
  - Sharing information on key topics
  - Sharing information on good practice in relevant areas
  - Drawing our attention to policy developments relevant to members
  - Promoting the Welsh language among the area's organisations and groups.***(Strategic Areas 3-5: Community, Workplace and Welsh language services)***
- Develop partnerships with Welsh and English organisations within the county – partners include Public Sector, Third Sector and Private Sector, including the VCVS – to develop effective work networks with regards to the Welsh language in the Vale of Glamorgan.  
***(Strategic Areas 3-5: Community, Workplace and Welsh language services)***
- Develop partnerships with national bodies to raise the profile of Menter Bro Morgannwg and contribute to national attitudes towards the language. Ensure that Menter Bro Morgannwg is active within Mentrau Iaith Cymru's training and development programme.  
***(Strategic Areas 3-5: Community, Workplace and Welsh language services)***

# 3. Marketing and Digital Welsh Services in the Vale of Glamorgan

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## Marketing

- Raise the image and profile of Menter Bro Morgannwg on a local and national level.
- Develop a partnership and links with media and press.
- Raise the profile of Menter Bro Morgannwg in local events.

## Digital Welsh Services

### *(Strategic Areas 3: Community)*

- Develop the Menter's website to inform the Vale's people about Welsh language activities in the area, and also continue to promote through social networks.
- Develop an e-chlysur network – a database to promote Welsh language activities weekly to the people of the area.
- Create a bilingual digital newsletter to promote social events in the county to thousands of recipients.
- Work in partnership with local newspaper Glamorgan Gem to ensure that the paper includes Welsh content quarterly. A total of 43,000 copies are distributed to homes and public places across the Vale, as well as an electronic copy online. This will be an effective way of raising the profile and status of the language within the County.
- Continue to market and increase the information and number of followers on Menter Bro Morgannwg's Twitter account.
- Create a Facebook page for Menter Bro Morgannwg and ensure the content is regular and interesting.



## 4. Research and Evaluation

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### a) Research

- Collect information from the community through sources such as questionnaires, public meetings, focus groups on specific topics, school forums and the Language Forum.
- Try to create a complete picture of the needs of the Welsh language community in the Vale.

### b) Evaluation

- Evaluate the Menter's service as needed.
- Evaluate progress against those strategic aims:
  - As the Management Committee receives regular written reports from the employees
  - As the Management Committee receives regular financial reports from the Treasurer
  - When audited annual reports/accounts are prepared, which are acceptable to the different financiers
  - When annual meetings, open to the public, are held to receive the accounts, reports and make proposals, and elect committees and officers according to the Constitution.



## 5. Funding and Finance

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- Look into potential new sources of funding.
- Apply for additional funding from local and national sponsors.
- Sustain a healthy relationship with present sponsors by ensuring regular reports regarding our work.
- Create an effective strategy to attract funding for the future.

## 6. Business / The Workplace

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### *(Strategic Areas 3-5: Community, Workplace and Welsh language services)*

- Raise awareness and encourage the people of the Vale to take part in the 'Pethau Bychain' campaign.
- Distribute 'Cymraeg' badges around the Vale of Glamorgan, to workplaces and businesses where staff members can offer services in Welsh.
- Promote businesses and organisations that offer Welsh language services on Menter Bro Morgannwg's website.

## I Gloi

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The Menter is currently in its early stages, but the foundations are now in place, and we as staff and Management Committee are confident that it's possible, in partnership, to increase and develop the Welsh language opportunities that are available in the Vale of Glamorgan.

This Business Plan reflects our aims and objectives, which we consider to be realistic and obtainable, to ensure that we respond to calls from the County's people for more opportunities to use the Welsh language on a community level.

**For more information contact Menter Bro Morgannwg**

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