Background

Appendix iii

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.

We aim to finalise and present the draft-revised strategy and associated action plan for public consultation by the beginning of October 2021. To ensure that the strategy is ambitious and far-reaching in its objectives to support and develop the Welsh language we would like to consult with Cardiff staff - including senior managers, policy officers, members, Welsh language coordinators & champions, Welsh speakers and learners - to ensure that the Strategy meets its main aim which is to increase the number and percentage of Welsh speakers in Cardiff over the next 5-year period in line with our statutory obligations. This is an excellent opportunity for staff to consider how best to promote and develop the Welsh language in Cardiff and support the Council's vision of a truly Bilingual Cardiff.

Methodology

- The survey was developed in collaboration between the Bilingual Cardiff Team and the Cardiff Research Centre.
- Intranet the survey was promoted to Council employees via, Intranet and Staff Information.
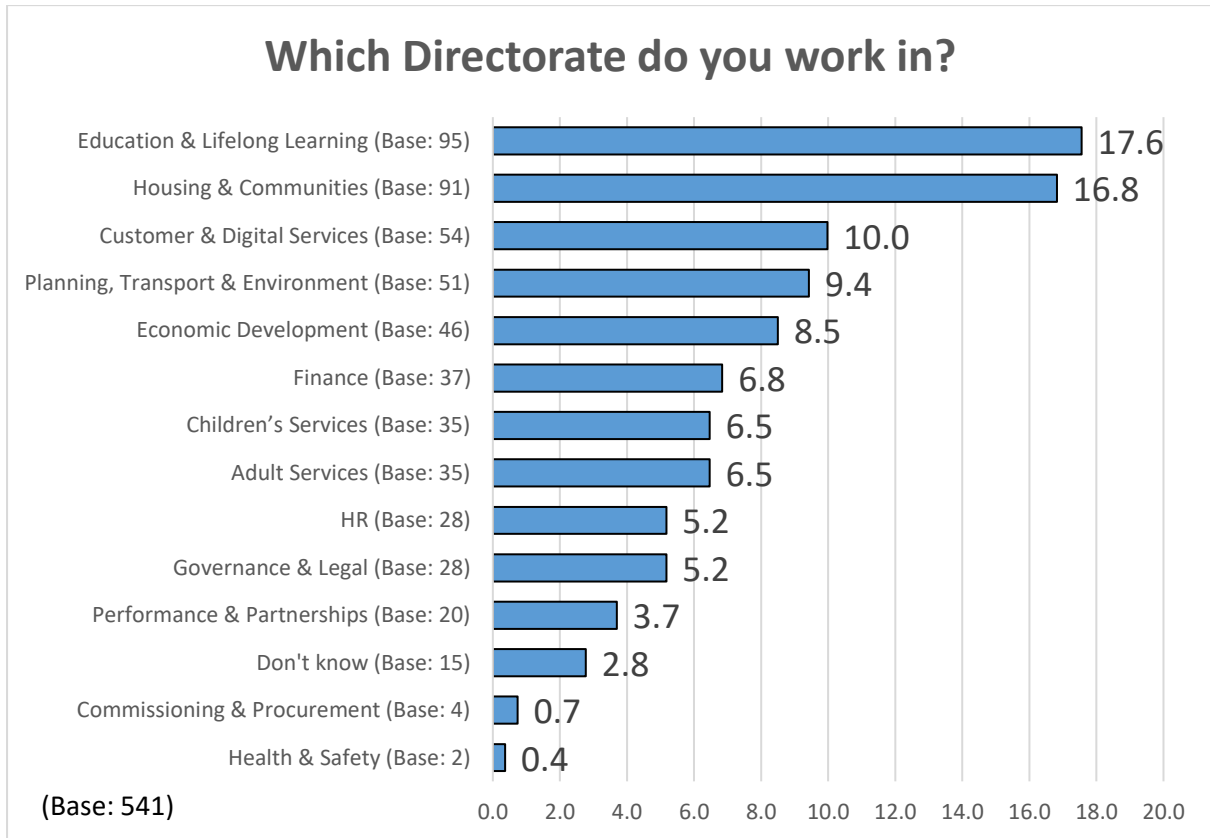- The questionnaire was provided bilingually.

Research Findings

After data cleansing and validation, there were 543 responses to the Bilingual Cardiff Strategy Staff Survey.

Which Directorate do you work in?

541 responses were received for this question, giving a response rate of 99.6%.
Around one in six respondents worked in either Education & Lifelong Learning or Housing & Communities (17.6% and 16.8% respectively).

Which Directorate do you work in?

Directorate	Value
Education & Lifelong Learning (Base: 95)	17.6
Housing & Communities (Base: 91)	16.8
Customer & Digital Services (Base: 54)	10.0
Planning, Transport & Environment (Base: 51)	9.4
Economic Development (Base: 46)	8.5
Finance (Base: 37)	6.8
Children's Services (Base: 35)	6.5
Adult Services (Base: 35)	6.5
HR (Base: 28)	5.2
Governance & Legal (Base: 28)	5.2
Performance & Partnerships (Base: 20)	3.7
Don't know (Base: 15)	2.8
Commissioning & Procurement (Base: 4)	0.7
Health & Safety (Base: 2)	0.4

(Base: 541)

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

Are you a Welsh speaker?

543 responses were received for this question, giving a response rate of 100.0%.

The three areas with the greatest number of Welsh speakers were Education & Lifelong Learning (21), Customer & Digital Services (17) and Housing & Communities (14).

	Yes	No
Overall (Base: 543)	112	431
Education & Lifelong Learning (Base: 95)	21	74
Customer & Digital Services (Base: 54)	17	37
Housing & Communities (Base: 91)	14	77
Economic Development (Base: 46)	10	36
Performance & Partnerships (Base: 20)	9	11
Adult Services (Base: 35)	7	28
Children's Services (Base: 35)	6	29
Governance & Legal (Base: 28)	6	22
Finance (Base: 37)	5	32
Planning, Transport & Environment (Base: 51)	5	46
Don't know (Base: 543)	5	10
HR (Base: 28)	5	23
Other	2	4

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

Are you a Welsh learner?

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

Overall 98 respondents were currently learning Welsh, this figure falls to 24 for respondents in Education & Lifelong Learning and 18 for respondents in Housing & Communities.

	Yes	No
Overall (Base: 542)	98	444
Education & Lifelong Learning (Base: 95)	24	71
Housing & Communities (Base: 91)	18	73
Customer & Digital Services (Base: 54)	10	44
Adult Services (Base: 35)	7	28
Children's Services (Base: 35)	7	28
HR (Base: 28)	7	21
Finance (Base: 37)	5	32
Planning, Transport & Environment (Base: 51)	5	46
Governance & Legal (Base: 28)	5	23
Economic Development (Base: 46)	5	41
Don't know (Base: 14)	3	11
Other	1	5

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

Have you received Welsh language training?

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

205 of Overall respondents had received Welsh language training. Over half of respondents from Education & Lifelong Learning (48) had taken part in Welsh language training, this figure falls to 35 when compared by respondents from Housing & Communities.

	Yes	No
Overall (Base: 541)	205	336
Education & Lifelong Learning (Base: 95)	48	47
Housing & Communities (Base: 91)	35	56
Economic Development (Base: 46)	19	27
Planning, Transport & Environment (Base: 51)	16	35
Customer & Digital Services (Base: 54)	15	39
Children's Services (Base: 35)	14	21
Governance & Legal (Base: 28)	12	16
Finance (Base: 37)	11	26
Adult Services (Base: 35)	10	25
HR (Base: 28)	10	18
Performance & Partnerships (Base: 20)	9	11
Don't know (Base: 14)	5	9
Other	1	5

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

Are you interested in receiving Welsh language training?

540 responses were received for this question, giving a response rate of 99.4%.

Interest was highest amongst respondents from Education and Lifelong Learning with 54 indicating a willingness to receive Welsh Language training. This is followed by 38 respondents from Housing & Communities and 21 staff members from Adult services.

 Overall, 225 respondents are interested in receiving Welsh language training.

	Yes	No
Overall (Base: 540)	225	315
Education & Lifelong Learning (Base: 95)	54	41
Housing & Communities (Base: 91)	38	53
Adult Services (Base: 35)	21	14
Planning, Transport & Environment (Base: 51)	19	32
Customer & Digital Services (Base: 54)	17	37
Children's Services (Base: 34)	16	18
Governance & Legal (Base: 28)	15	13
Economic Development (Base: 46)	11	35
Finance (Base: 37)	10	27
HR (Base: 28)	10	18
Don't know (Base: 14)	7	7
Performance & Partnerships (Base: 20)	6	14
Other	1	5

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

What is your vision of a truly Bilingual Cardiff?

Respondents were asked 'What is your vision of a truly Bilingual Cardiff?' – 454 comments were received, when analysed resulted in 16 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
Everyone speaking / learning Welsh	152	33.5	• "Everyone being able to speak Welsh at some level." • "Where everyone and anyone can have access to learning to speak Welsh." • "A truly bilingual Cardiff would be one where everyone who lived here was bilingual or had a facility with the language." • "Everyone receives enough spoken language lessons to converse confidently in Welsh. That the Welsh language is used as a unifying force for the nation and is proudly owned and spoken by all Welsh people." • "That we can all understand and communicate in both English and Welsh."
Equal standing between languages	111	24.44	• "English and Welsh given equal standing." • "Ensure that Welsh/English treated equally." • "A city where Welsh and English can both be used fully for everything." • "Where dual language is available as an initial offer rather than as an additional service." • "English and Welsh language 50/50."
Good access to Welsh language	99	21.8	• "Where everyone and anyone can have access to learning to speak Welsh." • "Where the interchangeability between languages is easy and fluid as the occasion requires." • "One where all services can be accessed equally, in either language." • "Possible to access all services through Welsh."

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.

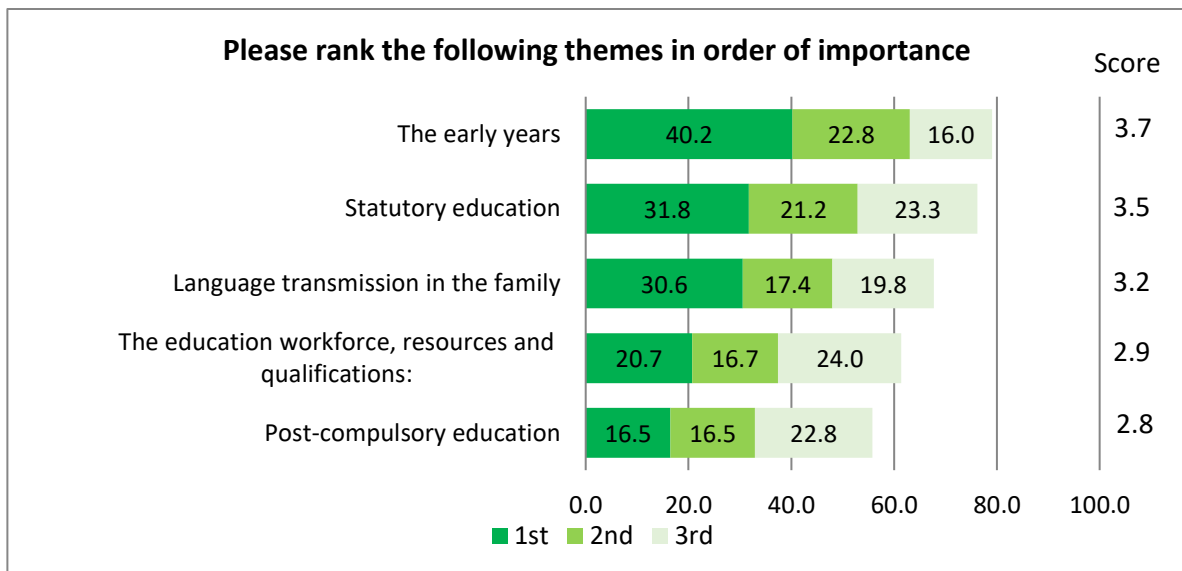## _Theme 1: Increasing the number of Welsh speakers –_

425 responses were received for this question, giving a response rate of 78.3%.

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 40.2% 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 31.8% of respondents (and an average score of 3.5 out of 5), was "Statutory education."

The above chart shows the proportion of 1st, 2nd and 3rd place votes for each action, plus the overall score generated (out of 5).
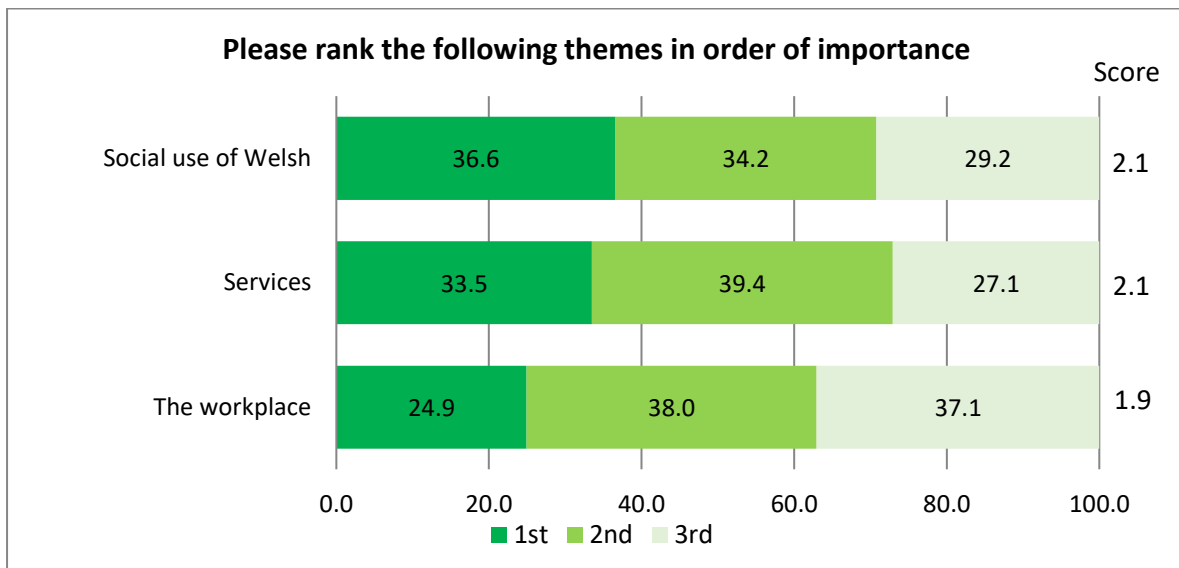
Theme 2: Increasing the use of Welsh

421 responses were received for this question, giving a response rate of 77.5%.

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 36.6% of respondents ranking this in first place, with an overall score of 2.1 out of three.

In second place, ranked in first place by 33.5% of respondents (and an average score of 2.1 out of 3), was "Services."

Please rank the following themes in order of importance

	1st	2nd	3rd	Score
Social use of Welsh	36.6	34.2	29.2	2.1
Services	33.5	39.4	27.1	2.1
The workplace	24.9	38.0	37.1	1.9

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

Theme 3: Creating favourable conditions – infrastructure and context

391 responses were received for this question, giving a response rate of 72.0%.

Respondents were then asked to rank elements to improve infrastructure and context of the Welsh language they prefer from one to seven.
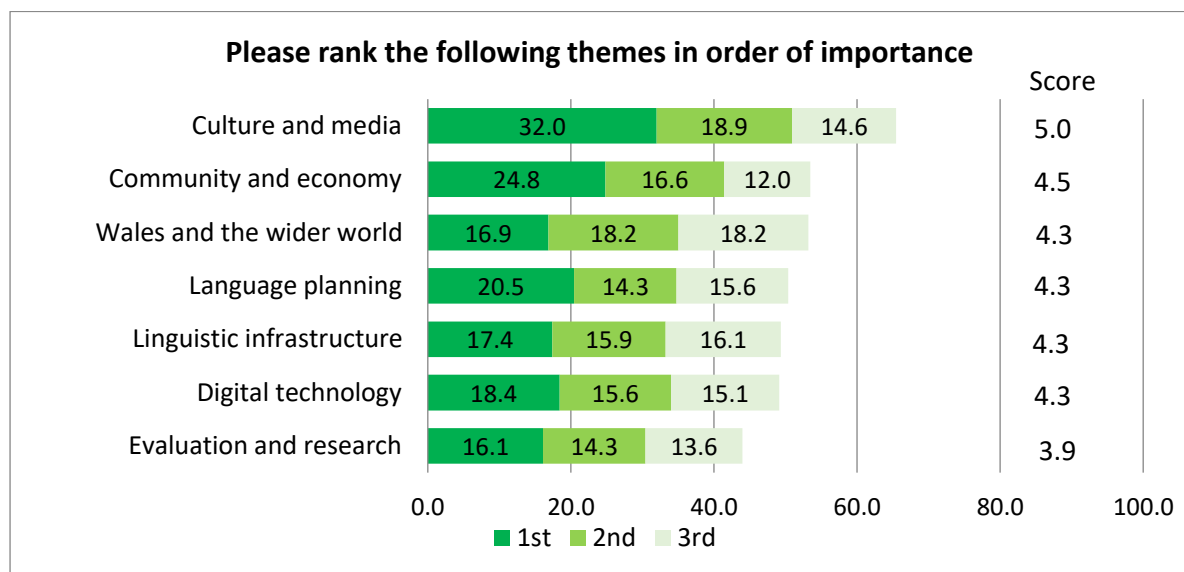
Scores were calculated as below: -

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" was ranked as the top theme, with 32.0% of respondents ranking this in first place, with an overall score of 5.0 out of 7.

In second place, ranked in first place by 24.8% of respondents (and an average score of 4.5 out of 7), was "Community and economy."

"Evaluation and research." Was ranked 1st by 16.1% of respondents and realised an average score of 3.9 out of 7.

Please rank the following themes in order of importance

	1st	2nd	3rd	Score
Culture and media	32.0	18.9	14.6	5.0
Community and economy	24.8	16.6	12.0	4.5
Wales and the wider world	16.9	18.2	18.2	4.3
Language planning	20.5	14.3	15.6	4.3
Linguistic infrastructure	17.4	15.9	16.1	4.3
Digital technology	18.4	15.6	15.1	4.3
Evaluation and research	16.1	14.3	13.6	3.9

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

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What actions should the Council take to ensure it meets the target for increasing the number and percentage of Welsh speakers in Cardiff in line with Cymraeg 2050?

Respondents were asked 'What actions should the Council take to ensure it meets the target for increasing the number and percentage of Welsh speakers in Cardiff in line with Cymraeg 2050?' - 313 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
More funding/support for training in work or home	152	48.6	• "More Funding to provide the training but this training has to be voluntary." • "Encourage all staff to attend Welsh courses to learn the language. Have more places on the course and have more than one course of each type running at once. So the Level one course on Monday AM, Tuesday PM, Wednesday AM, Thursday PM, Friday AM etc." • "Provide peripatetic Welsh teachers for every English-medium Primary School, to ensure that children receive Welsh teaching from a totally confident Welsh speaker, at least once per week, alongside Welsh lessons and incidental Welsh practice led by their usual class teachers. Unfortunately, not all Head Teachers support the teaching of Welsh as much as they pretend, and this means that often staff are prevented from attending essential training or buying updated Welsh resources for their pupils." • "Provide free Welsh courses for all citizens of Cardiff." • "Put money into delivering lifelong training."
Greater involvement in education / younger generation	71	22.7	• "Make investments in supporting Welsh learning in the early years and supporting families in using Welsh." • "Provide more courses at a base line level. Support all schools and invest in learning the Welsh language at an early age!" • "Ensure training for staff in school." • "Expand the provision of Welsh-medium education ambitiously and sensibly and not allow negative attitudes to change the direction of all the great work that the city has achieved over the years."

			• "Increase the use of Welsh during early childhood and throughout the compulsory school years, to ensure a strong foundation of spoken Welsh within the community."
Better promotion	34	16.9	• "Have free high quality Welsh lessons/ courses on the Council website/ YouTube, freely available so that all can use them to learn to speak Welsh at beginner and intermediate level. Have a word of the week - use social media/ buses/ billboards/ text/ email - create a buzz around learning Welsh - make it cool - Use the TV - find a someone (celebrity?) who will learn a bit and take Cardiff on e.g. a 4-week journey with them to learn to have a basic conversation about different topics." • "Continue to promote and offer the language throughout its services." • "Drive the marketing of the initiative to ensure the message is delivered to more of the community and sell the benefits to individuals for learning the language."
Encourage staff to speak Welsh during work	34	16.9	• "Employ more Welsh speaking staff. Encourage the practical use of Welsh in work environment." • "Increase the use of the Welsh language in the workplace." • "Promote informal conversations between officers to develop the confidence of learners and those lacking confidence."

How should the Council support the delivery of Welsh language services and ensure that Cardiff's citizens receive services in accordance with their language choice?

Respondents were asked 'How should the Council support the delivery of Welsh language services and ensure that Cardiff's citizens receive services in accordance with their language choice?' - 301 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
Greater roll out of training	81	26.9	"Provide more opportunities for staff to learn Welsh and encourage managers to let employees learn it." "Ensure more training, and more advice for non-Welsh speakers on what to do if they need to offer a Welsh service." "Train more staff in Welsh outside of working hours, increased workload and less staff means staff have to choose between falling behind in their workload and learning Welsh." "Increase the number of council staff learning to speak Welsh." "To ensure Welsh language training is part of Personal Reviews. Employing more bilingual speakers."
Employ more Welsh speakers	51	16.9	"Employ more Welsh language speakers (or persons willing to learn) when posts become vacant." "By increasing the number of Welsh speakers." "Encourage all services to provide at least 10% fluent Welsh speakers." "Providing a workforce who are able to communicate bilingually. A survey of current Welsh speakers across the workforce to determine the support required to deliver services in Welsh if requested. Training for Welsh speakers who perhaps have lost confidence or wish to improve their written skills in Welsh." "Employ more Welsh speakers."
Ask people their preferences	45	15.0	"A Council-wide CRM (Customer Relationship Management System) would be the best way to do this, where all service users would record their language preferences, which are saved and remembered for all future correspondence." "It should ensure that citizens can register their language choice and then receive correspondence

			ONLY in that language, not automatically sending out information bilingually."
			• "By asking citizens what their language of choice is, and remembering their choice, and providing information in their preferred language, rather than bilingually as a blanket approach to all."

Do you have any suggestions or recommendations on how the Council should work with external partners to support the delivery of the Bilingual Cardiff strategy for 2022-27?

Respondents were asked 'Do you have any suggestions or recommendations on how the Council should work with external partners to support the delivery of the Bilingual Cardiff strategy for 2022-27?' - 198 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 D).

Theme	No.	%	Example comments
Support/collaborate partners/free training/translation	47	23.7	• "Offer help to them. Reduced rates for translation costs if they advertise a percentage of their posts as Welsh essential and promote the fact that they Offer a bilingual service/business." • "Offer external partners access to some of the Welsh language courses that are available to council staff." • "Workplace education with large employers or for industrial estates for companies that can't afford their own. Peripatetic teaching perhaps."
More Welsh Training/Learning	42	21.2	• "There has to be a significant investment in language training resources, whether these be developed in-house or sub-contracted to a third party." • "Offer courses outside of Cardiff not all staff live in or around the city." • "Continue to work with Welsh Government and implement the changes that encourage the learning of Welsh."
Don't know	34	17.2	• "Sorry I do not know enough about likely external partners." • "I don't understand what this is or who the partners would be." • "None whatsoever."

Do you work with – or are aware of – any additional partners we could work with as part of the Bilingual Cardiff strategy

The current Bilingual Cardiff partners are listed in Appendix E

Respondents were asked 'Do you work with – or are aware of – any additional partners we could work with as part of the Bilingual Cardiff strategy' - 71 comments were received, when analysed resulted in 13 themes, which are detailed below with example comments.

Theme	No.	Example comments
3rd Sector	17	• "Cardiff Youth Council; The Sprout; Young Wales." • "Wrap Cymru." • "Wales-Argentina Society."
Education	16	• "Cardiff Met University, Cardiff University." • "Addysg Oedolion Wales - Adult Learning Wales - The National Community College of Wales." • "Cymraeg i Blant."
Business	11	• "Chapter. Other private businesses." • "FOR Cardiff." • "St David's Centre" • "Mermaid Quay" • Clwb Ifor Bach,
Government / L.A.	5	• "Welsh Government." • "Work more closely with neighbouring authorities to ensure consistency of provision and messaging."
Media	4	• "BBC/ITV Wales." • "BBC Wales."
NHS	4	• " NHS Wales."
Sport	4	• "Sports Council for Wales."
I don't know	3	• "No additional partners come to mind."
Tech Based	3	• "Learning apps through mobile phones."
Eisteddfod	3	• "National Eisteddfod and Urdd." • "Eisteddfod"
Religious Orgs.	2	• "Churches and places of worship and associated community halls, groups etc."
All of them	1	• "All of the below."
Misc.	12	• "Aware of all but not worked with any." • "I work for the council." • "I think there are higher priorities the Council should focus on than increasing Welsh language speakers."

Any other comments

Respondents were asked 'Any other comments' - 58 comments were received, when analysed resulted in 13 themes, which are detailed below with example comments.

Theme	No.	Example comments
Other funding priorities	11	• "I believe the Council equality impact and strengthening families agenda would be best prioritised over language policy and resourced accordingly." • "Money would be better spent on helping families and children in need, improving education and health and infrastructure. The culture of Wales is important as is the language, but it should be a choice."
Should be personal choice	10	• "Please keep this a personal choice for people." • "Speaking Welsh while being commendable should not be forced on all."
More support needed	10	• "I am a former Welsh 2nd Language teacher in Cardiff, and having worked in various schools, feel that the main barrier to Welsh learning/ teaching is mainly lack of confidence of staff. The removal of the Welsh Teacher, who visited once a week, had a hugely detrimental effect, as in some schools that was their only access to a fluent Welsh speaker for advice, support, etc. • "I am a teacher and work within the education department; I have a basic understanding of Welsh but would really like the opportunity to learn Welsh properly."
Should not be discriminated if you don't speak Welsh	8	• "Nobody should feel less valued if they choose not to learn Welsh or any other language."
Involve education	4	• "Starting with the early years education long term will support future Welsh language. When Welsh was a compulsory subject in schools there was more of the spoken word used. The language is determined by cultural beliefs of the parents and how few Welsh education schools are available. Even children who attended Welsh nursery are able to go on to Welsh primary schools due to demand on

		the few specialist schools. If the language was promoted throughout all education we would benefit."
Promotion	3	• "When Cardiff hosted the National Eisteddfod, it generated a lot of interest in the language and a genuine buzz. Try and build on that success, host more Bilingual events across communities. Perhaps engage with local communities to make their Christmas Village Festivals bilingual. Give them packs with bilingual material etc."
Partner Comments	3	• "There may be a need to consider creating partnerships with organisations that are not considered as natural to promote the Welsh language e.g. The Welsh Rugby Union or Visit Cardiff and encourage them to make the Welsh language more prominent for visitors to the City and encourage them to work with Council services to offer bilingual provision."
Other Languages Used in Cardiff	2	• "I do not disagree with the encouragement of increasing the number of people speaking Welsh, however I feel it is archaic to not consider all of the varying languages."
Incentivise Learning	2	• "There must be additional incentive to learn Welsh. Whether it is enhancing hiring preference in accordance with Council goals or offering stipends to new Welsh-learners. Iechyd da."
Welsh not used in Work	1	• "From a work perspective professional area of the Council deal primarily with English consultants/contractors."
Misc.	10	• "I admire the Welsh language greatly. It has done remarkably to hold on the way it has and remain a living language. However, I think this target of 1m speakers cannot be done. • "Union consultation is essential...and should be timely."

Appendix A

Theme	No.	%	Example comments
Everyone speaking / learning Welsh	152	33.5	• "Everyone being able to speak Welsh at some level." • "Where everyone and anyone can have access to learning to speak Welsh." • "A truly bilingual Cardiff would be one where everyone who lived here was bilingual or had a facility with the language." • "Everyone receives enough spoken language lessons to converse confidently in Welsh. That the Welsh language is used as a unifying force for the nation and is proudly owned and spoken by all Welsh people." • "That we can all understand and communicate in both English and Welsh."
Equal standing between languages	111	24.44	• "English and Welsh given equal standing." • "Ensure that Welsh/English treated equally." • "A city where Welsh and English can both be used fully for everything." • "Where dual language is available as an initial offer rather than as an additional service." • "English and Welsh language 50/50."
Good access to Welsh language	99	21.8	• "Where everyone and anyone can have access to learning to speak Welsh." • "Where the interchangeability between language is easy and fluid as the occasion requires." • "One where all services can be accessed equally, in either language." • "Possible to access all services through Welsh."
I don't have one	65	14.3	• "I don't have any vision." • "I don't have a vision of a Bilingual Cardiff." • "I have no particular opinion either way."
Communicate /Have info in preferred language	65	14.3	• "Where staff and customers are able to converse freely and receive the information they need in their preferred language." • "For the option to be available to anyone who wishes to use it, and to be able to speak comfortably in their choice of language." • "Being able to communicate to anybody in their preferred language."
Welsh language/culture embedded in	57	12.6	• "Able to ask and respond in Cymraeg or English. Both languages treated equally. Content creators aware of the Bilingual element. Percentage of people in Wales who use the language daily to go up. Continuously

Cardiff, business, services, signs			reviewing the ways to facilitate the increased use of Welsh." • "Where there is a seamless transition between the two languages. Where services requested in Welsh are the norm and not second rate." • "That the people of Cardiff embrace bilingualism and are proud of the Welsh language and culture. That businesses offer services bilingually and that the City is known as a Capitol where both languages have equal status."
Personal choice	33	7.3	• "I still believe in the freedom of choice for all residents and visitors of Cardiff whilst continuing to encourage and promote use of the Welsh language." • "One where my choice not to speak Welsh is respected."
Positive comments	33	7.3	• "I feel it is definitely needed and fully support the strategy. Being someone that was not confident in the Welsh language, I was glad I attended the Mynediad Level 1 training to improve my Welsh language skills, and I fully encourage anyone to attend this training." • Fantastic and any level of Welsh language will encourage an inclusive community."
Negative comments	27	5.9	• "I am not convinced this is possible." • While it is important to maintain the Welsh language - there are too many unreasonable barriers that it creates when trying to provide a good, fair service to all people of all nationalities."
Less bias for those who only speak one language	22	4.8	• "My vision of a Bilingual Cardiff is where Welsh becomes the everyday language, but those unable to speak Welsh are not vilified." • "One where there is no bias either way for English or Welsh language speakers where certain communities are no more special or entitled than the other."
Education pivotal	17	3.7	• "Bilingual schools equals bilingual Cardiff." • "I think it's important that more emphasis on Welsh language is taught in English schools right up until leaving school if we truly want a bilingual Cardiff."
Other languages are spoken	14	3.1	• "In principle it would be great but given the ethnic diversity other languages might prove useful too." • "I think Cardiff is much more multicultural and diverse than just those who speak English and Welsh."

People should not be forced to learn Welsh	13	2.9	• "I don't have one. I just don't want to be forced to learn any Welsh. I am very dyslexic and English is enough of a problem." • "It would be nice to speak Welsh, but unless the opportunity to speak it regularly is presented people will not retain the skill or see the benefit in doing so."
Other more pressing priorities	7	1.5	• "I personally feel that the money could be used elsewhere, i.e. Mental Health or NHS."
Enough in place	3	0.7	• "I think we have already achieved it."
Misc.	24	5.3	• "I would like a bilingual Cardiff to make especially the older generation feel more inclusive and accommodating." • "It is difficult when not originating from Wales to learn a language that is not currently widely used. Welsh is being rolled out in schools therefore the younger people have more opportunities for learning." • "I believe in the concept but as Cardiff is a very cosmopolitan city, I think it will be great for the children but for elder people like myself it is a bit late in the day."

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

Appendix B

Theme	No.	%	Example comments
More funding/support for training in work or home	152	48.6	• "More Funding to provide the training but this training has to be voluntary." • "Encourage all staff to attend Welsh courses to learn the language. Have more places on the course and have more than one course of each type running at once. So the Level one course on Monday AM, Tuesday PM, Wednesday AM, Thursday PM, Friday AM etc." • "Provide peripatetic Welsh teachers for every English-medium Primary School, to ensure that children receive Welsh teaching from a totally confident Welsh speaker, at least once per week, alongside Welsh lessons and incidental Welsh practice led by their usual class teachers. " • "Provide free Welsh courses for all citizens of Cardiff." • "Put money into delivering lifelong training."
Greater involvement in education / younger generation	71	22.7	• "Make investments in supporting Welsh learning in the early years and supporting families in using Welsh." • "Provide more courses at a base line level. support all schools and invest in learning the Welsh language at an early age!" • "Ensure training for staff in school." • "Expand the provision of Welsh-medium education ambitiously" • "Increase the use of Welsh during early childhood and throughout the compulsory school years, to ensure a strong foundation of spoken Welsh within the community."
Better promotion	34	16.9	• "Have free high quality Welsh lessons/ courses on the Council website/ YouTube, freely available so that all can use them to learn to speak Welsh at beginner and intermediate level. Have a word of the week - use social media/ buses/ billboards/ text/ email - create a buzz around learning Welsh - make it cool." • "Continue to promote and offer the language throughout its services." • "Drive the marketing of the initiative to ensure the message is delivered to more of the community and sell the benefits to individuals for learning the language."

Encourage staff to speak Welsh during work	34	16.9	• "Employ more Welsh speaking staff. encourage the practical use of Welsh in work environment." • "Increase the use of the Welsh language in the workplace." • "Promote informal conversations between officers to develop the confidence of learners and those lacking confidence."
Training to be voluntary	27	8.6	• "I don't believe forcing the uptake of Welsh is an effective way to grow the language." • "Offer and encourage but do not mandate." • "You cannot force people to use the Welsh language - language should be a choice and those people who do not speak Welsh should not be disadvantaged or penalised for choosing not to speak it."
Employ more Welsh speakers	20	6.4	• "Employ more Welsh speaking staff. encourage the practical use of Welsh in work environment." • "Employ Welsh speaking teachers and Welsh speakers in other service areas." • "Increase the number of Welsh Language essential posts within the council and work with non-council employers to encourage them to do the same."
Don't know	18	5.8	• "I don't know." • "Really not sure."
Make it compulsory	10	3.2	• "Compulsory training for all major companies in the use of Welsh with high class training."
Incentivise learning	8	2.6	• "Provide more oral language training. Incentivise by allowing time away from the office to complete training. Those who take advantage of training must evidence how they have used the Welsh language in the daily role."
Not important	5	1.6	• "I think there are higher priorities the Council should focus on than increasing Welsh language speakers."
Support other organisations	5	1.6	• "Increase the number of Welsh Language essential posts within the council and work with non-council employers to encourage them to do the same."
Misc.	53	16.9	• "Ensure courses that teach the Welsh language are available through multiple language mediums. Having to translate from Welsh to English and then to a third language is difficult. A direct route from French to Welsh (for example) may be much easier due to similarities in words and sentence structure."

		• "Couple this strategy with the WESP and that everyone understands their part in the vision and owns the vision."

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

Appendix C

Theme	No.	%	Example comments
Greater roll out of training	81	26.9	• "Provide more opportunities for staff to learn Welsh and encourage managers to let employees learn it." • "Ensure more training, and more advice for non-Welsh speakers on what to do if they need to offer a Welsh service." • "Train more staff in Welsh outside of working hours, increased workload and less staff means staff have to choose between falling behind in their workload and learning Welsh." • "Increase the number of council staff learning to speak Welsh." • "To ensure Welsh language training is part of Personal Reviews. Employing more bilingual speakers."
Employ more Welsh speakers	51	16.9	• "Employ more Welsh language speakers (or persons willing to learn) when posts become vacant." • "By increasing the number of Welsh speakers." • "Encourage all services to provide at least 10% fluent Welsh speakers." • "Providing a workforce who are able to communicate bilingually. A survey of current Welsh speakers across the workforce to determine the support required to deliver services in Welsh if requested. Training for Welsh speakers who perhaps have lost confidence or wish to improve their written skills in Welsh." • "Employ more Welsh speakers."
Ask people their preferences	45	15.0	• "A Council-wide CRM (Customer Relationship Management System) would be the best way to do this, where all service users would record their language preferences, which are saved and remembered for all future correspondence." • "It should ensure that citizens can register their language choice and then receive correspondence ONLY in that language, not automatically sending out information bilingually." • "By asking citizens what their language of choice is, and remembering their choice, and providing information in their preferred language, rather than bilingually as a blanket approach to all."

Greater promotion needed and use of bilingual Cardiff	41	13.6	• "Increase translation options- often it takes a while for translations to be returned which can be problematic." • "Make public more aware that services can be delivered in Welsh and encourage them to use the Welsh language service even if they are nervous to do so, i.e. If they are learners or if their confidence has been lost when speaking Welsh. Wenglish is ok. By trying to use the service you will be practising your Welsh." • "Start promoting the language in the areas that are difficult to reach - council housing areas, low income etc. - stop focusing on the "metropolitan elites."
I don't know	27	9.0	• "I don't know." • "Unsure." • "I am unsure."
All council services bilingual	27	9.0	• "Ensure all services are offered in both languages." • "Provide all services bilingually." • "Ensure ALL County services are available in Welsh. The Cardiff Education Services website falls very short of this aim, a year after its launch most of the content remains in English."
Provide more opportunities / Support - events, platforms, etc.	18	6.0	• "Ensure all learning is accessible and inclusive to all - person centred approach. Not a one course fits all - as this could put learners off entirely. Funding for more rural/poorer areas to have resources to ensure there is a standard level of learning, not good in some areas and adequate in others. Provide fun events to encourage learning and development - experiential learning is one of the best ways of learning so if there are "fun" events/immersive events then this could be very beneficial." • "Training sessions, apps, celebration days."
Enough in place at present	13	4.3	• "I think it does enough now, as I believe all services are available in Welsh. I guess an agreement could be made with a council such as Gwynedd to outsource some services if customers require?"
Incentivise Staff to learn	11	3.7	• "Focus on recruiting more Welsh speakers and/or providing more incentives for current employees to learn Welsh. In practice in my department, it is often slower to get a response if a request is made in Welsh compared with English."
There are other languages	10	3.3	• "There are other languages that more people are fluent in."

Needs adequate resources	9	3	• "Provide the necessary resources to achieve the above."
Not such a priority	8	2.7	• "Financially this is difficult to achieve and there are more pressing issues that have arisen recently regarding health."
Misc.	39	13	• "The Council should commission an independent Equality Impact Assessment to understand the barriers in communities where English/ Welsh are not first language." • "Remain an open, inclusive and diverse organisation." • "Needs to be proportionate to the numbers speaking Welsh currently and be flexed to match this percentage - i.e. grow use of everyday Welsh in Cardiff and grow our capacity to meet this demand."

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

Appendix D

Theme	No.	%	Example comments
Support/collaborate partners/free training/translation	47	23.7	• "Offer help to them. Reduced rates for translation costs if they advertise a percentage of their posts as Welsh essential and promote the fact that they Offer a bilingual service/business." • "Offer external partners access to some of the Welsh language courses that are available to council staff." • "Workplace education with large employers or for industrial estates for companies that can't afford their own. Peripatetic teaching perhaps."
More Welsh Training/Learning	42	21.2	• "There has to be a significant investment in language training resources, whether these be developed in-house or sub-contracted to a third party." • "Offer courses outside of Cardiff not all staff live in or around the city." • "Continue to work with Welsh Government and implement the changes that encourage the learning of Welsh."
Don't know	34	17.2	• "Sorry I do not know enough about likely external partners." • "I don't understand what this is or who the partners would be." • "None whatsoever."
Review agree future approach	26	13.1	• "It would be beneficial to conduct a training needs analysis with partners to determine if workforces can join to develop the language levels of staff." • "Review partner approach to language and culture in their contracts and customer facing services." • "Work with other local authorities to develop a common approach and share the costs (economies of scale)."
Better promotion	22	11.1	• "Promote more Welsh speakers through media outlets such a social media from ethnic groups that are learning, are able to use the language in day-to-day situations." • "Promotion, promotion, promotion."

Greater use of Welsh language - in public	14	7.1	• "Want to see all services bilingual, to see Welsh used on posters, in pubs, on menus, cocktails, shops such as Tesco and Sainsbury's Aldi's all use words or Welsh terms so that it becomes the "norm" or "the new normal".
Not a priority	12	6.1	• "I honestly feel in the current economic climate and with a crisis looming in Social Care, plus a decade of underfunding education and the health service both the council and the Welsh Government could better use the money spend on the Welsh Language."
Develop an agreed standard	12	6.1	• "Develop a standard that external partners should already have or commit to gain within a specified amount of time after signing a contract in order to supply the Council with goods or services. For example a 'Dragon Standard' scheme where businesses would need to meet certain requirements (and subsequently be audited on) to use the accredited logo, as with ISO, Investors in People etc."
Make Welsh cool / media	12	6.1	• "Media. Make it cool. Capture imaginations."
Appreciate limitations/resources	10	5.1	• "Ensure to take into account resources/human resources that organisations have, to ensure that pressure is not felt on more partners than others. A continual support network of these partners so they don't feel like they're left to it to do all the work. Ensure all partners understand and deliver an accessible and inclusive program."
No Opinion	8	4.0	• "I have no particular opinion either way."
Need to include all languages	3	1.5	• "There should be ample consideration for all languages not merely Welsh in this current climate."
Misc.	26	13.1	• "Keep talking to the public, get their opinions." • "RTPI Wales learning and do community consultations in Welsh." • "More work with Housing agencies, not just the council's Housing department. Reach out to their tenants too. If Council tenants routinely receive a bilingual service, why not?"

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

Appendix E – 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