

Reaching the Million

1,000,000



IAITH: The Welsh Centre for Language Planning was commissioned to produce this document by Siân Gwenllian, Assembly Member and Shadow Cabinet Secretary for the Welsh Language, Planning, Local Government and Equality. Established in 1993, IAITH has grown into Wales' leading independent language policy and planning agency. This document aims to outline some of the key strategic priorities for growing the number of Welsh speakers in Wales to a million by 2050.

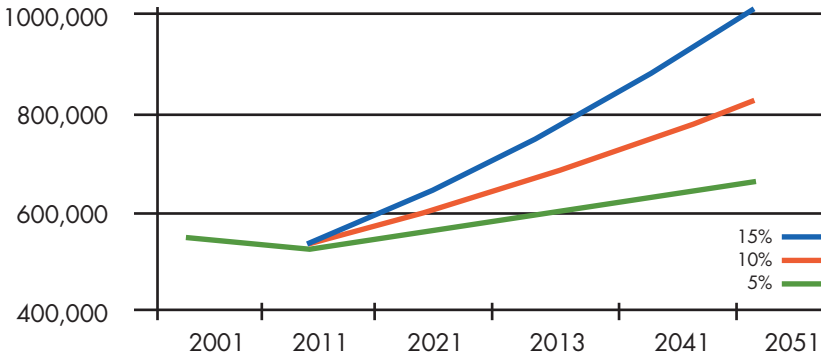


Reaching the million

The strategic target the Welsh Government has set itself in drawing up its National Language Strategy from 2017 is to create a million Welsh speakers by 2050.

Currently, approximately **575,000**¹ of the population of Wales state they are able to speak Welsh. Having set itself this target, the government will therefore need to plan for between **100,000 and 150,000** people becoming new speakers of the language per decade². **This means an increase in excess of 15% in the number of Welsh speakers per decade.**

The proposed comparative growth in Welsh speakers per decade by 5%, 10% and 15%:



This is an ambitious target which is supported by Plaid Cymru. Plaid Cymru is eager to see agreement on a clear and robust strategy which will reinforce the position of the Welsh language, creating an increasingly bilingual society in Wales. The remainder of this document highlights some priorities where action is required to meet this target.

To achieve this ambitious target of creating a million Welsh speakers, it will be necessary to:

- sustain the numbers and percentages of speakers and their current use of the Welsh language;
- reproduce Welsh speakers through the Welsh language socialisation of children both within the family and the local community;

- produce new speakers³ through both formal and informal education and childcare systems - in preschool provision, schools, colleges and ex-curricular provision;
- create new speakers from amongst the Welsh workforce.

In planning for an increasing number of Welsh speakers, sufficient opportunities will need to be provided for people (young people in particular) to use the Welsh language in all aspects of daily life - at home, in pursuing educational courses and training, in their localities and local communities, in the workplace, on social media and in information technology.

It will also be necessary to ensure viable social and economic conditions to sustain and increase the number of areas with a high proportion of Welsh speakers, by integrating language policy and planning objectives with economic strategies and developments in those areas. Additionally, new social networks of Welsh speakers will need promoting and supporting in those areas where the Welsh language is not as strong.

As a backdrop to this, the most favourable conditions will need to be provided to ensure Welsh speakers are able to use the language. This will involve building upon the current legislative architecture in order to reinforce and strengthen the status of the Welsh language, broaden and facilitate its use in both old and new domains, and develop the rights and confidence of Welsh speakers to use the language in all aspects of our country's daily life.



Siân Gwennllian AM
March 2017

Maintenance and growth

The future of any language depends on its social usefulness. Language is reproduced in social contexts where it has a use and where it is used. In that sense, in the case of the Welsh language, it is essential that areas, localities and networks (as well as social domains) exist where the Welsh language is the main, if not the sole language of general communication.

Welsh Language Communities and Networks

Historically, the communities where Welsh speakers are in the majority are to be found in the north-west and the south-west. Such communities have been under pressure in recent decades, mainly due to economic restructuring and the continuous and continuing mobility of the population. In general, on the one hand, a large proportion of young people are moving out to pursue their educational careers and employment paths. On the other hand, non-Welsh speaking incomers, frequently older, are moving into these rural areas, mainly from other parts of Britain.

Consequently, the number of communities in Wales where more than 70% of the population are able to speak Welsh has reduced substantially over recent decades - 92 in 1991, 59 in 2001 and 49 in 2011 (7% of the communities of Wales as a whole).

The majority of those communities with a high percentage of Welsh speakers are to be found within four local authority areas – Ynys Môn/Anglesey, Gwynedd, Ceredigion and Sir Gâr/Carmarthenshire. Comparative statistics over the last three Censuses are revealing:

	1991		2001		2011	
	Number	%	Number	%	Number	%
Anglesey	41,239	62.0	38,893	60.1	38,568	57.2
Gwynedd	78,732	72.1	77,846	69.0	77,000	65.4
Ceredigion	36,027	59.1	37,918	52.0	34,964	47.3
Carmarthenshire	89,221	54.9	84,196	50.3	78,048	43.9

In order to produce a million Welsh speakers by 2050, substantial strategic investment is required in these areas to maintain and build a broader platform for the support and creation of additional Welsh speakers.

Approximately a third of all Welsh speakers in Wales now live in these 'traditional' areas, just under 230,000⁴. Since a minimum increase in excess of 100,000 *pro rata* is required by 2050, and that a substantially larger increase is required considering the potential of such communities and their strategic significance both geographically and culturally, this poses a serious challenge.

It is recognised that to achieve the target of one million speakers, it will also be necessary to invest substantially in growing Welsh networks in other parts of Wales where Welsh speakers are in the minority. Two thirds of Welsh speakers in Wales live in such areas. We trust that the Welsh language will increasingly become a normative social language in such networks in time as numbers increase and opportunities to use the language multiply.

The Welsh language in the community

Although it is certainly necessary to develop robust new networks of Welsh speakers in the south and the east, the Welsh language cannot survive - let alone grow - unless a robust social heartland is safeguarded in the localities and communities of the north and the west.

Recommendations in numerous recent reports on the position of the Welsh language in the community have highlighted the need for the Government of Wales to:

- invest substantially in a project to promote, amongst parents in the north and the west, the value of the Welsh language and the significance of its socialisation from birth within the family and local community;
- grow and strengthen progression in Welsh medium education in the north and the west;
- integrate language policy and planning objectives with economic development and land use development objectives, creating a comprehensive spacial plan to include the establishment of language growth areas in areas such as Caerfyrddin/Carmarthen, Aberystwyth and Glannau Menai /Menai region;
- ensure a solid status for the Welsh Language and its increasing value within public sector organisations in these counties as well as appropriate growth in opportunities to learn the Welsh language in the workplace;
- promote groups and organisations that contribute to social vitality through the medium of Welsh, especially for under 30s generations;
- facilitate easy and user-friendly access to information technology, social media and Welsh language mass media and promote their use.

Much of this strategic work outlined above can be achieved by the establishment of robust active streams in favour of sustaining and developing the Welsh language

within the Public Service Boards Welfare Plans, in line with The Welfare of Future Generations Act (Wales) 2015 and within Promotion Plans produced by local authorities in line with the Welsh Language Promotion Standards (Wales) 2011.

It is foreseen that an **additional and specific community development fund will be required** so that various relevant agencies at ground level, in partnership with local communities, can significantly influence the linguistic situation in these areas.

Families and the local community

Ensuring parents raise their children to speak Welsh and that such children adopt Welsh as their first language in relation to their community forms a core element of any strategy to grow the number of speakers⁷. Children raised speaking the minority language are also more likely to maintain their fluency in Welsh and use it more in future years⁸.

From 2001 to 2011, the number of 3-4 year olds recorded as Welsh speakers grew from 18.8% (n=13,329) to 23.3% (N=16,495).

Analysis of the situation according to the linguistic make-up of the families, reveals the following⁹:

	2001	2011	+/-
Households (couple), two Welsh speaking adults	82%	82%	0
Households (couple), one Welsh speaking adult	40%	45%	+5
Households with one Welsh speaking parent	55%	53%	-2
Households with no Welsh speaking parents	9%	14%	+5

The increase in the number of households with no adults able to speak Welsh suggests a key role for the wider community - and for early years education provision in particular - in terms of the linguistic socialisation of children.

To ensure a robust platform for increasing the number of Welsh speakers in the future, the above rates need to be maintained and improved upon as a strategic starting point.

So that a more sustainable future can be ensured for the Welsh language, the compound transfer rate of 2001 needs to be nearly doubled, and an initial national target set **to ensure that 35% of 3-4 year olds speak Welsh** as a consequence of language transfer within families and socialisation in the community. In terms of numbers, this could mean ensuring that more than **25,000 children, annually**, are raised to speak Welsh by the time they are 3-4 years of age. This would also require significant efforts to substantially increase both the number and percentage socialised to speak Welsh in households with only one adult Welsh speaker and also in those households where there are no adult Welsh speakers.

To achieve the transfer target of 35% suggested above, we suggest that the following action is required:

- A plan should be developed focussing on promoting the need for language transfer within the family and for linguistic socialisation within the local community, mainly (though not exclusively) in the counties of the north and the west. Such a plan would incorporate providing support for families and building confidence amongst parents in their linguistic skills and their use of the Welsh language with families and neighbours.
- To continue to run the Cymraeg for Kids project, promoting the advantages of Welsh medium education for children throughout Wales, and facilitating easy and affordable access to early years Welsh medium education provision for all children across the country.
- To ensure broad and accessible opportunities for parents to learn Welsh and build their confidence in using the language within the family and their communities, through the National Centre for Learning Welsh.
- To ensure that Welsh medium childcare provision is available for families throughout Wales. The policy to fund 30 hours of childcare/education for 3 year olds is an opportunity to stimulate the expansion of cylchoedd meithrin (Welsh medium playgroups) and to open new groups. However, the funding arrangements must be equitable and it will be necessary to ensure appropriate access to capital funds such as funding for the Schools for 21st Century programme.
- Currently, 10,724 children attend 501 such groups across 400 locations¹⁰. Mudiad Meithrin foresees, with the necessary funding, that it would be possible to expand or open 120 cylchoedd meithrin within 3 years. This could create approximately 3,000 additional places per year for children¹¹.

School and college

A strong education system with the development of bilingualism a core element of its provision is essential if plans to create a million speakers are to be realised along each step of the way and the target achieved by 2050.

Across each stage of education, the number currently receiving education through the medium of Welsh is slightly below 100,000. In order to reach a million speakers, this **number will need to be doubled** over the next 30 years. This is a challenging task but not unsurmountable, as demonstrated in other countries that have attempted to achieve a similar aim. To reach the target of a million Welsh speakers by the year 2050, the Welsh Government will be expected to produce a specific strategy for education and skills - a strategy building on the good infrastructure described in the Welsh Medium Education Strategy document, 2010.

The new strategy should identify each action proposed for the next decades, so that the Welsh language becomes totally integrated into the educational system in Wales ensuring, in terms of a timeline, that constructive and comprehensive actions are planned from the very outset. Such a strategy will:

- include specific quantitative targets and a clear means of measuring progress against the agreed targets.
- be reviewed and progress measures checked, at five year intervals.
- clearly identify the role of all education and training providers in terms of the planning and delivery of this ambitious strategy; and
- closely align the plan's target to create a million Welsh speakers with the Welsh Government's aims to improve educational standards across all Welsh schools and improve the quality of teaching and learning.

The strategy should also include the clear intention of **marketing the benefits** of Welsh education and the value of the ability to speak Welsh in this bilingual Wales. The Government will need to establish an **arm's length agency** with this in mind. However, such an agency should operate on a wider mandate than education alone, taking responsibility for the promotion of the Welsh language in general across all fields and throughout Wales.

Choosing Welsh Education

There are currently insufficient opportunities **to choose Welsh education** as a feasible option in all areas of Wales. The decision to send a 3 or 4 year old some distance to school by bus is not an easy one. Welsh-medium education therefore must be brought nearer children's homes. Over the next ten years, current structures must change, so that children can receive a Welsh-medium education either at their local school or within a reasonable travelling distance. This will require revisiting the current system of **school categorisation** according to language and changing to a more flexible system facilitating wider access to Welsh-medium education.

Schools are currently categorised in terms of their linguistic nature in a number of different ways. This system requires simplification so that parents in the primary and secondary sectors are clear about the linguistic provision at any particular school. In addition, in the future, the school categorisation system according to language will need to be far more flexible and the process for changing the linguistic status of a school to become increasingly Welsh-medium in its provision needs to be simplified.

Better use could also be made of birth data to identify families and target messages about the advantages of Welsh-medium education. *Ti a Fi* (baby and toddler groups) and *Cylchoedd Meithrin* (Playgroups) could be expanded as a means of providing care and education of the best quality, placing children on a progression path within the Welsh-medium system at the earliest point possible.

The Welsh language and new technology

Education and language learning will be revolutionised in coming years as information technology substantially changes the way in which children and young people learn. It will be necessary to take advantage of these changes as children pursue learning courses demanding a far more direct response to on-screen challenges. Wales should be a pioneer in these changes, ensuring that skills in two languages form an integrated part of this learning. The twenty first century will be an exciting time to be bilingual!

Local Education Authorities

The role of Local Education Authorities (LEAs) in the planning process will be to reflect and interpret the new Welsh Education Strategy at a local level placing the local vision firmly within their own strategies. In these plans, the LEA should:

- clearly set out their policies and aims in terms of expanding and strengthening their Welsh education plans across all age ranges;
- include clear quantitative targets and specific timetables within those strategies;
- clearly state the methods used to measure and monitor progress; and
- outline how they will deal with underperformance.

All authorities will be expected to submit their initial plans for approval by September 2019.

All other providers offering educational courses and training will also be expected to submit plans for agreement outlining their proposed offer with a view to realising the Government's strategic aim of creating a million Welsh speakers.

Primary education

The **primary education sector has a key role** in plans to create a million Welsh speakers by 2050. It is within this sector that most children who develop into fluent new speakers of Welsh acquire the language. Wales has a long and very effective tradition of providing immersion education in the primary sector. Building upon these strong foundations is therefore essential in terms of a broad understanding of the actions required to produce an increasing number of fluent bilingual children.

In addition to the schools system a network of **Latecomer Centres** should be established throughout Wales for both the primary and secondary sector. This is an innovative scheme developed in Wales for children arriving in Wales after their seventh birthday and it clearly demonstrates that children can become Welsh speakers within a very short period when conditions are right. This will ensure each child moving into Wales can benefit from the Welsh /bilingual provision from the outset.

Secondary education

One of the most important elements in developing the plan to create a million Welsh speakers will be to ensure that pupils **continue with their Welsh medium education** as they progress from one stage of their education to the next. This will need facilitating and comprehensive information must be provided for parents and children regarding the benefits of being able to speak Welsh and being bilingual in their own lives.

It will be necessary to ensure that young people take full advantage of the immersion education they have received in the primary sector, progressing to receive a substantial proportion of their education in the secondary sector through the medium of Welsh.

In order to achieve this, it must be ensured:

- that Welsh medium and bilingual secondary provision is available to all within a reasonable distance and within pupils' natural communities;
- that sufficient teachers are trained to be able to teach subjects through the medium of Welsh in all key stages; and
- that the concept of learning Welsh as a second language subject in its current form be abolished and that children instead learn the language by studying subjects through the medium of Welsh.

Informal education

In parallel with developments in the formal education system, significant investment will also be required in additional activities provided by local authorities and voluntary organisations in the form of informal educational opportunities. The Welsh Government is currently consulting on the future of youth services. Both statutory and voluntary organisations have key roles to play in providing Welsh medium extra-curricular experiences for pupils and students - opportunities which can strengthen and integrate their social use of the Welsh language in education, work and community.

Vocational Education and Further Education

The focus on vocational education and further education has been limited in terms of Welsh language developments. Therefore, as a starting point:

- a national structure should be established similar to the Coleg Cymraeg Cenedlaethol in order to support developments in this sector, so that opportunities are provided for students to pursue practical and vocational courses through the medium of Welsh;
- it should be ensured that there are sufficient lecturers available able to teach through the medium of Welsh in this field; and in addition
- work should be undertaken with prospective employers and businesses to emphasise the value of bilingual skills in the workplace and the demand for such skills.

Higher Education and universities in Wales

The work of the Coleg Cymraeg Cenedlaethol should continue to receive support as an agency assisting Universities in Wales to expand their current Welsh medium provision. Therefore:

- the practical work undertaken by Coleg Cymraeg Cenedlaethol should continue to receive support;
- in line with the Diamond Report, the funding available from the Coleg Cymraeg to promote Welsh medium provision in the Higher Education sector should be consolidated and increased;
- the vocational and academic fields in receipt of practical support should be expanded, beginning with health and care and then expanding in a co-ordinated manner to all other sectors;
- close collaboration is required with the Further Education sector to create a national system and framework to promote and ensure Welsh medium provision in the post 16 sector; and
- Welsh language provision should be viewed as a core element of further and higher education provision and students should have both the right and the means to receive their post 16 education through the medium of Welsh in those sectors.

Training teachers, lecturers and pre-school staff

One of the main areas requiring immediate attention is teacher training and the training of childcare practitioners in Wales. Currently, approximately one third of Welsh teachers speak Welsh, which is a good starting point. But this number will need to be at least doubled in order to realise the ambition of providing an education system that will produce a million speakers. Current strategies for attracting and training more teachers for the Welsh medium sector are neither sufficient nor comprehensive. Over the next ten years **3,000 teachers will need to be trained for the primary sector and 2,600 for the secondary sector** so that we can begin to achieve the million speakers target. With this in mind, it will be necessary to increase funding for the current (or a similar) Sabbatical Scheme. Also, with the proposed changes in education and pre-school care, it is estimated that **approximately 3,000 Welsh medium education and child care staff will require training over a period of a decade.**

Research work in education

Limited research has been undertaken in education in recent years. Research into Welsh medium Education is even more limited although a great deal of innovative work has been undertaken internationally in this field. Active and progressive Education Departments must be established in Welsh Universities which will be able to provide ministers and Government with evidence regarding the growth and development of the new regime, demonstrating where additional support is necessary. Further innovation will be required as plans for education develop and robust methods will be necessary to evaluate this innovative work and to report on progress and quality.

Welsh in the Workplace

Adults spend a large proportion of their daily lives in the workplace. Therefore, people's normative practices in terms of language use in the workplace, as they contribute to the economy, impact substantially on their language use in general. The use made by individuals of the Welsh language in the workplace can also influence in turn their willingness and confidence to use the language in other domains of life, outside work.

The Welsh Language for Adults service has an important role to play in supporting growth in the number of Welsh speakers. Its current contribution is too limited and the old system of teaching Welsh to adults in the community ineffective. A new regime is now being developed, with the establishment of the **Canolfan Dysgu Cymraeg Genedlaethol**, many more adults are expected to take advantage of the availability of convenient opportunities and more effective modern methods to learn Welsh.

In the context of creating new adult speakers, the aim should be to increase the current number becoming fluent in Welsh annually - the number currently stands at about 1,000 – to more than **3,000 per annum over the next decade**. These numbers will be small in terms of achieving the total target, but it is very important that this field should play a key role in terms of communicating the value of the Welsh language at work as new generations of Welsh speakers emerge over time.

A key part of any effective strategy will be the production of a **Welsh labour market plan** which will identify priority sectors for the development of Welsh language skills in the workforce. In the first instance, the Canolfan Dysgu Cymraeg Genedlaethol should aim to prioritise the education sector, the health and care sector and local authority public services, extending the provision in a planned manner to other sectors during the lifetime of the strategy.

In 2016-17, the Canolfan Dysgu Cymraeg Genedlaethol has received additional funding, for the development of **services to employers**. In the future, this fund will require a further increase, or at least, more core resources will need to be directed towards this particular task, so that a threefold increase can be realised in the annual output of new adult Welsh speakers.

Creating the conditions

Plans to increase the number of Welsh speakers through language production and reproduction processes will also need to ensure a climate in which such speakers can build their confidence and increase their use of the language - in all aspects of their lives.

Although many aspects of our social lives are key elements in this sense - leisure time activities, shopping practices, mass and social media, voluntary organisations etc. - there are two essential contexts where action is required:

- aligning language policy and planning objectives with economic strategies and developments, and
- ensuring **status** for the Welsh language and **increasing** the rights of those who speak the language to use it.

Language and economy

The economy drives the nature of our society. **For the Welsh language to thrive, it must have an economic value** – both in its heartlands and throughout Wales. We propose a few practical ideas that might be considered in order to align economic development objectives and language planning in Wales. The areas in the north-west and south-west are the specific focus of the following proposals. However, the relevance of the Welsh language to elements of economic development in all parts of Wales must be maintained.

A core element of the strategy to create a million Welsh speakers is that appropriate economic conditions must be provided for its survival. This may include placing a duty on an appropriate arm's length agency to focus efforts on the economic viability of the Welsh language. Such an organisation might take responsibility for specific geographical areas and/or undertake a strategic role throughout Wales. Its responsibilities would include:

- the establishment of a Welsh Medium Labour Market Strategy for the whole of Wales which would identify, create and meet the need for Welsh language skills in the workplace according to priority sectors;
- the identification and promotion of growth areas where developments which value the Welsh language are specifically valued (providing appropriate support) in order to promote local and regional linguistic viability within travel to work catchments. Glannau Menai/The Menai region, Aberystwyth and Caerfyrddin/Carmarthen are areas, for example, that might offer themselves as possible initial locations;
- the development of robust criteria to assist policy officers - economic development officers and land use development officers - to assess the contribution made by the Welsh language to the local economy and to assess the value and impact (be that positive or negative) of economic developments and new developments in terms of land use for the viability of the Welsh language;
- the inclusion of the Welsh language more thoroughly and more centrally in economic development and land use policy objectives at all levels - from Welsh Government to local authorities and all other relevant agencies - ensuring significant funding for the promotion of the Welsh language from sources arising from exiting the European Union; including the training of economic development and land use policy officers regarding the essentials of relevant language policy and planning;
- ensuring that the Welsh language is afforded far more prominence amongst employers, their representative organisations and careers services;
- conducting thorough research and development into the links between language, the economy and land use.

Developing use

A substantial challenge remains to **change the historical linguistic habits of Welsh speakers**. Behavioural change relies on direction, persuasion and perception of self-benefit. Therefore, as already stated, action on language use within the economy is key to the success in terms of people making a reasoned choice to use the Welsh language.

Language has no purpose if it has no use. In tandem with increasing the number of speakers and economic planning for its long term viability, the Welsh Government must plan for a wider use of the Welsh language across Wales. This entails **ensuring**

and increasing the status of the Welsh language, affirming and extending the rights of its users and increasingly changing historical patterns of language in favour of Welsh as a normative language.

In terms of the development of the status of the language and rights for Welsh speakers, the Welsh Government needs to legislate to establish **unconditional rights to use the Welsh language** in key fields. So that such rights may be exercised, the government also needs to invest substantially in the supporting infrastructure of our public services so that demand can be met and need facilitated.

Language rights should therefore be discussed in the same breath as a specific intention to plan a system that can support such rights. These are two side of the same coin. Offering people rights which cannot be reasonably exercised in practice is pointless. All this suggests a need for continuing, sustainable developments through legislation and the regulatory regime. The functions and structure of the Welsh Language Commissioner's Office will probably require revisiting in the wake of the Welsh Governments proposed White Paper to evaluate to what extent the current arrangement is effective and efficient in terms of regulation and promotion of language use. However, it is important to recognise that the current regime of language standards needs time to embed itself in practice as these standards provide a robust and significant structure for the support of the status of the Welsh language and its public use.

As Welsh is now an official language, the key question is how the current situation can be further developed to strengthen its status and increase its use in future. The Welsh Government needs to secure and normalise the status of the Welsh language in the public domain, and more importantly, in terms of achieving the target of a million speakers, it needs to ensure that unconditional foundations be laid to enhance recognition of the official status of the **Welsh language in the private sector**.

One factor that can limit the use of Welsh in terms of receiving services, whether in the public or private sector, is that both consumers and providers, face negative experiences in receiving or providing Welsh language services. It is essential, therefore, that measures be implemented to build a significant capacity of language skills in the services sector. This calls for substantial investment, through the Welsh Language Commissioner in:

- **training for service providers**, both public and private, in order to increase the awareness and skills of staff;
- projects to influence **language behaviour and choice** of consumers and clients;

- projects to increase substantially the use made of the Welsh language through **information technology and communication**; and
- **strengthening the official discourse** so that bilingualism and the Welsh language become a common and normative element in the daily work of our institutions.

Steps towards the million

The key objective of any strategy to increase the number of Welsh speakers is to influence the self-sufficient and reproductive nature of the process, so that the target of creating a million speakers is not totally dependent on long term commitment and official intervention but rather develops into a common effort, that is an essential part of the fabric of our nation's day to day social life.

There is no point in creating a million speakers if this produces no clear benefit to individuals, families, local communities, the economy and the nation in general. In parallel with the above, therefore, the Welsh Government - both directly and through its agencies - must campaign continually to **highlight the opportunities and benefits available to all** in our nation as we aim to create a million Welsh speakers.

With this in mind, in practical terms, therefore, to reach the million, the Welsh Government will need to:

- sustain current support systems;
- grow the formal and informal Welsh medium education and child care sector;
- strengthen the role of the Welsh Language Commissioner in terms of regulation and promotion of the use of the Welsh Language in the public domain;
- establish a new arm's length agency for the promotion of the Welsh language in education, the community and the economy; and
- allocate substantial additional investment in order to realise this aim.



1,000,000

Footnotes

¹ 562,016 according to the 2011 Census.

² There is no data available to measure accurately the number of Welsh speakers lost annually as a consequence of deaths and migration, therefore the numbers stated here are a broad estimate. There are limited reliable data available on numerous aspects relating to Welsh speakers and their use of the language. Where it was not possible to refer to reliable sources, we have consulted officers within key agencies and organisations and based our estimates on their evidence. It will be necessary to strengthen the reliable data infrastructure to underpin the government's strategy for the creation of a million Welsh speakers.

³ In using the term 'new speakers' we refer to language 'learners' as both children and adults who are learning (or have learned) and use a language which is not their first language, both socially and professionally. See the current project on 'new speakers' within the EU COST research programme, which researches into the experiences of regional minorities, immigrants and transnational workers: http://www.cost.eu/COST_Actions/isch/IS1306?management.

⁴ The 2011 Census.

⁵ <https://statscymru.llyw.cymru/Catalogue/Business-Economy-and-Labour-Market/Regional-Accounts/Gross-Value-Added-GDP/gva-by-welshnuts3areas-year>.

⁶ The findings of *Y Gynhadledd Fawr – Have your say* (2013) highlighted the challenges posed by the mobility of the population and a comprehensive report was produced by the Government of Wales' task and finish group on increasing the number of communities where the Welsh language is used as the principal language (2013).

⁷ *UNESCO's Language Vitality and Endangerment Methodological Guideline: Review of Application and Feedback* (2011).

⁸ National Survey for Wales: Welsh Language use in Wales 2013-15; Welsh Government and Welsh Language Commissioner, 29 January 2015.

⁹ Data released by Statistics Wales, Welsh Government (2013).

¹⁰ Mudiad Meithrin's Children's Census, Autumn Term 2016.

¹¹ Between 1,440 and 3,840 on the basis of attracting 12 - 32 children to each Group.