



Appendix iv

Bilingual Cardiff 2022-27: Revision to the Welsh Language Promotion Five-Year Strategy

Consultation Report - November 2021



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Background

Bilingual Cardiff 2022-27: Revision to the Welsh Language Promotion Five-Year Strategy

Cardiff Council is committed to the promotion and development of the Welsh language to realise its vision of Cardiff as a truly bilingual capital city. The Welsh language standards include a statutory requirement to create and publish a five-year strategy, which sets out how we will promote and facilitate the use of Welsh in Cardiff. The first Bilingual Cardiff Strategy was published in 2017 and the Bilingual Cardiff Strategy 2022-27 represents its first revision and a further development of its initial objectives and actions.

The 2022-27 strategy has been prepared to support the Welsh Government's aim to achieve a million Welsh speakers by 2050. It follows the three main themes of Cymraeg 2050 and includes a target to increase the number of Welsh speakers in Cardiff by 2027. The strategy offers a number of additional specific objectives to support, facilitate, and champion the use of the Welsh language. The strategy also supports the delivery of the well-being goals included in the Well-being of Future Generations Act 2015 – A Wales of vibrant culture and thriving Welsh language and the objectives described in the Council's Welsh Education Strategic Plan (WESP) 2022-32.

The draft Bilingual Cardiff Strategy 2022-27 was subject to an internal consultation with Council staff and the Bilingual Cardiff Forum partners in September 2021 and a public consultation in October and November 2021. The comments, suggestions and recommendations received will be given consideration and incorporated into the strategy and its action plan. The final draft of the strategy will be presented for approval by Cardiff Council's Cabinet and full Council in January 2022. This is an ambitious and far-reaching strategy which describes how Cardiff Council will promote the Welsh language over the next 5 years. The consultations have allowed the Council to engage with staff, partners and citizens in order to promote and develop the Welsh language and support its vision of a truly Bilingual Cardiff.

Methodology

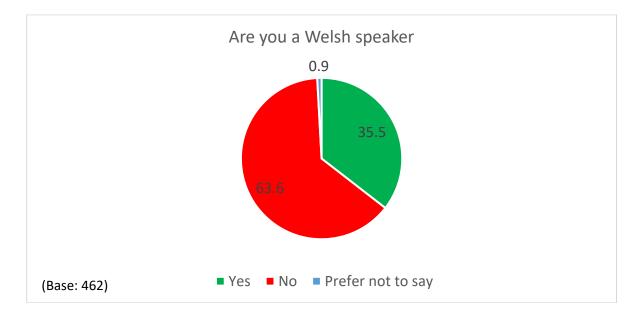
The survey was developed in collaboration between the Bilingual Cardiff Team and the Cardiff Research Centre. The impact of the COVID-19 pandemic, with restrictions on the numbers of people able to meet indoors and the requirement to wear face coverings, affected traditional methods of engagement. This survey was run online, with the survey promoted via the Council's corporate social media accounts, shared with staff via the Intranet and Staff Information emails, hosted on the Have Your Say page on the Council's website, with promotions for the survey on the council homepage. An email was sent to Cardiff Citizens' panel as well as Bilingual Cardiff partners.

Research Findings

After data cleansing and validation, there were 464 responses to the Bilingual Cardiff Strategy Public Survey.

Are you a Welsh speaker?

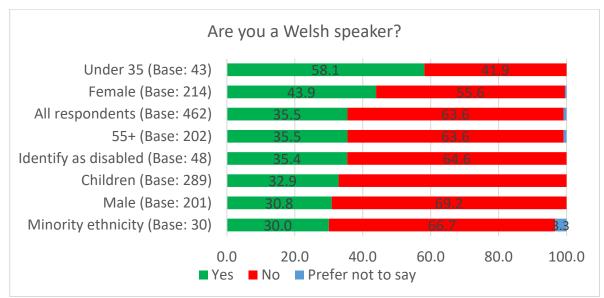
462 responses were received for this question, giving a response rate of 99.6%.



Over one third (35.5%) of respondents confirmed they were Welsh Speakers.

Just under three in five (58.1%) of respondents Under 35, identify as a Welsh speaker, this falls to two in five (43.9%) when viewed by Females.

Around one third of All respondents, those aged 55+, that identify as disabled and with children within their households also identify as Welsh speakers.

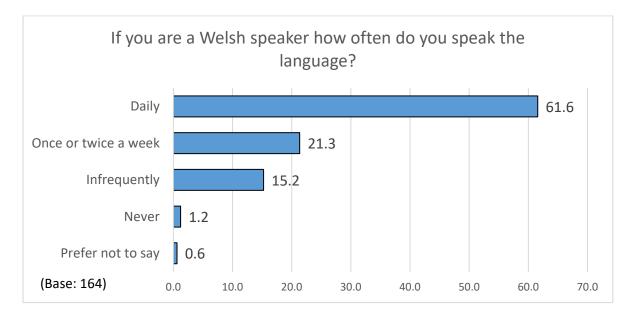


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If you are a Welsh speaker how often do you speak the language?

164 responses were received for this question, giving a response rate of 35.3%

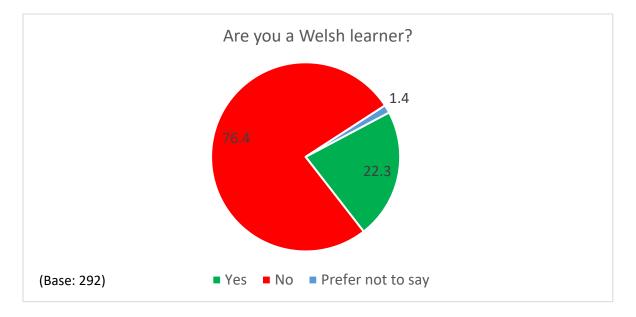
Three in five (61.6%) Welsh speakers use the language on a daily basis, this falls to one in five (21.3%) that use it once or twice a week.



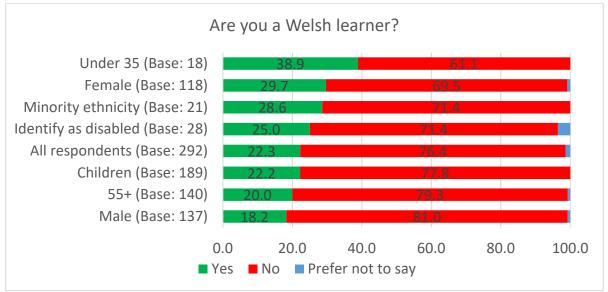
Are you a Welsh learner?

292 responses were received for this question, giving a response rate of 62.9%.

Those respondents that did not identify as a Welsh speaker where then asked if they were learning the language. Just under one quarter (22.3%) indicated they were in the process of learning Welsh.



Just under two in four (38.9%) of respondents Under 35, are in the process of learning Welsh, this is followed by around three in ten of Female (29.7%) and those from a Minority Ethnicity (28.6%). Around one in six (18.2%) of Male's were Welsh learners.

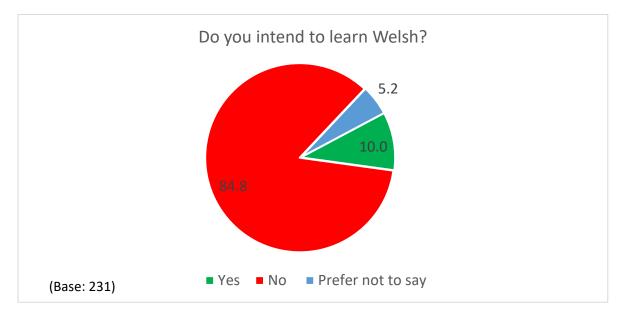


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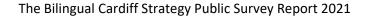
Do you intend to learn Welsh?

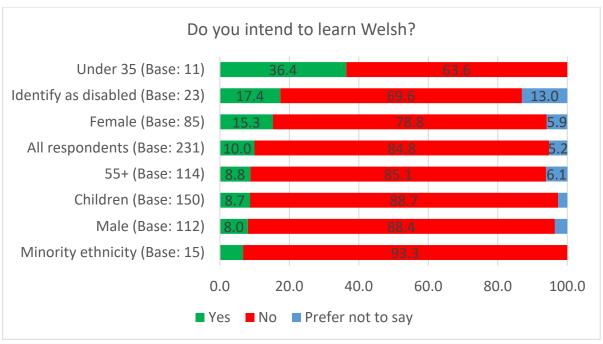
231 responses were received for this question, giving a response rate of 49.8%.

One in ten (10.0%) respondents intend to learn Welsh.



Over one third (36.4%) of Under 35's intend to learn Welsh, this was followed by around one in six (17.4%) of those that identify as disabled.



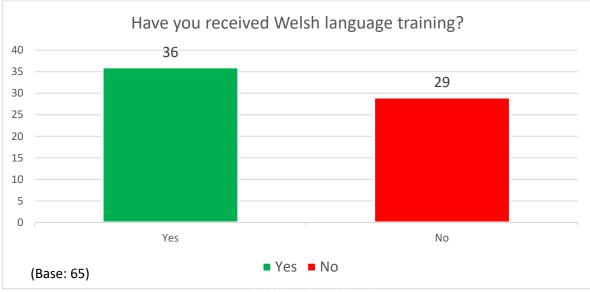


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Have you received Welsh language training?

65 responses were received for this question, giving a response rate of 14.0%.

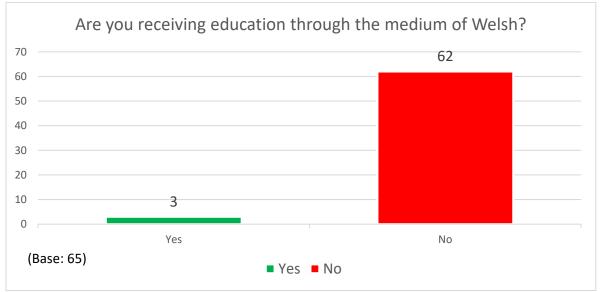
Those respondents that did not identify as a Welsh speaker or Welsh learner were asked 'Have you received Welsh language training?' 36 out of the 65 respondents that replied indicated that they had received Welsh language training.



NB: - Caution should be taken with low base sizes.

Are you receiving education through the medium of Welsh?

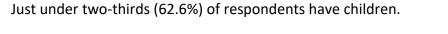
Respondents that identified as a Welsh learner were asked if they were undertaking education through the medium of Welsh. Three respondents indicated this was the case.

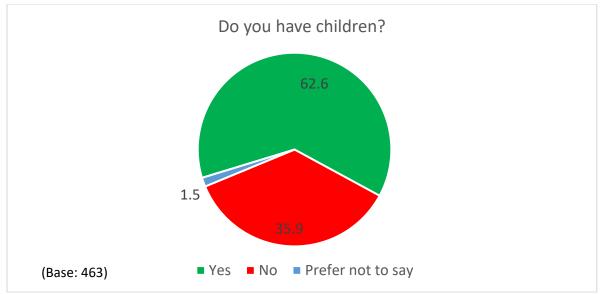


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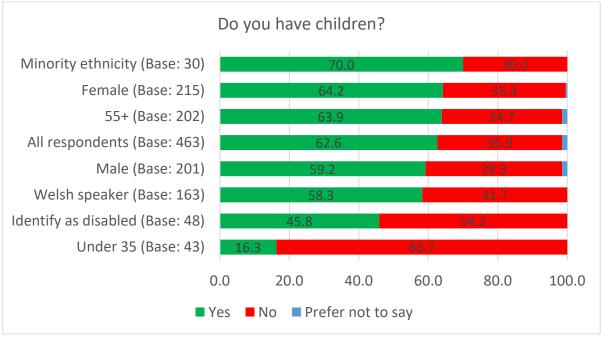
Do you have children?

463 responses were received for this question, giving a response rate of 99.8%.





Seven in ten (70.0%) of Minority Ethnicity respondents have children, this falls to around three in five when compared by Females (64.2%) and respondents aged 55+ (63.9%).

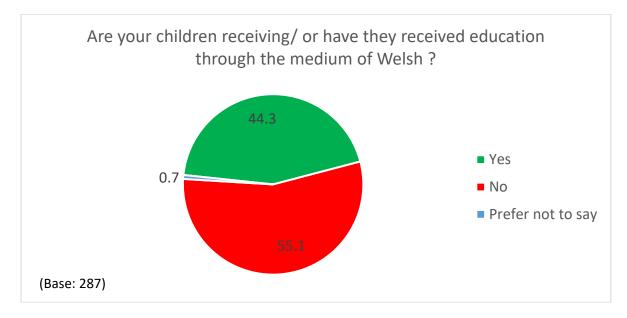


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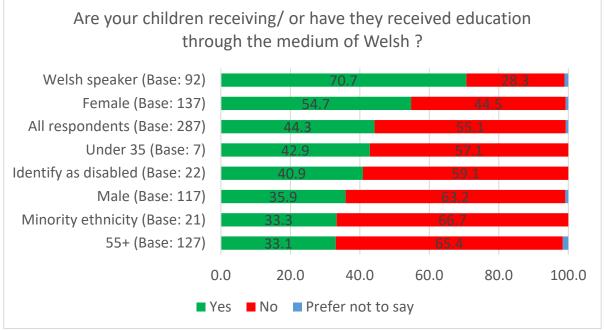
Are your children receiving/ or have they received education through the medium of Welsh?

287 responses were received for this question, giving a response rate of 61.9%.

Households containing children where then asked, 'Are your children receiving/ or have they received education through the medium of Welsh?' Over two in five (44.3%) of respondent's children have received or were currently receiving education through the Welsh medium.



Around seven in ten (70.7%) of Welsh speakers' children are receiving or have received education through the medium of Welsh, this is more than twice as many as those from a Minority Ethnicity (33.3%) and those aged 55+ (33.1%).

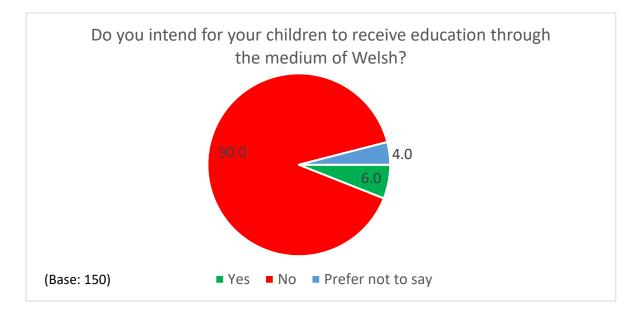


NB: - Caution should be taken with low base sizes.

Do you intend for your children to receive education through the medium of Welsh?

150 responses were received for this question, giving a response rate of 32.3%.

Around one in twenty (6.0%) intend for their children to receive education through the medium of Welsh.



What is your vision of a truly Bilingual Cardiff?

Respondents were asked 'What is your vision of a truly Bilingual Cardiff?' – 346 comments were received, when analysed resulted in 19 themes. Details of the top three themes and example comments are as follows: - (A full list of themes with example comments can be seen in Appendix A).

Theme	No.	%	Example comments				
Good access to Welsh language	100	28.9	 "Where you can walk up to anybody on the street / shop / office and start your conversation through either Welsh or English." "A city in which all public interaction, medical, civic administrative, post office, banking environments can be carried out in either language." "Being able to use English or Welsh easily in any everyday situation e.g., shops, leisure centres, banks etc." "Where people are comfortable and able to go about their daily lives in Cardiff being able to interact in either Welsh or English." "Somewhere people can carry out day to day interactions in either language as they choose, and learning is readily available." "To be able to enter any situation and be able to speak in Welsh." 				
Welsh language/culture embedded in Cardiff, business, services, signs	99	28.6	 "Welsh as the default and visible in all aspects of the city's public life - from signs to information, from education to all other possible provision - and everyone understands, speaks, uses and values it." "That Welsh is a natural part of living in Cardiff, not only in the chapel and school." "A city where language choice is by default, where Welsh and English speakers can receive exactly the same service, provision and opportunities in both languages. A city that appears bilingual and where the Welsh language is visible and heard everywhere. A city where the Welsh language is at the heart of everything that happens in the city and a city that is proud to be a bilingual city and where all children leave school fluent in both languages." 				

			 "A city where both languages have equal status, and all citizens are aware of the benefits of being bilingual even if they themselves are not. All services are available in both languages and these services are as easy to access in Welsh as they are in English. All children are taught Welsh and English to an equal standard so that the next generation are truly bilingual." "Akin to a Scandinavian City, proud of its local language and culture, whilst maintaining a polyglot population able to exploit that skill." "Where people are so familiar with it that they don't even notice."
Everyone speaking / learning Welsh	96	27.7	 "That everyone has a basic understanding Welsh." "Free Welsh lessons for all abilities." "I would like to see everyone in Wales speaking Welsh, or at least understanding it." "Everyone speaks Welsh." " A Cardiff where every single person who has grown up in Cardiff can speak Welsh and English fluently."

The Bilingual Cardiff strategy follows Cymraeg 2050 and offers three main themes for the promotion of the Welsh language. These themes are further broken down into areas of work. Please grade the areas of work within each theme by order of priority.

Theme 1: Increasing the number of Welsh speakers –

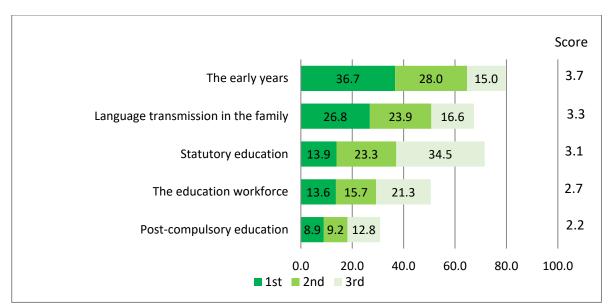
447 responses were received for this question, giving a response rate of 96.3%.

Respondents were then asked to rank the different topics regarding increasing the number of Welsh speakers in Cardiff from one to five.

Scores were calculated by assigning five points for each first-place ranking, four points for each second place, three points for each third place, two points for each fourth place, and one point for each fifth place. These were combined for each theme and divided by the overall number of respondents answering this question, to give a final score.

"The early years." was rated the most important, with 36.7% of respondents ranking this in first place, and an overall score of 3.7 out of five.

In second place, ranked in first place by 26.8% of respondents (and an average score of 3.3 out of 5), was "Language transmission in the family."



The above chart shows the proportion of 1^{st} , 2^{nd} and 3^{rd} place votes for each action, plus the overall score generated (out of 5).

There was consistency of opinion across the demographic groups analysed regarding the importance of the areas within Theme 1, however:

'Post-compulsory education: maintain and develop post-compulsory education provision which increases rates of progression and supports everyone to develop Welsh language skills for use socially and in the workplace.'

Those that identified as disabled (79.2%) were more than three times as likely to rank the importance of Post Compulsory education in their top three than Welsh speakers (23.6%).

Theme 2: Increasing the use of Welsh

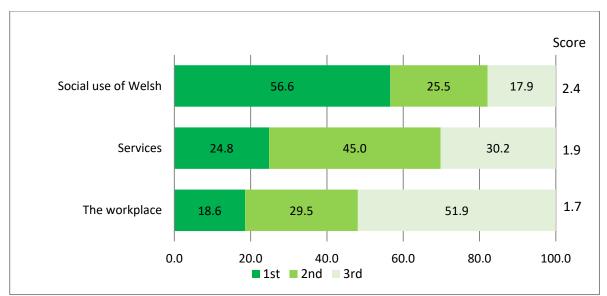
447 responses were received for this question, giving a response rate of 96.3%.

Respondents were then asked to rank the different areas regarding increasing the use of Welsh they prefer from one to three.

Scores were calculated by assigning three points for each first-place ranking, two points for each second place, and one point for each third place. These were combined for each theme and divided by the overall number of respondents answering this question, to give a final score.

"Social use of Welsh." was ranked as the top theme, with 56.6% of respondents ranking this in first place, with an overall score of 2.4 out of three.

In second place, ranked in first place by 24.8% of respondents (and an average score of 1.9 out of 3), was "**Services**."



The above chart shows the proportion of 1st, 2nd and 3rd place votes for each action, plus the overall score generated (out of 3).

Looking at scores by respondent, those that identified as disabled (33.3%) were more than twice as likely to rank '**Services'** 1st than those from a Minority Ethnicity (16.7%).

The greatest proponents for the '**Social use of Welsh'** ranking it 1st were respondents from a Minority Ethnicity (63.3%), in contrast to Welsh Speakers (49.7%).

Theme 3: Creating favourable conditions – infrastructure and context

447 responses were received for this question, giving a response rate of 96.3%.

Respondents were then asked to rank elements to improve infrastructure and context of the Welsh language they prefer from one to seven.

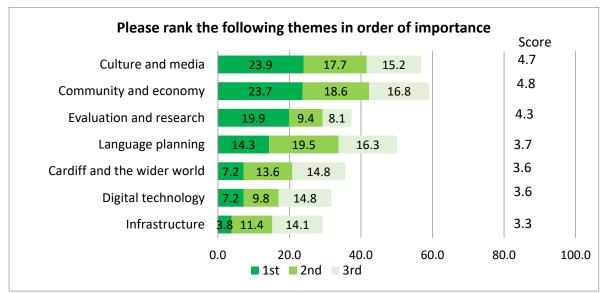
Scores were calculated as below: -

Rank	Points
1st	7
2nd	6
3rd	5
4th	4
5th	3
6th	2
7th	1

These were combined for each theme and divided by the overall number of respondents answering this question, to give a final score.

"Culture and Media" gained the most votes for first place, with 23.9% of respondents ranking this in first place, with the second highest overall score of 4.7 out of 7.

Next, ranked in first place by 23.7% of respondents (and receiving the highest score of 4.8 out of 7), was "**Community and economy**."



"Evaluation and research." were ranked 1st by 19.9% of respondents and realised an overall score of 3.7 out of 7.

The above chart shows the proportion of 1st, 2nd and 3rd place votes for each action, plus the overall score generated (out of 7).

'Community and economy' most ranked 1st amongst respondents Under 35 (32.6%). First placed ranking was lowest amongst those that identified as from a Minority Ethnicity (13.3%).

Respondents Under 35, were around two times as likely to rank '**Digital technology'** first (11.6%), then Female and older respondents (5.2% respectively).

Around one in seven (16.3%) of Under 35's ranked **'Infrastructure'** 1st, this figure falls to 0.6% when compared by Welsh speakers.

'Language planning' garnered the highest first place ranking by Welsh speakers (20.5%), this falls to 7.0% when viewed by Under 35 respondents.

'Evaluation and Research' was deemed more important by older respondents with (23.8%) awarding a first-place ranking, in contrast to Welsh speakers (3.1%).

The Bilingual Cardiff Strategy 2022-27 presents a number of actions and targets to support the delivery of its three strategic themes. Theme 1

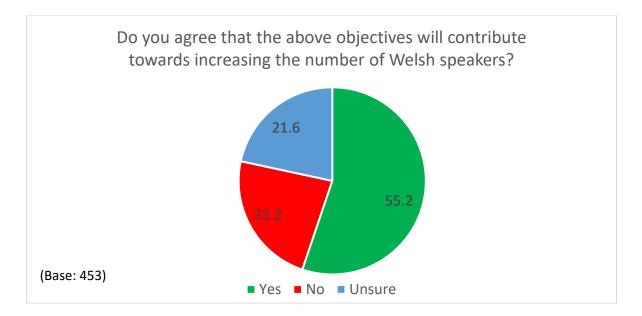
Over three quarters ranked both 'Increase the number of places available within primary and secondary Welsh-medium secondary education in Cardiff' And 'Increase the percentage of people in Cardiff who can speak Welsh' in their top two priorities, with the latter realising the highest 1st place ranking (52.2%).

Theme 1: Increasing the number of Welsh speakers - Please choose your top three priorities.	1	2	3	% Top Two	No. of Votes
Increase the number of places available within primary and secondary Welsh-medium secondary education in Cardiff.	40.4	37.2	22.3	77.7	94
Increase the percentage of people in Cardiff who can speak Welsh.	52.2	22.8	25.0	75.0	92
Increase Welsh-medium social provision for children's early years and raise awareness of this provision.	29.4	42.9	27.7	72.3	119
Present a campaign to increase the use of Welsh at home and promoting bilingualism and multi-lingualism with non- Welsh speaking households.	42.4	29.7	28.0	72.0	118
Promote Welsh-medium education among non-Welsh speaking families to increase awareness of the history of the Welsh language and foster pride in the language.	39.4	31.8	28.8	71.2	170
Increase the provision of Welsh language courses for parents who send their children to Welsh-medium schools.	39.9	31.2	28.9	71.1	173
Increase the Welsh-medium provision for children with additional learning needs.	14.9	46.8	38.3	61.7	47
Increase the number of teachers who can teach Welsh as a subject and the number of teachers who can teach other subjects through the medium of Welsh.	31.1	30.4	38.5	61.5	161
Increase the number of students studying further and higher education courses through the medium of Welsh.	11.6	46.5	41.9	58.1	43
Deliver Welsh-medium education promotion initiatives in partnership with organisations representing Black Asian and Minority Ethnic communities.	17.9	37.2	44.9	55.1	78
Develop a pilot project to work intensively in two areas in Cardiff with primary schools who are experiencing a reduction in the number of children seeking a place in reception/nursery class	17.5	37.5	45.0	55.0	40
Increase the number of secondary school pupils studying qualifications assessed through the medium of Welsh.	24.1	27.6	48.3	51.7	29
Supporting a Welsh Education Promotion Officer to work across the Southwest Wales region.	29.4	20.6	50.0	50.0	34

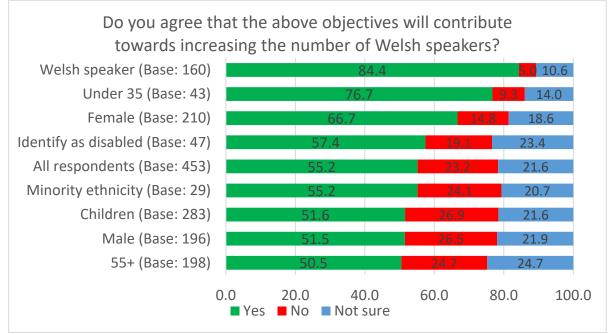
Do you agree that the above objectives will contribute towards increasing the number of Welsh speakers?

453 responses were received for this question, giving a response rate of 97.6%.

Over half (55.2%) of respondents agreed that the Theme 1 objectives will contribute to increasing the numbers of Welsh speakers.



Agreement to the effectiveness of these objectives was highest amongst Welsh speakers (84.4%) and lowest amongst older respondents (50.5%).



NB: - Caution should be taken with low base sizes.

Do you agree that the above objectives will contribute towards increasing the number of Welsh speakers - If 'No / Not sure', Why?

Respondents that did not agree or were unsure on the effectiveness of the objectives were asked 'Why?' - 132 comments were received, when analysed resulted in 12 themes. Details of the top three themes and example comments are as follows: - (A full list of themes with example comments can be seen in Appendix B).

Theme	No.	%	Example comments				
Negative comments	52	39.4	 "People don't see the point low priority." "Welsh is only relevant in Wales. Fundamentally what is the point and how does this enable a better future for Wales?" 				
Personal Choice	37	28.0	 "Someone will only learn Welsh if they want to learn." "Learning a new language takes time, it's a nice thing to do if you are that inclined, Welsh therefore should continue to be a choice." "It comes down to personal preference and how important the Welsh language is to that individual." 				

Do you have any other ideas for objectives which would contribute towards increasing the number of Welsh speakers?

Respondents were then asked if they had any other ideas that would contribute to increasing the number of Welsh speakers - 153 comments were received, when analysed resulted in 13 themes. Details of the top three themes and example comments are as follows: - (A full list of themes with example comments can be seen in Appendix C).

Theme	No.	%	Example comments
More learning opportunities	43	28.1	 "Roll out free learning resources to parents who wish to learn Welsh." "Free Welsh courses should be available online to all." "Increase the availability of post educational/ evening classes without exams." "I would like to see a Centre as a focal point for Welsh learning, especially adult learners like myself. A shame that the Hen Llyfrgell had to close.

			 I would like to see something like that re introduced and promoted." "Train non-Welsh speaking school staff (inc support staff) to be able to deliver Welsh
			otherwise risk losing valuable resources."
More inclusive approach	35	22.9	 "Making Welsh an inclusive rather than an exclusive thing." "Don't alienate people who don't speak Welsh as a first language." "Try and think about the non-Welsh speaking adults. How would ensure they don't feel discrimination."
Education	33	21.6	 "Education, education, education - drive more kids though WME = bilingual education. By far the most important consideration." "Pupils from Welsh medium schools need to be encouraged to use Welsh in settings outside education." "Improve Welsh language education - make it less academic and more about using Welsh in real world." "Not waiting until Welsh-medium schools are full before starting thinking about opening a new one. The Council's got the statisticsjust plan ahead!!!"

The Bilingual Cardiff Strategy 2022-27 presents a number of actions and targets to support the delivery of its three strategic themes. Theme 2

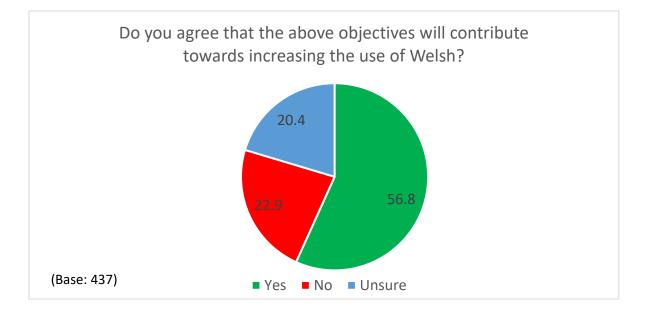
'Encourage the use of Welsh in schools that teach the language as a second language through the delivery of workshops, activities, events and clubs.' Was deemed the highest priority, receiving the highest level of 1st place votes, the highest level of votes cast and the highest percentage of 1st and 2nd votes.

Theme 2: Increasing the use of Welsh - Please choose your top three priorities.	1st	2nd	3rd	% Top 2	No of Votes
Encourage the use of Welsh in schools that teach the language					
as a second language through the delivery of workshops, activities, events and clubs.	53.8	28.1	18.2	81.8	253
Hold an annual 'Gyrfa Gymraeg' Welsh language careers' fair.	19.6	51.0	29.4	70.6	102
Increase the number of Cardiff Council staff who can speak Welsh.	31.2	39.0	29.9	70.1	77
Establish the Bilingual Cardiff Youth Forum and provide an					
events budget to empower young people to develop their					
own programme of activity.	41.1	25.3	33.6	66.4	146
Develop a campaign to increase the percentage of staff in					
organisations across Cardiff who can speak Welsh	24.5	40.6	34.8	65.2	155
Develop a network of ambassadors who have experienced Welsh-medium education to promote the language and access					
to Cardiff's primary and secondary schools.	28.7	36.0	35.3	64.7	136
Increase the number of Cardiff Council staff who learn Welsh					
through internal training opportunities	13.3	46.7	40.0	60.0	75
Continue to hold Tafwyl, Cardiff's Welsh language festival,	o				
every year	31.7	23.5	44.8	55.2	221

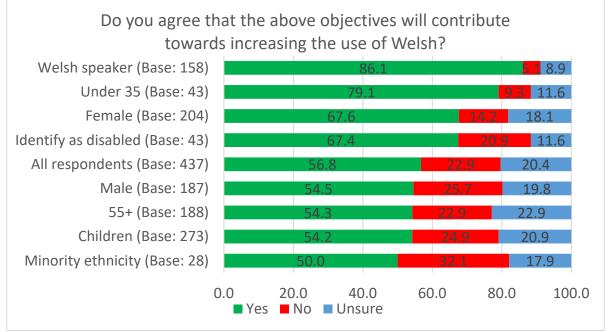
Do you agree that the above objectives will contribute towards increasing the use of Welsh?

437 responses were received for this question, giving a response rate of 94.2%.

Just under three in five (56.8%) respondents felt the objectives will contribute to increasing the use of Welsh.



Agreement to the effectiveness of these objectives was highest amongst Welsh speakers (84.4%) and lowest amongst those from a Minority Ethnicity (50.0%).



NB: - Caution should be taken with low base sizes.

Do you agree that the above objectives will contribute towards increasing the use of Welsh - If 'No - Not sure' Why?

Respondents that did not agree or were unsure on the effectiveness of the objectives were asked 'Why?'- 108 comments were received, when analysed resulted in 9 themes. Details of the top three themes and example comments are as follows: - (A full list of themes with example comments can be seen in Appendix D).

Theme	No.	%	Example comments
Negative Comments	42	38.9	 "Because Welsh is not a viable language, too few speak it, it has no relevance outside of Wales." "Welsh is not recognised in the wider world." "Similar objectives have existed in previous plans and yet the numbers of Welsh speakers and activities have not increased significantly."
Choice	26	24.1	• "I would be concerned that staff felt pressured into learning the language when they are employed to carry out paid tasks that are not necessarily dependent on speaking Welsh."

1 1 1	"Net oververe verte te enert er leern
	 "Not everyone wants to speak or learn
	Welsh - that's their personal choice."

Do you have any other ideas for objectives which would contribute towards increasing the use of Welsh?

Respondents were then asked if they had any other ideas that would contribute to increasing the use of Welsh - 94 comments were received, when analysed resulted in 15 themes. Details of the top three themes and example comments are as follows: - (A full list of themes with example comments can be seen in Appendix E).

Theme	No.	%	Example comments
More Learning opportunities	17	18.1	 "Focus on providing in house accessible training for existing non-Welsh speaking school support staff who often are denied training opportunities." "Increase the provision of lifelong learning for those who want to learn Welsh later in life without feeling under pressure to do so."
More events - celebrate Welsh language/culture	16	17.0	 "I would like to see a Welsh language food festival held in Cardiff that celebrates Welsh produce and showcases companies that embrace and promote the language." "Develop Welsh-exclusive media that appeals to kids, teens, and young adults, e.g., music and tv shows."

The Bilingual Cardiff Strategy 2022-27 presents a number of actions and targets to support the delivery of its three strategic themes. Theme 3

The highest 1st place (55.8%) priority was 'Work with young people to create a strapline to promote the Bilingual Cardiff strategy', However it did receive the lowest level of votes cast (52). In contrast 'Increase awareness of Welsh language cultural events in Cardiff.' Which realised the highest level of votes cast (227) and was 4th overall in 1st place ranking (41.0%)

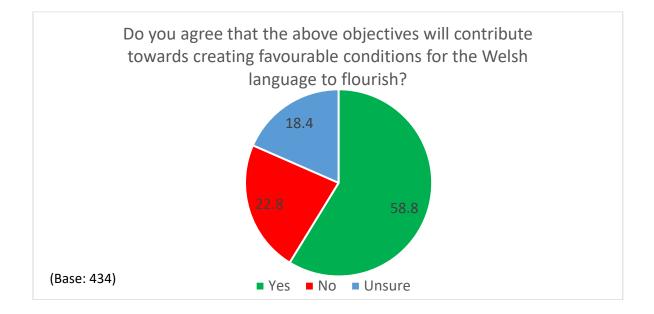
When 1st and 2nd ranked votes are combined **'Create a guide for individuals and families detailing the Welsh language support and resources available at every stage of life'** (76.2%) is deemed first, with this priority receiving the 2nd highest level of votes cast (202). The Bilingual Cardiff Strategy Public Survey Report 2021

Theme 3: Creating favourable conditions – infrastructure and context - Please choose your top three priorities.	1st	2nd	3rd	% top 2	No of Votes
Work with young people to create a strapline to promote the	EE 0	17.3	26.9	73.1	52
Bilingual Cardiff strategy.	55.8	17.5	20.9	/3.1	52
Create a programme of Welsh language arts provision for children to promote the Bilingual Cardiff strategy	44.8	30.2	25.0	75.0	116
Create a guide for individuals and families detailing the Welsh language support and resources available at every stage of life.	43.1	33.2	23.8	76.2	202
Increase awareness of Welsh language cultural events in Cardiff.	41.0	32.2	26.9	73.1	227
Encourage year 12 and year 13 school pupils and college and university undergraduates to work together in the arts.	28.8	37.3	33.9	66.1	59
Continue to provide Welsh language and bilingual street names to support the Council's Street naming policy.	27.7	37.4	34.8	65.2	155
Work with information technology companies to support digital use of the Welsh language.	24.3	31.2	44.5	55.5	173
Develop a monthly newsletter detailing Welsh language career development and employment opportunities.	18.8	41.2	40.0	60.0	85
Produce a good practice handbook for building contractors, housing developers, security companies and similar organisations in Cardiff to promote the use of Welsh in development projects.	18.3	37.8	43.9	56.1	82
in cardin to promote the use of weishin development projects.	10.5	57.0	-J.J	30.1	02

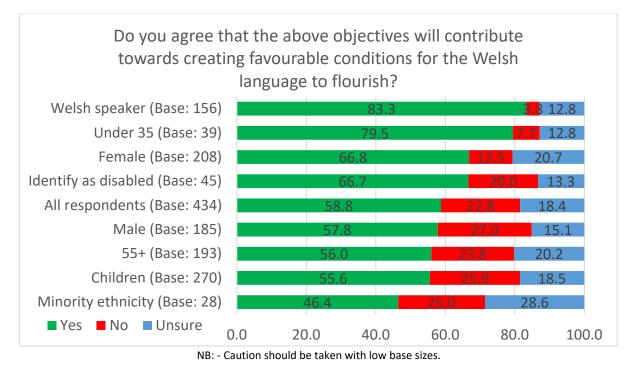
Do you agree that the above objectives will contribute towards creating favourable conditions for the Welsh language to flourish?

434 responses were received for this question, giving a response rate of 93.5%.

Just under three in five (58.8%) respondents felt the objectives will contribute towards creating favourable conditions for the Welsh language to flourish.



Agreement to the effectiveness of these objectives was highest amongst Welsh speakers (83.3%) and lowest amongst those from a Minority Ethnicity (46.4%).



Do you agree that the above objectives will contribute towards creating favourable conditions for the Welsh language to flourish - - If 'No - Not sure' Why?

Respondents that did not agree or were unsure on the effectiveness of the objectives were asked 'Why?'- 88 comments were received, when analysed resulted in 12 themes. Details of the top three themes and example comments are as follows: - (A full list of themes with example comments can be seen in Appendix F).

Theme	No.	%	Example comments
Waste of money /Time	22	25.0	 "This will cost considerable amounts of money and in the era of severe cuts I am not sure such expenditure is justified." "Guides and campaigns are a dime a dozen."
Negative Comments	21	23.9	 "A nice to have has no role in the modern world except for leisure purposes." "Because I have a feeling that too many people feel that Welsh is a redundant language."
Personal Choice	17	19.3	 "Again, there must be a need to learn it not have it forced on anyone." "Forcing Welsh towards people who don't want it will both trivialise the language and annoy citizens."

Do you have any other ideas for objectives which would contribute towards creating favourable conditions for the Welsh language to flourish?

Respondents were then asked if they had any other ideas that would contribute towards creating favourable conditions for the Welsh language to flourish, - 88 comments were received, when analysed resulted in 12 themes. Details of the themes and example comments are as follows: -

Theme	No.	%	Example comments
Allow for a more organic approach	12	16.9	 "I don't see this as the Council's role. If people want to learn and speak Welsh, they will." "You need to nurture, feed and let it grow."
Approach divisive	10	14.1	 "We are a multicultural city." "No: unless you count stopping alienating people by this kind of intensive campaigning."
Celebrate Welsh culture	10	14.1	 "Promote night life opportunities aimed at Welsh speakers and learners." "Have realistic expectations. Tie it in with the rich history of Wales and ensure that all those who have contributed to the richness and culture of Wales are recognised."
Reinforce value of language	10	14.1	 "The key to ensuring the Welsh language flourishes it to get the message out there of how valuable the Welsh language is to someone." "Welsh has a PR problem. This needs to be addressed and fixed."
More promotion / events / community groups, etc	10	14.1	 "Adult community groups or a mentoring scheme to help those with no Welsh speaking friends or family keep their ability to speak Welsh." "Art, sports and social clubs and activities for secondary pupils perhaps."
Negative comments	10	14.1	• "Start thinking how to improve the ability of Welsh businesses to trade with the other home countries, and overseas customers."
More inclusive approach	9	12.7	• "Learners from English medium schools need to be attracted and involved as well."

Signage	8	11.3	11.3 • "No more bilingual street names, just Welsh language is enough."	
Everyday use	7	9.9	• "Absorbing Welsh into the everyday language of non-Welsh speakers."	
Other priorities	4	5.6	• "Welsh is at best a nice to have add on."	
Better access to language	4	5.6	• "Teaching Welsh in all school stages schools and naming all shops in Wales with names bearing English and Welsh is very important."	
Misc.	14	19.7	 "Stop funding Welsh courses for staff seeking time out of the office." "Give people a carrot. Incentives are they only way. If people are offered £1000's to study Welsh and get a language qualification, they will take it." 	

Are there any further outcomes you would like to see included in the Bilingual Cardiff strategy 2022-27?

Respondents were then asked if there were any further outcomes, they would like to see included in the strategy - 128 comments were received, when analysed resulted in 15 themes. Details of the themes and example comments are as follows: -

Theme	No.	%	Example comments
More inclusive approach	28	21.9	 "More reaching out to non-Welsh speakers not just concentrating on schools in order to include the citizens who want to feel included not excluded in their capital city." "What efforts will be made to ensure the older generation are not marginalised when most of the questions appear to be concerning children and young people?"
More learning opportunities / events	20	15.6	 "More community support for adults not just on schools." "Find lapsed Welsh speakers and encourage them back to Welsh speaking."
More pressing priorities	16	12.5	 "Climate change is the key issue of this time Welsh language not such a priority for use of limited finances." "Yes, carefully evaluate the real needs of Cardiff and use budgets on essential services."

Other languages spoken	12	9.4	 "I feel we should concentrate on all languages as we are a multicultural nation."
More ambitious approach	11	8.6	• "Setting challenging targets - if a target is reached, in some sense the target has been too easy! There should always be a target that is % slightly higher than is needed."
Everyday language usage	9	7	 "Something about casual Welsh language, you can say nos dda or goodnight."
Education pivotal	8	 "I went to a Welsh Medium School expected this to be the norm by the time I had children. Unfortunately, it seems that we have moved backwards and there are less opportun 6.3 or at least there isn't an equal level of opportunities across the city. Everything stems from education, even though I don't use the language much I still have respect for it and wa educate my children through the language." 	
Don't know / need more info	7	5.5	• "I do not have enough information about the above to make an informed decision."
Equal footing of both languages	6	4.7	 "Increased integration of Welsh- and English native speakers."
English to have equal footing	6	4.7	• "Ensure English has as much right to be spoken and learned."
Better promotion	5	3.9	• "Our beautiful language needs to be seen as cool by young people."
Signage	2	1.6	• "On road signs having Welsh first will cause accidents, by the time I've read the Welsh I've passed the sign."
Misc.	22	17.2	 "To have an annual census of the numbers of people speaking Welsh." "I would like a choice as to whether I am dealt with in English or Welsh. I would like to be able to request that I only receive correspondence in English or Welsh."

Do you have any further comments to make on the Bilingual Cardiff strategy?

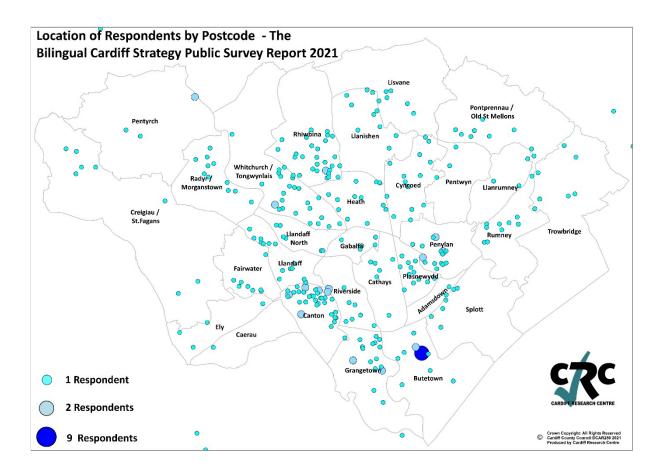
Respondents were then asked if there were any further comments to make on the strategy - 155 comments were received, when analysed resulted in 16 themes. Details of the themes and example comments are as follows: -

Theme	No.	%	Example comments
More inclusive approach	30	19.4	 "Too much focus on schools, which is understandable, but does not engage with other citizens." "Make it accessible." "It has to include all ages as you do not want to create an older generation that are unable to work or engage with their community because they have been left behind."
Other priorities	26	 "Focus on important issues for the survival of the City, it's centre and its historic culture." "Use this resource to help the homeless." "We should be investing in educatio and NHS." 	
Education	16	10.3	• "Education, education, education. Through the medium of Welsh. This is the key to Cymraeg 2050, and Cardiff is not doing enough."
Personal Choice	15	9.7	• "The Welsh language should be allowed to grow naturally through family usage and choice."
Job opportunities / talent	13	8.4	• "While I support the use of the Welsh language, I don't not want limited resources squandered on unnecessary initiatives which run the risk of disadvantaging non-Welsh speakers and reducing the talent pool available to Welsh employers."
Positive comments	13	8.4	 "It is a great initiative. Hope we can all learn Welsh."
Survey concerns	9	5.8	• "Create a survey that gives costings and does not require all suggestions to be selected."
Other languages spoken	8	5.2	 "I struggle to see the need for it. "

			u ee e
More learning opportunities	7	4.5	• "Training staff on the benefits of multilingualism. Obtain evidence to support this and share with staff in education and advising in the hubs. A lot more resources for non-Welsh speaking families who send their children to Welsh-medium schools e.g., a local homework club. Parents need to be provided with Welsh courses such as ESOL in English. This at a convenient time for parents and will make them feel able to support their children. More focus on Welsh as a second language going on in English-medium schools - does it work? Can children speak any Welsh when they leave?"
Affects Business Community/ investment	6	3.9	• "It's good that more people should speak Welsh. But we must be mindful that the language of business is English, and we must not put any cultural barriers in the way of incentivising businesses to operate in Cardiff."
Every day use of Welsh	- 6		• "Use of Welsh in everyday activity is crucial. Evaluate how easy it is to move around the city and purchase goods/services through Welsh. It is currently impossible not to have to speak in English!"
Signage	5	3.2	• "Be wary of bilingual street names or names in Welsh that become known by their English version. I have known this cause confusion."
Misc.	14	9	 "There is a need for quantifiable, realistic targets/indicators and consistent reports showing progress against a target."

About you

Please provide your full postcode below (e.g., CF10 4UW). This allows us to more accurately pinpoint respondents' views and needs by area, and to make sure we've heard from people in all parts of the city



What was your age on your last birthday?

	No.	%
Under 16	1	0.2
16-24	4	0.9
25-34	38	8.5
35-44	87	19.5
45-54	86	19.2
55-64	91	20.4
65-74	80	17.9
75+	32	7.2
Prefer not to say	28	6.3
Total Respondents	447	100.0

Are you...?

	No.	%
Male	201	44.8
Female	216	48.1
Other	0	0.0
Prefer not to say	32	7.1

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The Bilingual Cardiff Strategy Public Survey Report 2021

Total Respondents	449	100.0
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Do you identify as Trans?

	No.	%
Yes	2	0.5
No	395	89.4
Prefer to self-		
describe	5	1.1
Prefer not to say	40	9.0
Total Respondents	442	100.0

Do any children live in your household?

	No	%
No children	281	60.6
Yes, under 5 years old (pre-school)	41	8.8
Yes, aged 5 - 11 (primary school)	59	12.7
Yes, aged 11 - 16 (secondary school)	49	10.6
Yes, aged 16 - 18 in full-time education, or working	28	6.0
Yes, aged 16 - 18 but not in full time education or		
working	6	1.3
Total Respondents	464	100.0

Are you pregnant, or have you given birth within the last 26 weeks?

	No.	%
Yes, I'm pregnant	3	0.7
Yes, I've given		
birth	1	0.2
No	391	91.8
Prefer not to say	31	7.3
Total Respondents	426	100.0

Do you care, unpaid, for a friend or family member who due to illness, disability, a mental health problem or an addiction cannot cope without your support?

	No.	%
Yes	48	11.2
No	344	80.2
Prefer not to say	37	8.6

PRODUCED BY CARDIFF RESEARCH CENTRE

Total Respondents 429 100.0

Which of the following best describes what you are doing at present?

	No	%
Working full time (30+ hours per week)	219	49.8
Wholly retired from work	123	28.0
Working part time (less than 30 hours per		
week)	53	12.0
Permanently sick or disabled person	6	1.4
Caring for a child or adult	6	1.4
Looking after home	5	1.1
In full time education	6	1.4
Unemployed - Unregistered but seeking work	4	0.9
On a zero-hour contract	1	0.2
Unemployed - Registered Job Seeker	1	0.2
On a government training scheme	1	0.2
Other	15	3.4
Total Respondents	440	100.0

Do you identify as a disabled person?

	No.	%
Yes	48	10.8
No	362	81.3
Prefer not to say	35	7.9
Total Respondents	445	100.0

Please tick any of the following that apply to you:

	No.	%
Long-standing illness or health condition (e.g., cancer, diabetes, or asthma)	61	40.1
Mental health difficulties	17	11.2
Mobility impairment	31	20.4
Deaf / Deafened / Hard of hearing	34	22.4
Visual impairment	13	8.6
Learning impairment/ difficulties	6	3.9
Wheelchair user	3	2.0
Prefer not to say	37	24.3
Other	7	4.6

Total Respondents	152	-

Do you regard yourself as belonging to any particular religion?

	No.	%
No, no religion	203	46.2
Christian (Including Church in Wales, Catholic,		
Protestant and all other Christian denominations)	181	41.2
Muslim	1	0.2
Buddhist	3	0.7
Jewish	1	0.2
Hindu	0	0.0
Sikh	0	0.0
Prefer not to answer	43	9.8
Other	7	1.6
Total Respondents	439	100.0

How would you describe your sexual orientation?

	No.	%
Heterosexual/ Straight	331	77.2
Bisexual	12	2.8
Gay Man	18	4.2
Gay Woman/ Lesbian	2	0.5
Prefer not to answer	60	14.0
Other	6	1.4
Total Respondents	429	100.0

How would you describe your Welsh language skills?

	No.	%
Fluent	115	26.4
Moderate	47	10.8
Basic	85	19.5
Learner	52	12.0
None	136	31.3
Total Respondents	435	100.0

Do you consider yourself to be Welsh?

	No.	%
Yes	341	76.6
No	98	22.0
Total Respondents	439	98.7

What is your ethnic group?

(Where the term 'British' is used, this refers to any of the four home nations of Wales, England, Northern Ireland and Scotland, or any combination of these).

	No.	%
White - Welsh/English/Scottish/Northern Irish/British	397	89.2
White - Any other white background	14	3.1
White - Irish	1	0.2
Asian/Asian Welsh/British - Indian	1	0.2
Mixed/Multiple Ethnic Groups - Any other	2	0.4
Mixed/Multiple Ethnic Groups - White and Black		
Caribbean	1	0.2
Mixed/Multiple Ethnic Groups - White & Asian	2	0.4
Arab	1	0.2
Asian/Asian Welsh/British - Any other	1	0.2
Black/African/Caribbean/Black Welsh/British –		
Caribbean	1	0.2
Asian/Asian Welsh/British – Pakistani	1	0.2
Asian/Asian Welsh/British - Bangladeshi	0	0.0
Black/African/Caribbean/Black Welsh/British - African	0	0.0
Mixed/Multiple Ethnic Groups - White and Black African	2	0.4
Prefer not to say	18	4.0
Any other ethnic group (please specify)	3	0.7
Total Respondents	445	100.0

Appendix A

Theme	No.	%	Example comments
Good access to Welsh language	100	28.9	 "Where you can walk up to anybody on the street / shop / office and start your conversation through either Welsh or English." "A city in which all public interaction, medical, civic administrative, post office, banking environments can be carried out in either language." "Being able to use English or Welsh easily in any everyday situation e.g., shops, leisure centres, banks etc." "Where people are comfortable and able to go about their daily lives in Cardiff being able to interact in either Welsh or English." "Somewhere people can carry out day to day interactions in either language as they choose and learning is readily available." "To be able to enter any situation and be able to speak in Welsh."
Welsh language/culture embedded in Cardiff, business, services, signs	99	28.6	 "Welsh as the default and visible in all aspects of the city's public life - from signs to information, from education to all other possible provision - and everyone understands, speaks, uses and values it." "That Welsh is a natural part of living in Cardiff." "A city where language choice is by default, where Welsh and English speakers can receive exactly the same service, provision and opportunities in both languages. A city that appears bilingual and where the Welsh language is visible and heard everywhere. A city where the Welsh language is at the heart of everything that happens in the city and a city that is proud to be a bilingual city and where all children leave school fluent in both languages." "A city where both languages have equal status, and all citizens are aware of the benefits of being bilingual even if they themselves are not. All services are available in both languages and these services are as easy to access in Welsh as they are in English. All children are

			taught Welsh and English to an equal standard so that the next generation are truly bilingual."
			 "Akin to a Scandinavian City, proud of its local language and culture, whilst maintaining a polyglot population able to exploit that skill." "Where people are so familiar with it that they don't even notice."
Everyone speaking / learning Welsh	96	27.7	 "That everyone has a basic understanding Welsh." "Free Welsh lessons for all abilities." "I would like to see everyone in Wales speaking Welsh, or at least understanding it." "Everyone speaks Welsh." " A Cardiff where every single person who has grown up in Cardiff can speak Welsh and English fluently."
Education pivotal	50	14.5	 "For me it begins with education. Wherever I live I should have a clear first option for a good quality Welsh language school or nursery." "I think all schools in Cardiff should teach Welsh as the first language." "All children being educated through the medium of Welsh."
Communicate /Have info in preferred language	49	14.2	 "A place where citizens can choose which language the prefer to receive communications in. Those who select English, or Welsh should receive letters etc in that language saving money and paper." "All services and interactions with commerce to be available in the language of the citizen's choice." "A choice as to how and when I would like to interact in Welsh."
Equal standing between languages	37	10.7	 "Equal status for those that prefer to use English or Welsh. More inclusion for both. Easier routes to learn Welsh." " A Cardiff where both languages are fully equal in all meanings and contexts."
Personal choice	29	8.4	• "Democratic country who choose if they wish to learn Welsh."

			• "I don't have one, but I do believe it's a choice."
Less bias for those who only speak one language	28	8.1	 "Where both languages can be used freely without any bias." "One where the Welsh language is actively promoted but doesn't disadvantage/discriminate against non-Welsh speakers."
Other languages are spoken	27	7.8	• "Given that there are over 30 languages spoken in Cardiff then it can mean that people whose first language that is neither Welsh nor English could also be deemed bilingual."
People should not be forced to learn Welsh	27	7.8	 "Give people true choice. Don't force it on them." "It is a choice; the Welsh language should not be forced upon you."
l don't have one	26	7.5	 "I do not have one." "I don't have this vision; the cosmopolitan nature of the city and the social balance of communities doesn't support such a suggestion."
Other more pressing priorities	18	5.2	 "I believe there are much more pressing issues than aiming for a 'truly bilingual Cardiff'."
Positive comments	15	4.3	• "Excellent idea. I have lived in Cardiff all my life. My husband is from Ceredigion, and speaks Welsh, our daughter was a pupil at Glantaf. I understand a lot of Welsh, but don't have the courage to speak it."
Enough in place	1	0.3	 "Not convinced that the Welsh language needs to be pushed as much as it is given that Cardiff is essentially an English- speaking City."
Misc.	23	6.6	 "Lukewarm." "Cardiff attracts many visitors from around the UK and overseas, and imposing Welsh as being the 1st language, may put off visitors."

Appendix B

Theme	No.	%	Example comments
Educational concerns / long erm learning / use	10	7.6	• "It is one thing to promote or provide Welsh-medium education but as we already know, a large number lose their Welsh after they leave school. The list of priorities above should include a question about the provision of contemporary culture for the youth, i.e., teenagers."
Cardiff is Multicultural	7	5.3	 "Cardiff is a so multi cultured city."
English is the main language	4	3.0	 "Cardiff is essentially an English- speaking City."
Signage	1	0.8	• "Welsh medium education opportunities should not have a biased advantage (e.g., better funding) than English medium schools. Heavy promotion and imposition of the use of the Welsh language can be divisive within a community. Bilingual signage is confusing and dangerous for visitors."
Misc.	11	8.3	 "Not radical enough - too cautious."

NB. Overall percentages do not total 100% as respondent comments could fall into multiple themes.

Appendix C

Theme	No.	%	Example comments
More learning opportunities	43	28.1	 "Roll out free learning resources to parents who wish to learn Welsh." "Free Welsh courses should be available online to all." "Increase the availability of post educational/ evening classes without exams." "I would like to see a Centre as a focal point for Welsh learning, especially adult learners like myself. A shame that the Hen Llyfrgell had to close. I would like to see something like that re introduced and promoted." "Train non-Welsh speaking school staff (inc support staff) to be able to deliver Welsh otherwise risk
More inclusive approach	35	22.9	 losing valuable resources." "Making Welsh an inclusive rather than an exclusive thing." "Don't alienate people who don't speak Welsh as a first language." "Less forcing Welsh on people so it does not become split communities" "Try and think about the non-Welsh speaking adults. How would ensure they don't feel discrimination."
Education	33	21.6	 "Education, education, education - drive more kids though WME = bilingual education. By far the most important consideration." "Pupils from Welsh medium schools need to be encouraged to use Welsh in settings outside education."
Unsure / need more info	14	13.0	 "I do not have enough information about the above to make an informed decision."
Other priorities	11	10.2	 "I don't think we should be focussing on this when so many people have more basic problems e.g., quality housing."

Improve perception	4	3.7	• "Need to increase perception of Welsh as a valuable language as lots of pupils have the feeling that it's part of the culture and heritage but don't see it as being valuable to their future if they move outside of Wales."
Education Pivotal	4	3.7	• "It must be shown that being able to speak the language is a definite advantage to the individual e.g., workplace opportunities/social events or all pupils receiving Welsh-medium education will lose interest and lose access to the language and lose."
Misc.	17	15.7	 "There needs to be more social settings and clubs for teens to use their Welsh."

Appendix D

Theme	No.	%	Example comments
Choice	26	24.1	• "I would be concerned that staff felt pressured into learning the language when they are employed to carry out paid tasks that are not necessarily dependent on speaking Welsh."
			• "Not everyone wants to speak or learn Welsh - that's their personal choice."
Improve perception	4	3.7	• "People need to see the value of learning Welsh. I'm not convinced that any of the above will contribute to that."
Education Pivotal	4	3.7	• "Welsh use has to be organic, creating Welsh speaking jobs will rob our Welsh speaking heartlands of its youth and talent. Cardiff needs to develop its own talent. Welsh schools & classes, Welsh branding, promote and encourage, don't penalise English speakers & alienate them, encourage working class."
Misc.	17	15.7	 "Because the digital world is moving to English."

NB. Overall percentages do not total 100% as respondent comments could fall into multiple themes.

Appendix E

Theme	No.	%	Example comments
More Learning opportunities	17	18.1	 "Focus on providing in house accessible training for existing non-Welsh speaking school support staff who often are denied training opportunities." "Increase the provision of lifelong learning for those who want to learn Welsh later in life without feeling under pressure to do so."
More events - celebrate Welsh language/culture	16	17.0	 "I would like to see a Welsh language food festival held in Cardiff that celebrates Welsh produce and showcases companies that embrace and promote the language." "Develop Welsh-exclusive media that appeals to kids, teens, and young adults, e.g., music and tv shows."
Greater use of language everyday	13	13.8	• "In this age group, I believe that the aim is to normalise Welsh as a cultural, creative language. The language of sport, music, film, literature etc."
More inclusive approach	13	13.8	 "Indeed, as I said on the previous page you need to be engaging with adults across the board and not just Cardiff Council employees."
Incentivise learning	5	5.3	• "Money. If you give people an incentive to take language courses, they will do it. It HAS to be significant A £20 book voucher people will laugh at. If you offer learners more than £100, they will take notice."
Other languages spoken	4	4.3	 "Stop and think about non-Welsh speakers, we are a mixed-race country and people have a hard job learning English."
Make mandatory	4	4.3	• "You must learn Welsh if you come to work in Wales. If you move to Wales and you subsequently have children, they must go to a WM school. No choice."
Accessibility concerns	3	3.2	• "It's very difficult for deaf people to learn Welsh when they lip read English or use BSL. total use of Welsh excludes deaf people."

Involve business community	3	3.2	• "I think there needs to be some interaction with private business to show how the
		Welsh language can be a positive to their business."	

Appendix F – Bilingual Cardiff Partners

- Arts Council Wales
- Cardiff Metropolitan University
- Cardiff Rugby
- Cardiff Third Sector Council
- Cardiff University
- Cardiff and Vale College
- Cardiff and Vale University Health Board
- Cardiff Welsh Medium Secondary School Representatives
- Cardiff Welsh Medium Primary School Representatives
- Central South Education Consortium
- Coleg Cymraeg Cenedlaethol
- Clwb Ifor Bach
- Dinesydd
- Literature Wales
- National Eisteddfod
- Menter Caerdydd
- Merched y Wawr
- Mudiad Meithrin
- Museum Wales
- National Centre for Learning Welsh
- S4C
- University of South Wales
- University of Wales Trinity Saint David's
- Urdd
- Wales Millennium Centre
- Welsh Language Commissioner