

***Pembrokeshire Coast  
National Park Authority***



**WELSH LANGUAGE PROMOTION  
STRATEGY  
2023 – 2028**

**This document is also available in Welsh**

## 1. Introduction

This Strategy sets out how Pembrokeshire Coast National Park Authority will promote the Welsh Language through its work and areas of influence.

The Welsh language, as one of the oldest and most robust of the living minority languages in Europe, is central to Wales' cultural heritage and plays an important part in the linguistic heritage of the Park.

This is an inclusive strategy, with the main objective being increasing opportunities for all to see and use the Welsh language in different contexts linked to Authority's work and areas of influence.

In delivering this strategy we are seeking to support an increase in Welsh speakers. We will work collaboratively with stakeholders and partners across the Park, Pembrokeshire and Designated Landscapes to achieve this.

## 2. Census – Welsh Language in the Park

On the day of the 2021 Census, 19.4% (3,977) of all usual residents aged 3 years and over were able to speak Welsh in the Pembrokeshire Coast area. This is above 17.2% in Pembrokeshire and 17.8% in Wales. However, there has been a 1.4% decrease for Pembrokeshire Coast since the 2011 Census, slightly above the decrease seen at a Wales national level of 1.2%.

Census 2021 data showed that four Community Council areas in the Park had over half of their population able to speak Welsh. These are Crymych, Cwm Gwaun, Eglwysrwr and Maenclochog. This is a decrease from five in 2011 and seven in 2001.

The Authority's Local Development Plan 2 recognises and protects the Welsh language as one of the Special Qualities (Policy 8). Policy 13 Development in Welsh Language Sensitive Areas will normally apply in Community and Town Council areas with 19.2% or more Welsh speaking population, as identified in the Census. Based on the 2011 Census the following areas were identified as Welsh-Language Sensitive Areas in the Local Development Plan 2: Crymych, Cwm Gwaun, Dinas Cross, Eglwysrwr, Fishguard and Goodwick, Haycastle, Llanrhian, Llawhaden, Maenclochog, Mathry, Mynachlogddu, Nevern, Newport, Pencaer, Puncteston, Solva, St Davids and St Dogmaels.

Despite the decrease in people able to speak Welsh across Pembrokeshire Coast it is worth noting that over recent years Pembrokeshire as a whole has seen a growth in Welsh medium education provision.

### 3. Policy Context

This Strategy is set within the context of the Welsh Government's long-term approach to achieving the target of a million Welsh speakers by 2050 set out in ["Cymraeg 2050: A million Welsh speakers"](#) and one of the national milestones under [The Well-Being of Future Generations \(Wales\) Act 2015](#). At a local level it is also assisted by the Purposes of the National Park (as defined in the Environment Act, 1995), the [National Park Management Plan](#) and the Authority's [Corporate and Resources Plan](#), all of which aim to support the cultural heritage of the National Park.

Under the [Welsh Language \(Wales\) Measure 2011](#) the Authority is legally obliged to comply with a range of [Standards](#) agreed with the Welsh Language Commissioner. Standard 145 places a duty on the Authority to develop and publish a five year strategy for the Promotion of the Welsh Language. This Strategy builds on the previous five year strategy delivered by PCNPA between 2017 and 2022.

The Welsh Language Commissioner in their [best practice guide](#) has identified several key factors that affect the language use of individuals:

- **Continuity** - the continuation of experiences and opportunities from primary to secondary education; from secondary education to further or higher education; from education to the workplace, leisure, raising families, as well as social and community experiences, together with continuity between learning Welsh and becoming fluent.
- **Opportunity** – the quality and convenience of opportunities can greatly affect the use of the language and supporting future use of the language.
- **Attitudes** – it's important to consider how Welsh speakers feel about their ability and language use and the way in which they act on this, and how non-Welsh speakers feel about the language and how this is articulated and perceived.
- **Confidence** – the confidence of Welsh speakers can vary according to the situation (e.g. formal and informal) and therefore consideration must be given as to how and where to target support effectively.

### 4. Objectives and Deliverables

The Strategy sets out three objectives for the Authority in the promotion of the Welsh Language over the coming five years. Each Objective has a set of priority deliverables which fit within the Authority's delivery plans to ensure that they are implemented and monitored. Delivery Plans and performance will be reviewed annually as part of corporate planning cycle.

Promoting the Welsh Language has been identified as one of the cross cutting outcomes linked to delivery of our Well-being Objectives. Each delivery plan sets out how they will be implemented to take account of promoting the Welsh Language.

**Objective 1 - Promoting use of Welsh every day across the Authority, by staff, Members and volunteers**

- Deliverable: We will identify staff, Members' and Volunteers' Welsh Language skills, and support their development, to increase use of Welsh in the workplace and at Authority meetings.
  - To be implemented and monitored through the Skills Development and Training Delivery Plan.

**Objective 2- Promoting use of Welsh every day across our services, projects and activities, by the public and service users**

- Deliverable: We will deliver a programme of opportunities across our centres, events and outreach work supporting people to use Welsh and develop their Welsh Language skills.
- Deliverable: We will provide opportunities to promote Welsh Language and Welsh in the Landscape as part of activities and projects developed to increase access to nature for underrepresented groups or those who face additional barriers as well as being part of a programme of lifelong and community learning.
  - To be implemented and monitored through the Pembrokeshire Life Delivery Plan, Engagement, Involvement and Learning about the Park Delivery Plan and Health, Well-being and Access Delivery Plan.

**Objective 3: Promoting use of Welsh every day across all parts of the National Park**

- Deliverable: Development which would result in an unacceptable adverse effect on the Welsh language will not be permitted in Welsh Language Sensitive Areas identified in Policy 13 of the Local Development Plan 2
- Deliverable: We will contribute to community language resilience through planning provision of affordable housing to address local needs and appropriate type and mix of general housing within the Park and will consider the use of rural communities local lettings policies on rural exceptions sites

- Deliverable: The forthcoming review of the current National Park Management plan will provide an opportunity to explore the interrelationship of the Authority's Welsh language promotion objectives, new Well-being Objectives and priorities with its wider placemaking activities and duties.
  - To be implemented and monitored through the Local Development Plan 2 Annual Monitoring Report, Pembrokeshire Life Delivery Plan and Engagement, Involvement and Learning about the Park Delivery Plan.