2019-22 CORPORATE PLAN
INTRODUCTION

Here in the capital of Wales there is growing interest in the Welsh language and it is vital that the language is visible, not only to the people of Cardiff, but also to the many visitors who come to the city from far and wide every year.

The use of the Welsh language is on the increase and the 2011 Census statistics highlight this.

The language is being heard more and more on the streets and in our communities.

There is an increase in the number of children, young people and adults who are speaking and learning Welsh, and more schools are needed to meet the increasing demand for education opportunities through the medium of Welsh.

It is not enough to rely on the growth of Welsh-medium education alone in planning the city’s linguistic future. We need to ensure social opportunities outside of school hours so that children and young people can use the Welsh language and see it as a living language.

Menter Caerdydd was established in 1998 with the aim of promoting and extending the use of the Welsh language in Cardiff by creating opportunities for city residents to use the language beyond the school gates and outside working hours.

The situation of the Welsh language in Cardiff is now quite different to what it was at the time Menter Caerdydd was established. We can confidently say that Menter Caerdydd has played a leading role in supporting, and indeed at times, leading the increase in the use of the Welsh language across the city.

We will reflect the needs of different communities in order to continue to have a positive impact on supporting, promoting and increasing the use of Welsh within communities in our capital city.

Therefore, in planning our new strategy we have been mindful of the need to be clear on where Menter Caerdydd can make the most significant contribution for the next period so that we continue to build on progress.
AMBITION

The Welsh language becoming a central part of life in Cardiff.

MISSION STATEMENT

To promote and expand the social use of the Welsh language in Cardiff.

The work of Menter Caerdydd is central to supporting and delivering the Welsh Government’s vision of one million Welsh speakers by 2050 and Cardiff Council’s strategy of creating a fully bilingual city.

Our work supports the Well-being of Future Generations (Wales) Act 2015 in creating a Wales that we all want to live in, now and in the future. Central to our ambition is to see Cardiff as a place of vibrant culture in which the Welsh language thrives together with a society that promotes and protects our culture, heritage and language.

Each one of us, as partners, funders, stakeholders, volunteers and citizens, has an important contribution to make in achieving this.

STRATEGIC AIMS

- Promoting opportunities to use the Welsh language
- Increasing confidence and improving attitudes towards the Welsh language
- Strengthening/increasing the use of Welsh within families
- Supporting employment and training opportunities for young people and adults through the medium of Welsh
- Organising Tafwyl to celebrate the Welsh language and culture
- Ensuring that Menter Caerdydd has an effective digital platform for the Welsh language
- Partnership working with various bodies and organisations
OUR PRIORITIES

BILINGUAL CARDIFF
FAMILY
TAFWYL
CHILDREN
ADULTS
YOUNG PEOPLE
Providing Welsh-medium social opportunities for children and their parents/guardians.

We will:

• map the current provision of Welsh-medium social opportunities for the family
• identify areas where there is a need to expand provision
• increase our choice of opportunities for the families of Cardiff to socialise through the medium of Welsh
• plan and develop specific projects to target mixed language families
• ensure continuity from one age to another within our programmes
• organise activities in a variety of locations across Cardiff
• create strong operational partnerships

Provide 7 weekly Amser Stori (Storytime) sessions attracting more than 180 parents and children each week
Offering opportunities to use Welsh outside school hours.

We will:

- increase our choice of opportunities for children to socialise through the medium of Welsh
- identify areas where there is a need to expand provision
- organise activities in a variety of locations across Cardiff
- continue to seek the views of children on how they would like to see the Welsh language develop
- create strong operational partnerships

Nearly 4,000 children aged 4-11 enjoy our open access play scheme and 400 children attend our day care schemes during school holidays
YOUNG PEOPLE

Providing opportunities for young people to continue to use Welsh.

We will:

• provide a voice for young people and give them the opportunity to come together to share ideas
• increase our choice of opportunities for the young people of Cardiff to socialise through the medium of Welsh
• provide various volunteering and employment opportunities within our programmes
• identify areas where there is a need to expand provision
• organise activities in a variety of locations across Cardiff
• create strong operational partnerships

Growth of 45% in 10 years in the number of children and young people in Welsh-medium education in Cardiff
ADULTS

Providing social opportunities for adults in Cardiff to use and practise Welsh socially.

We will:

• co-ordinate and maintain a programme of leisure courses for adults suitable for a range of language abilities
• support the efforts of adult learning or those who want to rediscover their Welsh by promoting and providing opportunities to practise, converse and increase confidence
• identify areas where there is a need to expand provision
• organise activities in a variety of locations across Cardiff
• create strong operational partnerships

A growth of 39% in the number of Welsh speakers (3+ years) in Cardiff between 2016 and 2019

Annual Population Survey, Welsh Government - this survey offers a more regular estimate of the number of Welsh speakers, and therefore the data from the Survey can monitor trends between Censuses
TAFWYL

Holding an annual inclusive festival celebrating the best in Welsh arts and culture.

We will:

• raise the profile of the Welsh language in Cardiff by giving children, young people and adults the opportunity to experience the language in our capital city
• introduce the Welsh language and culture to a completely new audience
• provide an opportunity to increase confidence in Welsh and to access the language
• develop a series of events throughout the year continuing to strengthen the Tafwyl brand
• break new ground and extend the festival’s influence beyond Wales
• offer volunteering opportunities to the city’s young people and adults
• create strong operational partnerships

Over 40,000 people came to Tafwyl in 2018 to enjoy the best program ever with 48 live bands and 376 individual events.

The festival attracted 32 sponsors and had an economic impact of over £ 2.4m on the Cardiff economy.
BILINGUAL CARDIFF

Contributing to the creation of a bilingual Cardiff where citizens can live their lives fully bilingually.

We will:

• continue to target and support individuals and small businesses throughout the city to increase the use of Welsh
• lead the Bilingual Cardiff Forum working with partners to promote the Welsh language and facilitate its wider use
• strengthen and develop our digital communications network to communicate with existing users and attract a new audience
• continue to promote Welsh language events in Cardiff

More than 25 local and national partners are part of the Bilingual Cardiff Forum.
Over the last 20 years we have worked in partnership to provide and support an extensive programme of community opportunities in Welsh and have encouraged, qualified, facilitated and supported an army of volunteers and employment opportunities.

With the growth in the number of Welsh speakers in Cardiff our services are having a positive impact on supporting and increasing community use of the language, and building on these strong and diverse partnerships is essential to realising the vision.

Together we can continue to innovate and collaborate to create new and attractive opportunities to increase the number of Welsh speakers and increase the use of the language in order to contribute towards realising the Welsh Government’s vision of one million Welsh speakers by 2050.

**MONITORING**

The Menter Caerdydd Board monitors the Operational Plan to measure achievement in all areas.

Menter Caerdydd also reports to the Welsh Government and to Cardiff Council as part of the annual partnership agreement.

“Menter Caerdydd offers a wide and interesting range of activities for children and adults showing the vibrancy of the language in the city”

“It allows my child to have access to the Welsh language outside of school. This is important to us as learners, and without Menter Caerdydd my child doesn’t have the opportunity to speak Welsh”