

PEMBROKESHIRE COAST NATIONAL PARK AUTHORITY



WELSH LANGUAGE STANDARDS ANNUAL REPORT

April 2025 – March 2026

This report is also available in Welsh

We can also provide this report in alternative formats on request. Please contact:

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EXECUTIVE SUMMARY

The Welsh Language (Wales) Measure 2011 and The Welsh Language Standards (No. 1) Regulations 2015 set out a legal framework which imposes a duty on all local authorities and National Park Authorities in Wales, together with the Welsh Ministers, to comply with the Standards relating to the Welsh Language.

The Pembrokeshire Coast National Park Authority is fully committed to the principle of enabling and supporting Welsh speakers to use their language in all aspects of their lives and recognises its responsibility to facilitate and promote this use.

The Authority's aim is to enable our staff and stakeholders to use the language (Welsh or English) that they are most comfortable with. The Welsh Language Standards set the legal framework and this report sets out how the Authority is complying with the Standards required under that Measure. The Authority recognises that it has made progress but there are improvements still to be made.

1. INTRODUCTION/BACKGROUND

- 1.1 The Welsh Language Standards mean that the Pembrokeshire Coast National Park Authority should not treat the Welsh language less favourably than the English language, and should promote and facilitate the use of the Welsh language to make it easier for people to use it in their day-to-day lives.
- 1.2 The Standards fall into five broad areas:
- **Service Delivery**, which focus on providing services, procurement, corporate identity
 - **Policy Making**, which focus on carrying out an impact assessment of the Welsh language when making policy decisions, and taking positive action to promote use of the Welsh language
 - **Operational**, which focus on promoting and facilitating the Welsh language in relation to the Authority's staff and internal activities
 - **Promotion**, which focus on promoting or facilitating the use of the Welsh language more widely and
 - **Record Keeping**, which focus on keeping records on how the Authority complies with the Standards imposed.
- 1.3 A total of 170 Standards have been imposed on the Authority, with an initial implementation date of the 30th March 2016. A full list of the [Standards](#) with which the Authority is required to comply is available on our website and on our intranet for staff.
- 1.4 Standards 158, 164 and 170 stipulate that the Authority must produce an annual report by the 30th June in relation to each preceding financial year. This is the eleventh annual report since the introduction of the Standards and the report focuses on the period from the 01 April 2025 to the 31 March 2026.
- 1.5 This report has been considered by the Authority's Management Team and presented to the National Park Authority for approval.

2. MATTERS ARISING DURING THE REPORTING PERIOD

- 2.1 During the course of the year, the Authority has been subject to investigation by the Welsh Language Commissioner in respect of a complaint that it failed to comply with standards 36, 81 and 52 in that it was unclear in which language a guided walk would be conducted, the Welsh language was treated less favourably than the English when conducting the guided walk and English only text was found on an element of the Authority's website.
- 2.2 The complaint was upheld and the Welsh Language Commissioner determined that the Authority had failed to comply with the three standards.

The Authority was required to prepare an action plan setting out the steps that would be taken to ensure that the Welsh language is not treated less favourably than the English during walks and that Welsh walks are promoted. It was also required to ensure that the text appearing in English on the website was available in Welsh. Work to address these points is ongoing.

- 2.3 A second complaint was also made to the Commissioner, however the response provided by the Authority meant that no further investigation was undertaken.

3. SERVICE DELIVERY STANDARDS (STANDARDS 1 – 87)

- 3.1 To ensure that all staff are aware of the Service Delivery Standards, we have distributed guidance on the delivery of Welsh language services. All Team Leaders and Managers have a duty to ensure that their services comply with the requirements and these have been highlighted at meetings throughout the year.
- 3.2 **Correspondence and Answering the telephone (Standards 1 – 22)**
- 3.2.1 Correspondence is replied to in the language in which it was received, while correspondence sent to individuals for the first time is bilingual. The Authority's letterhead contains a statement that "We welcome receiving correspondence in Welsh and will respond to any correspondence in Welsh. Corresponding in Welsh will not lead to delay".
- 3.2.2 Calls to the Authority's main telephone number, and its centres, are answered bilingually and dealt with in Welsh, if that is the person's wish, wherever possible. It is stated on the Authority's Website that calls in Welsh are welcomed.
- 3.2.3 A 'mystery shopper' volunteer has been making calls to the Authority's main telephone numbers and the results of this will be used to assist with training.
- 3.3 **Meetings (Standards 24 – 36)**
- 3.3.1 The Authority holds its Authority/Committee meetings either online or as multi-location meetings (in accordance with the Local Government & Elections (Wales) Act 2021). During the reporting period the Authority has continued to hold its main Authority meeting bilingually with the assistance of simultaneous translation and has extended that provision to its Development Management Committee. It is an established principle that any member of the public who requests it can address the Authority's Development Management Committee (the only meeting where public speaking is allowed) through the medium of Welsh.
- 3.3.2 A pronunciation guide and associated recording have been produced to assist non-Welsh speaking Committee Chairs when opening meetings of the Authority bilingually.

3.3.3 Invitations for engagement meetings in relation to the Local Development Plan and a training session for Town and Community Councils have asked people whether they wish to use the Welsh language at the meeting so that simultaneous translation can be made available.

3.4 Documents, Forms and Publicity Material (Standards 37 – 51)

3.4.1 All of the Authority’s public facing communication is bilingual including the Coast to Coast newspaper, communication with volunteers and newsletters to stakeholder groups.

3.4.2 All policies, strategies, annual reports and corporate plans are published bilingually on the Authority’s [website](#), as are [press statements](#).

3.5 Website, apps and social media (Standards 52 and 55 – 59)

3.5.1 Users of the Authority’s website are able to choose their preferred language by clicking on a toggle button. Figures for web page views are provided in the table below which shows a significant increase on 2024/25. This increase in Welsh page views is likely linked to the fact that we are now more actively promoting our Welsh language channels through social media. This has helped increase followers on the Welsh channels, which in turn is likely to have led to more views on the Welsh pages.

Web page views by year	Welsh	English
2025/26	22,557	1,332,259
2024/25	13,333	1,460,825
2023/24	10,698	1,340,919
2022/23	4,064	936,413
2021/22	5,583	1,096,366
2020/21	12,328	802,982

3.5.2 Pages on the Authority’s website and social media platforms are being sampled by a ‘mystery shopper’ to identify any that do not comply.

3.6 Signage and Notices (Standards 61 – 63 and 69 – 70)

3.6.1 A signage audit was undertaken in August 2024. As a result some signage which was not bilingual has been replaced. More work is needed to follow up on other instances.

3.7 Reception services (Standards 64 – 70)

3.7.1 Of the four staff (2.6 full-time equivalents) in the Authority’s main reception area, two have undertaken Welsh Language courses to an entry level, one has undertaken Welsh Language courses to an intermediate level and one is a fluent Welsh speaker.

3.7.2 Iaithe Gwaith posters are displayed in all reception areas and employees who speak Welsh either wear Iaithe Gwaith lanyards or badges to inform the public that a Welsh language service is available. Welsh learners wear lanyards with “Dw i yn dysgu Cymraeg” on them.

3.8 **Grants and Tenders (Standards 71 – 80)**

- 3.8.1 The Authority administers the Sustainable Development Fund, the Greening Agriculture Fund and Connecting the Coast Scheme. Guidance notes and the application forms for these are available bilingually or in both Welsh and English, and correspondence is responded to in the applicant's language of choice. Any promotional material is available either bilingually or in both Welsh and English languages and are treated equally in terms of font, size, format, etc. Any application submitted in Welsh will not be treated less favourably than an application submitted in English.
- 3.8.2 When staff are organising grant funded capital works for Welsh-speaking farmers they try to find them Welsh-speaking contractors where possible.
- 3.8.3 Invitations to tender are inputted bilingually on the Sell2Wales website, with the following wording included: "Tenders are welcomed in English or Welsh. A tender submitted in Welsh will be treated no less favourably than a tender submitted in English".

3.9 **Education courses (Standards 84 and 86)**

- 3.9.1 The Authority does not run education courses *per se*. The activities and events programme for 2025/26 provides for activities/events through the medium of Welsh and all schools/groups who take part are able to do so through their preferred language.
- 3.9.2 Over the past 3 years, the Authority has led a collaborative project with the 8 Welsh Designated Landscapes to develop bilingual, Curriculum for Wales linked learning resources under the banner of Tirlun. The resource provides schools with extensive learning materials and related content focussing on the 8 Designated Landscapes, whilst covering a range of topics and approaches to learning, both inside and outside the classroom and is available through a dedicated bilingual [website](#).
- 3.9.3 A special event was organised with a school at one of the Authority's Centres to celebrate Welsh Language Music Day, at which the children performed in Welsh. This was promoted via social media.
- 3.9.4 256 sessions were undertaken with schools during the reporting period (this includes schools within and outside Pembrokeshire, Duke of Edinburgh Award, Further Education and University sessions), 31 of which (12.1%) were carried out through the medium of Welsh. 1,118 children and young people attended these sessions; a decrease of 39% compared to the previous reporting period. Sessions included Cwrs Croeso walks for Ysgol Preseli and participation in Gwyl hirddydd haf event for 5 Welsh medium schools organised by Pembrokeshire County Council Welsh Co-ordinator and Menter Iaith. 11 bilingual sessions were undertaken with schools, with 935 participants, where feasible other education sessions incorporate incidental Welsh. A teachers webinar was delivered in Welsh, and bilingual workshops have been delivered with teachers linked to the Tirlun project.

- 3.9.3 1,461 activities and events (including group volunteering sessions) were held during the reporting period, 412 of which (28%) were carried out through the medium of Welsh or bilingually, with the proportion of sessions delivered in Welsh increasing by 1%. These included Welsh language walks held in Cwm Gwaun, a Welsh learners walk held at Marloes, a Ranger providing Welsh language support and wildlife information for a guided walk/ art day in the woods as part of Seeds of Hope project and volunteering sessions. 30,919 people attended these sessions; these mainly related to Experience the Iron Age at Castell Henllys and events at Oriel y Parc. Centres provide self directed bilingual trails during the year, and Carew has a Welsh version of its Audio commentary exploring the history of Carew Castle and a Tidal Mill Audio Tour.
- 3.9.4 Castell Henllys have continued to host Cŵn i Plant Benfro in their tipi, they also hosted a pumpkin carving session that was facilitated in Welsh for Cylch Meithrin.

4. POLICY MAKING STANDARDS (STANDARDS 88 – 97)

- 4.1 **Policy formulation, review or revision (Standards 88 – 90)**
- 4.1.1 A Welsh Language Impact Assessment has been undertaken for the [Confirmation of proposed Article 4\(1\) Direction for 28-day use of land for camping, caravans and /or mobile homes](#), see Appendix C.
- 4.2 **Public consultation (Standards 91 – 93)**
- 4.2.1 The following consultations were undertaken which were accompanied by questionnaires and invited comments on the likely effects on the Welsh language and changes that could be made to increase positive effects and mitigate negative effects. The documents were in both Welsh and English and the English version states that the document is also available in Welsh.
- [Local Development Plan 2 – Supplementary Planning Guidance](#)
 - [Preparatory documents for Local Development Plan 3: Sustainability Appraisal incorporating the Strategic Environmental Assessment Scoping Report and Draft Issues, Vision and Objectives Paper](#)
- 4.2.2 Welsh Language Impact Assessments as a section within an Integrated Assessment were completed for
- Article 4 (1) Direction for 28-day camp sites and a Code of Conduct for Exempted Organisations
 - Local Development Plan 3 - Delivery Agreement
 - Revised Corporate Plan and Delivery Plans.
 - Cresswell Quay Conservation Area Appraisal and Management Plan
 - 2026 Car Park charges
 - Zero Racism Wales Policy

4.2.3 As part of each public consultation specific questions were asked seeking views on the issues identified as part of the Welsh Language Impact Assessments.

4.3 Policy on Awarding Grants (Standard 94)

4.3.1 A review was undertaken of the Authority's grants policy during the reporting period and it was found to be working well, with no issues identified.

4.4 Policy research (Standards 95 – 97)

4.4.1 No policy research was undertaken during the reporting period.

5. OPERATIONAL STANDARDS (STANDARDS 98 – 144)

5.1 Human resources policies (Standards 105 – 111)

5.1.1 Work is currently ongoing to update a number of the Authority's policies, however all staffing policies covered by the Standards are available bilingually.

5.2 Computer Software/Intranet (Standards 120 – 126)

5.2.1 The ApGeiriaduron (Welsh dictionary) is available on all Authority phones.

5.2.2 A Welsh Hub has been created, where all Information and policies on the Welsh Language can be found.

5.3 Assessing staff's Welsh language skills (Standard 127)

5.3.1 All staff have been asked to input their Welsh language skills on the Authority's HR system. The skills levels now used are based on the Welsh language skills competence framework (CEFR):

Level

- Entry
- Foundation
- Intermediate
- Advanced
- Proficient

5.3.2 On the 31 March 2026 the Authority employed 190 staff, 163 of whom (85.8%) have completed their language skills data:

Level	Number	Percentage
Entry	100	61.4
Foundation	14	8.6
Intermediate	16	9.8
Advanced	13	8
Proficient	20	12.3

5.3.3 The table above shows that 30% of staff consider themselves to be at intermediate level or above. It is considered that, on the whole, the Authority

is able to fulfil its obligations to the public in terms of providing a bilingual service. When posts become vacant, they are assessed with regard to linguistic requirements (see paragraph 5.5). In the meantime, staff are encouraged to enrol on Welsh language courses to develop or improve their Welsh language skills.

5.3.4 A Welsh Language skills audit to identify the language needs and skills of each team has been undertaken and this will further strengthen the Authority’s language planning strategy.

5.3.5 18 Members serve on the National Park Authority, and they have self-assessed their Welsh Language skills as follows:

Level	Number	Percentage
Entry	3	16.7%
Foundation	2	11.1%
Intermediate	2	11.1%
Advanced	0	0.0%
Proficient	3	16.7%
No skills	8	44.4%

5.4 **Welsh language courses (Standards 130 – 133)**

5.4.1 Wellbeing and Development reviews are undertaken with all staff, where the need (or opportunity) to learn Welsh is identified. Any staff wishing to attend a Welsh language course during work time is supported. A number of staff have received training to develop their language skills.

5.4.2 Online Welsh language awareness training is provided to all new employees as part of their induction, and 61.3% of staff have completed online Work Welsh language courses during the reporting period.

5.4.3 Support will be given during the 6-month probation period to assist staff to attain the required Welsh language skills.

5.4.4 During the year, laith were contracted to run three Language awareness sessions, aimed principally at Managers and Members of the Authority. The purpose of these workshops was twofold: to promote understanding and appreciation of the Welsh language and culture among staff, and to explore further opportunities for the Authority to embed and enhance Welsh language and cultural promotion within its activities.

5.4.5 The three bilingual half-day Critical Language Awareness workshops were delivered during September and October 2025, attended by 30 participants. A report summarised the strength, weaknesses, opportunities and threats to the Authority and this will be used as a basis for the review of the Authority’s Internal Use of Welsh Policy which will be undertaken during 2026-27.

5.4.6 A member of staff undertook training in the delivery of Critical Language Awareness sessions and these will be rolled out across the Authority during 2026-27.

- 5.4.7 The Chief Executive has attended the Academi Wales course on “Leading in a Bilingual Country” and we will develop a plan for more leaders to undertake that course.
- 5.5 **Assessing linguistic requirements for all vacant posts (Standard 136)**
- 5.5.1 Whenever a job description is prepared or amended, managers will be required to assess the linguistic requirements of the post using the Authority’s adopted language framework. The following factors are used, together with the language framework, to set the level of skills required for the post:
- (a) Will the postholder work in a Service area that requires the service to be delivered through the medium of Welsh?
 - (b) Is the Authority currently able to deliver this Service in Welsh?
- 5.5.2 If the answer to (a) is ‘yes’ and (b) is ‘no’, the post must be advertised as ‘Welsh essential’ with an indication of the skills level required. If the answer to both questions is ‘yes’, the manager must explain how the Authority currently delivers through the medium of Welsh.
- 5.5.3 These requirements are recorded in the ‘Request to Fill a Post’ form which is submitted to the Authority’s Senior Leadership Team for approval.
- 5.5.4 38 posts were advertised during the reporting period. 11 (29%) were categorised as Welsh essential, 27 as Welsh desirable or advantageous. In all cases, the person recruited matched the Welsh language skills needed.
- 5.5.5 The Authority has collaborated with other public sector employers to share best practice in respect of recruiting fluent Welsh speakers. We now indicate in the job description specific detail of the Welsh language skill required e.g. meet and greet, spoken Welsh essential to clarify whether or not written Welsh language skills are also needed.
- 5.6 **Application forms (Standards 137A – 140)**
- 5.6.1 The Authority has an online application process which is available in Welsh and English, however only one application was made through the medium of Welsh. The form asks individuals to note whether they wish to use the Welsh language in the interview process. One such request was made during the reporting period.
- 5.6.2 If the candidate wishes to be interviewed in Welsh, the interview panel will either be made up of Welsh speaking officers or simultaneous translation facilities will be provided. If the advertised post asks for Welsh language skills but the candidate – although indicating that s/he can speak Welsh – does not wish to be interviewed in Welsh, either a Member of the panel would be a fluent Welsh speaker or the conversational level of the candidate would be tested prior to interview.

- 5.7 **Signs displayed in the workplace (Standards 141 – 143)**
- 5.7.1 The Authority's policy is to ensure that all signs are bilingual, with the Welsh text inserted in such a way that it is likely to be read first. Reception/Centre managers have received guidance on ensuring that they comply with these Standards.

6. PROMOTION STANDARDS (STANDARDS 145 – 146)

- 6.1 **5-year Welsh Language Strategy**
- 6.1.1 The Authority has produced an [Assessment of Welsh Language Strategy 2017-2022](#) and adopted a [Welsh Language Promotion Strategy 2023-2028](#). An Action Plan to implement actions to be undertaken in the coming year has been agreed and actions set out within it are monitored by the Audit and Corporate Services Review Committee.
- 6.1.2 The Authority is engaging with the Eisteddfod team and local groups in advance of Eisteddfod y Garreg Las taking place just outside of the National Park in 2026. The Authority will be awarding the Chair at the Eisteddfod. In addition, an Education Pack linked to the Chair is being prepared as part of Tirlun (see 3.9.2 above).
- 6.1.3 A project to uncover and protect the historic place names of the National Park was launched in January 2026. Run in partnership with the Royal Commission on the Ancient and Historical Monuments of Wales, the project will gather local knowledge from communities across the Park through a series of workshops and record the names of fields, footpaths, buildings and lanes in the List of Historic Place Names for Wales.

7. RECORD KEEPING STANDARDS (STANDARDS 147 – 154)

- 7.1 **Complaints received (Standards 147 – 149)**
- 7.1.1 No complaints in relation to the Welsh Language were received directly by the Authority during the reporting period. However a complaint was received and upheld by the Welsh Language Commissioner (see section 2 above).
- 7.2 **Policy Making Standards (Standard 150)**
- 7.2.1 Please see Section 4 above for the ways in which the Authority has complied with the Policy Making Standards.
- 7.3 **Welsh language skills (Standard 151)**
- 7.3.1 All staff have been asked to input their Welsh language skills on the Authority's HR system (see 5.3 above). As noted in paragraph 5.3.4, a Welsh Language Skills Audit was undertaken during the reporting period and actions have been identified to encourage staff to develop their language skills further.

7.4 **Training courses (Standards 152)**

7.4.1 All staff are actively encouraged to learn Welsh and 61.3% of staff have completed online Work Welsh language courses during the reporting period. Completion of the basic module is now mandatory for all new starters to the Authority.

7.5 **Welsh language assessments for new or vacant posts (Standard 153)**

7.5.1 All requests to fill new or vacant posts have to be considered by the Authority's Senior Leadership Team (see 5.5 above). The statistics are recorded on the Authority's performance management system and reported to the Audit and Corporate Services Review Committee and Operational Review Committee.

7.6 **Categorisation of new and vacant posts (Standard 154)**

7.6.1 Statistics relating to the categorisation of new or vacant posts can be found in paragraph 5.5.4.

8. SUPPLEMENTARY STANDARDS (STANDARDS 155 – 175)

8.1 A copy of the Compliance Notice issued to the Authority by the Welsh Language Commissioner is available on the Authority's website.

8.2 A document entitled "[Welsh Language Standards: Comments and Complaints](#)" is available on the Authority's website, and linked from the Authority's Service Standards page. This document sets out all the Standards with which the Authority has to comply, together with the process that will be adhered to should someone make a complaint to the Authority if it fails in that duty.

9. MONITORING COMPLIANCE

9.1 Ultimate responsibility for implementing and monitoring the Welsh Language Standards lies with the Authority's Chief Executive. However, any actions concerning the Standards on a day-to-day basis has been delegated to the Democratic Services Manager. In addition, every Director, Head of Service and Team Leader are fully aware of the obligations of the Standards and promoting the Welsh Language has been identified as a cross-cutting outcome throughout the Authority's Delivery Plans.

9.2 The Annual Monitoring Report is submitted to the Authority for approval prior to submission to the Welsh Language Commissioner.

9.3 The 2025/26 Annual Report contained the following actions. This is how they have been addressed during the year:

Action	Output/Target	Status/progress commentary
<p>Increase numbers of staff able to deliver services through the medium of Welsh by upskilling/increasing the confidence of existing staff and recruitment as vacancies arise</p>	<p>30% of staff assess their Welsh Language skills as being intermediate or above</p> <p>% posts recruited in accordance with linguistic requirements</p>	<p>Both of these targets have been met, see paras and 5.3.3 and 5.5.4 above.</p>
<p>Working with partners, develop and deliver a programme of opportunities, supporting people to use Welsh and develop their Welsh Language Skills</p>	<p>Programme of activities in place.</p> <p># participants in Welsh Language activities and sessions</p> <p>Case Studies and Feedback from opportunities.</p>	<p>While participation in Welsh language education sessions has decreased, participants in activities and events has increased slightly (see para 3.9.3). Work in this area will continue and is likely to be boosted in the coming year through provision of activities associated with Eisteddfod y Garreg Las in August.</p>
<p>Member training session on Welsh Language Sensitive Areas (Policy 13) and use of rural communities local lettings policies on rural exceptions sites.</p>	<p>Delivery of Training.</p> <p>Members decisions.</p>	<p>The LDP 2 AMR 2024-2025 was reported to NPA in October 2025. Indicator 5 records decisions contrary to LDP 2 Policy 13 Welsh language. During the monitoring period, no proposals were determined contrary to the policy.</p> <p>The NPA is preparing a replacement LDP 3 and will be preparing a background paper on Welsh language and considering the geographical designation of Welsh Language Sensitive Areas. This will be presented and discussed with Members during the forthcoming financial year.</p>

9.4 Actions to be undertaken during the year:

Action	Output/Target	Timescales
Review policy on Internal Use of Welsh	Revised policy approved by Management Team and published on the staff intranet	December 2026
Provide training on using the Welsh language effectively in meetings, interviews, and complaints and disciplinary procedures	Delivery of training to Members and staff	March 2027
Preparation of a background paper on Welsh language, considering the geographical designation of Welsh Language Sensitive Areas within Local Development Plan 3.	Presentation of the paper to Member of the Authority to establish the Authority's approach.	March 2027
Creation of a network of Welsh language Champions to promote and encourage the use of Welsh both within the workforce and in activities and events undertaken by staff across the Authority.	<p>35% of staff assess their Welsh Language skills as being intermediate or above</p> <p>Case Studies and Feedback from opportunities.</p> <p># participants in Welsh Language activities and sessions</p> <p>Case Studies and Feedback from opportunities.</p>	March 2027