



**Bannau Brycheiniog
National Park Authority
Welsh Language Promotion Strategy**

2026 – 2031

“Mae’r Gymraeg yn un o drysorau Cymru. Mae’n rhan o’r hyn sy’n ein diffinio fel pobl ac fel cenedl. Ein huchelgais ni fel Llywodraeth Cymru yw gweld miliwn o bobl yn gallu mwynhau siarad a defnyddio’r Gymraeg erbyn 2050. Does dim dwywaith fod hon yn uchelgais heriol, ond rydym yn credu ei bod yn her werth chweil a bod angen i ni osod uchelgais o’r fath os ydym am sicrhau hyfywedd yr iaith ar gyfer cenedlaethau i ddod.”

‘Cymraeg 2050: Miliwn o siaradwyr’ Strategaeth Iaith Llywodraeth Cymru

“The Welsh language is one of the treasures of Wales. It is part of what defines us as people and as a nation. Our ambition as Welsh Government is to see the number of people able to enjoy speaking and using Welsh reach a million by 2050. This is certainly a challenging ambition, but a challenge we believe is worthwhile and necessary if we are to secure the vitality of the language for future generations” ‘Cymraeg 2050: A million Welsh speakers’

‘Cymraeg 2050: Miliwn o siaradwyr’ Welsh Government’s Language Strategy

Introduction

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), 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.

Cymraeg 2050: A Million Welsh Speakers

Outside of the Authority, this Strategy also directly aligns with the 3 main themes of Welsh Government's Strategy i.e. to increase the number of Welsh speakers, increasing the use of Welsh, and creating favourable conditions (infrastructure and context) for it.

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 nonWelsh 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

The Vision

The Vision for this strategy is to see the Welsh language flourish in Bannau Brycheiniog National Park.

The published Welsh language data from the 2021 UK Census shows a decline in the overall number of Welsh language speakers. The fragility of the language is clear for all to see, and if we are to fulfil our vision of seeing the Welsh language flourish in Bannau Brycheiniog, it will need a concerted effort from all of us.

We have reviewed our priority areas, to ensure that we can focus our efforts on where we can have the biggest impact and where we can make a difference.

As a National Park Authority, it is recognised that we do not have the remit which would enable us to have a direct influence on several key areas which are vital for securing language transfer. Evidence tells us that it is direct interventions within the community, the family and within schools that are the most important areas to focus on when aiming to increase the number of Welsh speakers. It is therefore very difficult for us to set a target for increasing the number of Welsh speakers within the National Park, as we do not have direct control over it.

Our Role

Although we cannot directly influence language acquisition, the Authority is committed to supporting and promoting the Welsh language through indirect measures that align with our statutory responsibilities and public engagement.

Indirect Support Measures

The Authority will:

- Prioritise Welsh place names across the Park.
- Provide bilingual signage and interpretation to ensure visibility and accessibility.
- Promote Welsh language use in events and visitor experiences.
- Encourage staff and volunteers to use Welsh and support language development.
- Work in partnership with local organisations and communities to create opportunities for Welsh language use.
- Ensure Welsh is integrated into digital and printed communications.
- Promote Welsh language competitions and creative opportunities such as writers in residence.
- Embed Welsh language standards in HR, workforce development, governance, education, planning, and management.

Alignment with National Strategies

This policy supports and aligns with:

- **Cymraeg 2050: A Million Welsh Speakers**, the Welsh Government's strategy to increase the number of Welsh speakers and its everyday use.
- **Local Authority Welsh Language Promotion Strategies**, by contributing to shared objectives for visibility and engagement within the Park area.

Welsh Language Standards

The Authority is fully committed to complying with the Welsh Language Standards as set out by the Welsh Language Commissioner. This includes ensuring that services, communications, and public information are available in Welsh and English, and that Welsh is treated no less favourably than English in all aspects of our work.

Commitment

Through these actions, the Authority aims to contribute to a positive environment for the Welsh language, supporting its visibility and everyday use within the National Park, in line with national and regional priorities.

1. Welsh Place Names

Welsh names will be the primary reference, with English in brackets where appropriate (e.g., Aberhonddu (Brecon)).

Purpose: Reinforces cultural identity and supports everyday use of Welsh.

2. Bilingual Signage

All new signage and interpretation will be bilingual, Welsh first.

Purpose: Promotes inclusivity and meets statutory requirements.

3. Events and Visitor Experiences

Welsh will be integrated into branding, announcements, and interpretation at all events.

Purpose: Normalises Welsh and enhances cultural authenticity.

4. HR and Workforce

The Authority will recruit staff with appropriate Welsh language skills based on objective assessment and provide support for employees to learn or improve their Welsh to the level required for their role. Staff with little or no Welsh will be required to complete the *Work Welsh Welcome* 20-hour online course, while all new recruits will receive induction information on the Authority's Welsh language standards and policies. In addition, awareness training will be delivered to all staff, alongside opportunities to practise and develop their Welsh language skills.

Purpose: Builds organisational capacity and sets an example for visitors.

5. Authority Members and Meetings

The Authority will provide Welsh language awareness training for all members and encourage participation in the *Work Welsh Welcome* 20-hour course to build confidence in using the language. Meetings will open and close bilingually, with bilingual greetings and messages displayed to reinforce the Authority's commitment to Welsh language visibility. Provide services to allow for simultaneous translation during National Park Authority meetings so that meetings can be carried out through the medium of Welsh

Purpose: Ensures governance reflects language standards and cultural identity.

6. Education Service

Promote and deliver outdoor learning experiences for schoolchildren through the medium of Welsh, ensuring at least 25% of pupils engaged receive Welsh-language provision either in person or remotely. It will also provide environmental education in Welsh, both directly and in partnership with schools within and around the National Park

Purpose: Inspires future generations and supports Welsh-medium education.

7. Digital and Printed Communications

All communications will be bilingual, Welsh prioritised.

Purpose: Reinforces visibility and accessibility.

8. Creative Opportunities

Champion Welsh language competitions and writers in residence programmes.

Purpose: Celebrates Welsh culture and creativity.

Monitoring and Evaluation

To ensure accountability and continuous improvement, the Authority will:

- **Track implementation of Welsh language measures annually**, including signage, publications, and event delivery.
- **Monitor compliance with Welsh Language Standards**, reporting progress through statutory annual reports.
- **Review and update this policy every five years**, or sooner if required by legislative changes or strategic priorities.

Key Performance Indicators (KPIs)

- 100% of new signage and publications bilingual, Welsh first.
- 100% of new communications bilingual.
- Welsh language featured in 100% of Authority-led events.
- Positive visitor feedback on Welsh visibility.
- Increase in staff and member Welsh language skills.
- Delivery of at least one Welsh language competition annually.
- At least 25% of education service interactions delivered through Welsh.

Conclusion

The Welsh language is a living expression of our culture, heritage and identity. This strategy places it at the heart of everything we do. By embedding Welsh in all of our communications, education provisions, governance and visitor engagement, we are not only meeting our statutory obligations but creating a vibrant, inclusive future for Bannau Brycheiniog. Our ambition is to make Welsh as visible as possible, accessible and celebrated across the National Park. We will champion Cymraeg as a cornerstone of belonging, inspiring generations to connect with the land and its language.

This document is also available in Welsh.
Mae'r ddogfen hon hefyd ar gael yn Cymraeg.



Bannau
Brycheiniog