# Memorandum of Understanding between Cymraeg 2050 and S4C
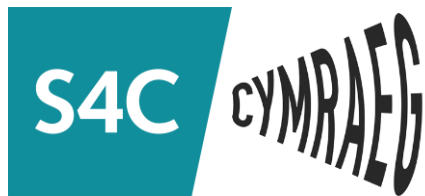
# 1 Content

# 2 Memorandum of Understanding between S4C and *Cymraeg 2050*

## 2.1 Purpose

The purpose of this Memorandum of Understanding (The Memorandum) is to outline the partnership agreement between Cymraeg 2050, a Division of the Welsh Government, and S4C, the Welsh language public service broadcaster.

At its heart is a common vision for increasing the use of Cymraeg and ensuring a prosperous future for our language through collaboration in many areas.

We agree that Cymraeg belongs to us all and that both organizations have responsibility for its future. We'll work together, therefore, to realize the goals of *Cymraeg 2050*. This reflects the recent statements of the Minister for Education and the Welsh Language and is a sign of the warm, welcoming philosophy of *Cymraeg 2050* which aims to help more people learn and/or use the Welsh they have—even if they haven't done so for a while. It also complements S4C's strategy of reflecting
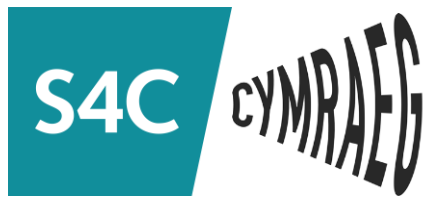
Wales today and creating bold content that gives audiences the opportunity to hear the Welsh language on different platforms to ensure the prosperity of our language.

This Memorandum is the latest step in the process of formalizing long-term partnerships between the Welsh Government and S4C in language policy. Its intent is to build on the following:

- the current positive relationship between the two parties.
- S4C's long established membership of the Welsh Language Promotion Group (which *Cymraeg 2050* coordinates).
- the stronger links between the two organizations following the signing of a *Memorandum of Understanding between S4C and Creative Wales.*
- Settlement of the S4C licence fee, January 2022, and a direct response to recommendation 3 of Euryn Ogwen Williams' independent report, *Building an S4C for the future*, namely:

> *S4C should establish a language partnership with the Welsh Government and others to help fulfil the Welsh Government's commitment to reach one million Welsh speakers by 2050.*

Below, we outline how the two parties will work together strategically to ensure an increase in the use of our language.

## 2.2   Main Themes of Cooperation

These are the main themes on which we'll collaborate as we begin to implement this Memorandum. We'll work flexibly and look at new methods of working together effectively to ensure this. We'll review and adjust this list annually as we update the Memorandum in the future:

- Educational Resources
- Supporting those who are learning Welsh or improving their language skills and building confidence [including technology and the Welsh language]
- Developing and using a positive narrative about our language, including collaboration on informal use of Cymraeg (e.g., by collaborating on developing the work of MIWSIG and Dydd Miwsig Cymru) and Welsh speakers outside Wales
- The intergenerational transmission of Welsh, targeting speakers aged 25-44
- Statistics and data about the Welsh language and Welsh speakers including 'personas' (or characters) of Welsh speakers

The Memorandum distinguishes between the leading role of Cymraeg 2050 in terms of its responsibility for the *Cymraeg 2050* strategy and its related work programmes,
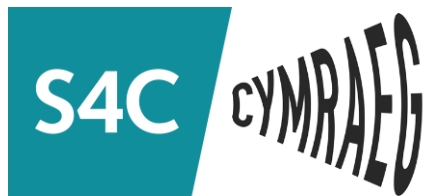
and the statutory role of S4C as a non-devolved public body, with editorial and operational independence and a separate relationship with the UK Department for Digital, Culture, Media and Sport.

The details of this Memorandum are set out in two main parts. The first identifies the partners' areas of collaboration to achieve the common objectives of Cymraeg 2050 and S4C. The second outlines the commitment of the different partners to achieve specific activities and results.

## 2.3   Basis of this Memorandum: *Cymraeg 2050*

The Welsh Government published *Cymraeg 2050: A Million Welsh Speakers* in 2017.

The vision of the strategy is as follows:

> *"The year 2050: The Welsh language is thriving, the number of speakers has reached a million, and it is used in every aspect of life. Among those who don't speak Welsh there is goodwill and a sense of ownership towards the language and a recognition by all of its contribution to the culture, society and economy of Wales.*

The two *Cymraeg 2050* 'headline' targets are:

- The number of Welsh speakers to reach 1 million by 2050.
- The percentage of the population that speak Welsh every day and can speak more than just a few words of Welsh, to increase from 10 per cent (in 2013-15) to 20 per cent by 2050.

*Cymraeg 2050* has three strategic themes, and all three are relevant to this Memorandum.

1. Increasing the number of Welsh speakers
2. Increasing the use of Welsh
3. Creating favourable conditions—infrastructure and context

Both parties will work closely to ensure that relevant investments and work are in line with the ambitions of this Memorandum, whilst also recognizing the need for exceptions and the independence of S4C as an organisation.

As set out in the Memorandum of Understanding between Creative Wales and S4C, we'll work towards ensuring that we do the following:
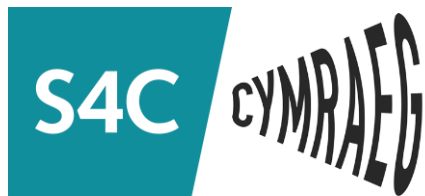
- Support our respective ambitions for the Welsh language, as set out in *Cymraeg 2050* [...], and deliver Welsh language services and content which entertain, educate and inspire audiences about the language—from new speakers to those who already speak Welsh;
- Maximise opportunities that support a plurality of news and journalism services in Welsh, across a range of platforms.

To promote the objectives of this Memorandum, we'll co-ordinate our activities with other public sector partners and relevant stakeholders (for example, through the Welsh Language Promotion Group that Cymraeg 2050 coordinates).

We'll ensure that regular partnership work takes place, in a structured manner, to complement the work of delivering this Memorandum. This will include meeting formally on a quarterly basis to plan collaboration and priorities, review progress and agree on shared actions and actions specific to partners.

# 3   Our common ambition

Our partnership work will be guided by the ambition and vision of the *Cymraeg 2050* strategy which both parties share as confirmed in the S4C licence fee settlement in January 2022. We detail below the areas of action for this Memorandum:

## 3.1   Educational Resources

S4C content is already being used as an educational resource, whether formally e.g. GCSE and A level course specifications, or through informal learning. Through ERA (Educational Recording Agency) licences some S4C content is available on the Welsh Government Hwb website, and a few educational resources have been created with the support of the Welsh Government around specific programs e.g., in the case of the children's history series Amser Maith Maith yn Ôl (2020).

We'll work together to identify and fill the gaps in educational content to support the Curriculum for Wales and qualifications in Wales and, where relevant, other qualifications too, working with the new company Adnodd which is in the process of being established. We'll regularly share information with each other about commissioning needs and intentions and we'll consider educational materials when commissioning new programmes.

Under the leadership of S4C's new Education Officer, we'll also be looking at making the best use of current program content and content from the archive and making them available where possible for use by schools, learners and parents, taking into account additional learning needs and accessibility requirements. We'll raise awareness among publishers, independent television companies and other educational content providers of the need to collaborate and share content to create resources and supporting materials for the curriculum and qualifications.
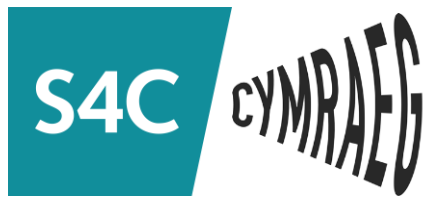
### 3.2 Supporting those who are learning Welsh, improving their language skills or gaining confidence [including technology and Cymraeg]

According to the latest data from the National Centre for Learning Welsh, almost 15,000 adults are currently learning Cymraeg. The numbers learning our language increased during the COVID-19 period with people availing themselves of the Centre's new online provision.

We'll work together to ensure that all the work to support those of all ages who are learning Welsh, improving their knowledge of it, or who are keen to increase their confidence in Cymraeg, is linked together in the most effective way possible. This could mean ensuring that S4C material is available in an easy way for learners (both adults and in education settings) and help to increase awareness of the relevant S4C materials and series e.g. Iaith ar Daith. We'll pay special attention to collaboration with the National Centre for Learning Welsh as they develop new plans and resources for teaching Welsh to the 16-25 age group.

We'll ensure collaboration between the National Centre for Learning Welsh and S4C so that we consider the needs of learners when planning provision, and to ensure that learners are directed to suitable material on S4C that can support their learning. We'll also work together to ensure that the centre creates additional resources to support learners or less confident speakers so they can come to work in the Welsh screen sector. Our collaboration will also relate to other work specified in this Memorandum, e.g. the intergenerational transmission of Welsh, and educational resources.

*Technology and the Welsh language*
There have been many developments in technology to support us in using our language over recent years, and many of these stem from the Welsh Government's *Welsh Language Technology Action Plan*. The philosophy of that Plan is that where the Government pays for language technology components, we will release them free of charge under a suitably open licence. This work has led to Welsh language speech recognition and automatic translation facilities. We'll collaborate to implement and improve these by using S4C's substantial archive of materials. The aim of this would be to work towards, for example, automated subtitling on Welsh language programmes which will improve accessibility for viewers of all ages and be a useful resource for those learning the language.

### 3.3 Develop and use a positive narrative about our language, including collaboration on informal use of our language (e.g., by collaborating on developing the work of MIWSIG and Welsh Language Music Day) and Welsh speakers outside Wales

As part of the principle that Cymraeg belongs to us all, it's important that, wherever we discuss our language and its use, we do so in a consistent voice. Cymraeg 2050 has developed 'Llais y Gymraeg' (a verbal strategy to talk about Cymraeg) and uses
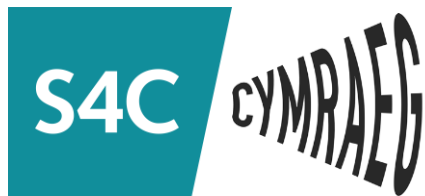
this to attract people to the Welsh language—or, if Welsh hasn't been part of their routine for a while, back to the language, among other things. We'll also discuss our language in a way that builds capacity and confidence of Welsh speakers and those who are learning, to use their Welsh. We emphasize that such a narrative is not something to be used when talking in Welsh about *other things*—but a way of talking *about the Welsh language* with a warm, friendly, and inclusive narrative that's relevant to the audience we want to reach. Cymraeg 2050 will share this best practice with S4C and support the production sector to also use it to create content that appeals to the target audience in collaboration with S4C's Welsh Language Strategy Lead.

And as the Welsh Government proceeds with the work of coordinating terminology resources, both parties will work together to ensure awareness and widespread use of standard Welsh language terminology. This won't affect the role and editorial independence of S4C but will be a resource for the screen sector in order to support the use of clear Welsh that the audience will understand.

*Informal Use*
We'll explore how we can use informal events and situations e.g., musical ones within our influence to create social capital in the Welsh language. As most young Welsh speakers have now started to learn to speak the language at school, we'll work together to see how we can ensure they have positive, informal out-of-school experiences through the Welsh language that aren't linked to the education system. As part of this, we'll look at how successful S4C content such as Hansh and Lŵp offers ways for this group to use and engage with Cymraeg.

*Welsh speakers outside Wales*
We note that a third of viewing S4C content on S4C Clic and the iPlayer comes from outside Wales and that Welsh speakers migrate but want to keep in touch with the language. So where appropriate, we'll work together to ensure that we promote Welsh content among the Welsh-speaking diaspora. In addition, we'll be using our data regarding the Welsh language and the Welsh-speaking diaspora to promote the various products of this Memorandum to Welsh people all over the world. We'll also use our network of business contacts, including our ambassadors, to help make connections and support efforts to grow S4C's international network and thereby raise the profile of the Welsh language internationally.

## 3.4   Intergenerational transmission of Welsh, targeting speakers aged 25-44

Most of us learn our first words and speak them by listening and following the customs of our families. Historically, the family was where most people learned Welsh. The 2019-20 Language Use Survey shows that the vast majority (69%) of Welsh speakers aged 3-15 started learning to speak Welsh at school.[1] We know from other research that not all these new Welsh speakers will necessarily use the

---

1 Welsh Government (2021), *Welsh Language Use in Wales (initial findings): July 2019 to March 2020 (revised)*, *Welsh Language Use in Wales (initial findings): July 2019 to March 2020.* Cardiff: Welsh Government.
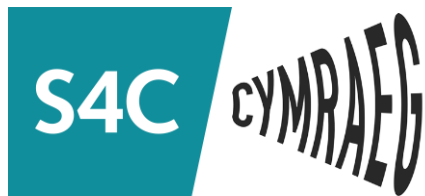
Welsh language with their own children later in their lives (although, possibly, they will ensure that those children receive a Welsh language education).[2]

Statistical surveys clearly show that those who have acquired Welsh at home use the language more often than those who have learned it in any other way. By speaking, or 'transmitting' Welsh to their children in the family, parents and carers can provide a solid foundation for their children's linguistic development. So we'll work together to contribute to the intergenerational transmission of Welsh in the home in the context of the Welsh Government's policy on *Welsh language transmission and use in families*. The aim of our collaboration will be to enable those families where there is already an ability to use the Welsh language—although that ability may not be in use—to use whatever Welsh they have with their children.

This will be one of our most important areas of cooperation because as more young people become Welsh speakers through the education system, there will be more adults who can speak Welsh. And so there will be more homes with at least one adult able to speak Welsh. When these 'new speakers' have their own children, we want them to feel comfortable speaking Welsh with them in their homes and beyond. S4C's content—from Cyw to Stwnsh, Hansh, and content for adults—can play an important part in enabling this. We'll work together to see how we can make more use of this content and promote it with the target audience.

## 3.5 Statistics and data about the Welsh language and Welsh speakers including 'personas' of Welsh speakers

Both parties collect a lot of separate statistical details regarding the Welsh language, including speakers' confidence in using it, their use of it and attitudes towards it. We'll interpret these together, starting with the recently published 2021 Census results.[3] We'll also analyse the available statistics to understand who the Welsh speakers of the future could be and how, when, where and how often they could use their language, what content or viewing resources they would like to have–and what the implications of this are for the work of both parties.

Statistics are just one aspect of understanding language ability and use. The day-to-day linguistic diversity across our country is significant. For example, for some of us, Welsh is a language we use every day because it's the language of our work and/or the home and community we live in. For others, we use it in networks in areas where the percentage of Welsh speakers is lower. The experience that Welsh speakers and learners have of our language and the opportunities to use it also vary. Developing and sharing 'personas' (fictional characters based on research, statistics and experiences) together and using them as we plan our work will help us understand the aims, needs and experiences of Welsh speakers of different types.

---

2 Welsh Government (2017), *Welsh language transmission and use in families*. Cardiff: Welsh Government.
3 Welsh Government (2022), *Welsh language in Wales (Census 2021)*. Cardiff: Welsh Government.
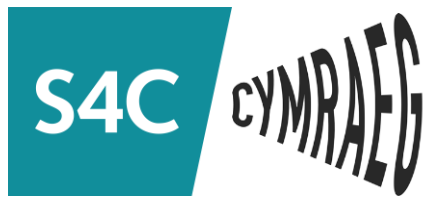
## 4  Delivery commitments

**S4C commits to do the following:**

- Continue to commission and provide high quality content which gives an opportunity to hear the Welsh language, and which contributes to the acquisition, transmission and use of the Welsh language;
- Support and collaborate on specific language acquisition projects e.g. the Croeso Cyw scheme which had a recent pilot in Carmarthenshire;
- Develop our service for new speakers in partnership with the National Centre for Learning Welsh and other experts to ensure that S4C's content to support those who learn Welsh reflects today's Wales and supports people's linguistic journey. This will be implemented by S4C's Welsh Language Strategy Lead, a new role that will bridge between S4C and the Centre, and will be responsible for cross-platform content to support learning Welsh;
- Use the collections of the 'Llais y Gymraeg' work to contribute to creating a new voice for S4C in clear, inclusive Welsh that will be used in our content and by the independent sector that creates content for S4C;
- Continue to implement and strengthen the relationship with a number of the organisations that the Welsh Government collaborates with e.g. through the Welsh Language Promotion Group;
- Support speech recognition work and Welsh subtitling with the intention that Welsh content is accessible and becomes easy for everyone to use;
- Enable and facilitate the use of S4C content and ensure that it's easy to find in education e.g. Hwb and other educational resources, under the leadership of the S4C Education Officer (a new role);
- Statistics and data—collaborate on research and work to reach audiences and the use of the Welsh language in terms of viewing habits;
- Take the Welsh language to the world—support the work of raising the profile of our language internationally through S4C content and co-production opportunities;
- Through its skills and diversity and inclusion strategies, S4C will ensure opportunities for people from all walks of life to come and work in Welsh;
- We'll set up a group in conjunction with Cymraeg 2050 to implement this Memorandum.


**Cymraeg 2050 undertakes to do the following:**

- Work alongside S4C and others as we implement our *National Policy Welsh Language Transmission and Use in Families.* This will include new statistical analyses of the linguistic composition of families and the implications of that for the work of both parties in the context of *Cymraeg 2050.* It will also include work in the behavioural sciences on which we'll base all our involvement in
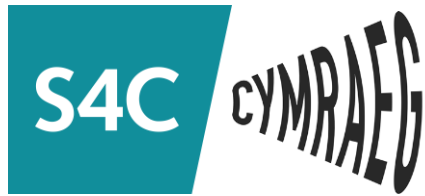
the field. The aim of this work will be to enable those parents who could use their Welsh, but who for whatever reason don't do so, to use Cymraeg with their children.

- We'll create a new programme of youth work to increase young people's social use of the Welsh language. We'll collaborate on relevant aspects of this with S4C where appropriate, e.g. work to create social capital through music. This could also include looking at pupils' and former pupils' attitudes and experience of the Welsh language and their perceptions of these.
- We'll cooperate to contribute to our knowledge base about the ability and use of our language by analysing and interpreting, in the first place, the results of the 2021 Census about the Welsh language.
- Collaborate with S4C and the content creation sector on a narrative relating to our language, sharing insights and lessons learned from putting the narrative into action.
- We'll work together with S4C to ensure that the production sector knows about sources of standard Welsh terminology as they create content.
- We'll take part in relevant discussions and work in the context of S4C's partnership with the National Centre for Learning Welsh.
- As we develop our work in the field of technology and the Welsh language, we'll invite S4C to collaborate with us where relevant. Where possible, we'll also collaborate with S4C to invite them to test new technology that we create or fund.
- We'll collaborate with S4C on relevant Welsh educational resources including through the new body Adnodd which is currently being established.
- Statistics and data: collaborate on research and work to reach audiences and the use of the Welsh language.
- Support S4C as it continues to implement and deepen the relationship with a number of the organizations that Cymraeg 2050 funds, e.g. through the Welsh Language Promotion Group which Cymraeg 2050 coordinates.
- We'll work with the wider Welsh Government departments to ensure a co-ordinated approach to working with S4C to support the strategic priorities of *Cymraeg 2050*.
- We'll set up a group in conjunction with S4C to implement this Memorandum of Understanding.

# 5   Term and Revision of Memorandum

This partnership agreement covers the period between February 2023 and May 2026, with a formal review at the end of the first 12 months. We anticipate that it will be reviewed and amended as appropriate to be renewed at the end of the second year for another term.

The work outlined in this Memorandum will be monitored and discussed quarterly to ensure progress on the delivery commitments.
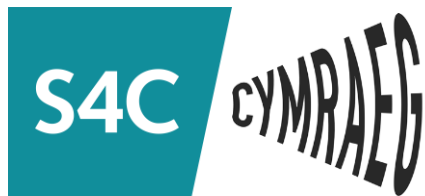
This is a Memorandum of Understanding and not intended to be legally binding. Both parties are committed to achieving shared ambitions; however, there may be circumstances where this is not possible.

# 6 Parties

**S4C**

S4C is the Welsh language public service broadcaster. It was launched in 1982. It publishes content online, on its S4C Clic player, on linear TV, through its News app and on iPlayer. S4C plays a significant role in reflecting Welsh culture and society and promoting the Welsh language. S4C is a commissioner broadcaster and invests in content from independent production companies across Wales. From April 2022, all of its public funding comes from the TV licence fee.

**Cymraeg 2050**

Cymraeg 2050 is one of the internal divisions of the Welsh Government and is part of the Education, Social Justice and Welsh Language Directorate. The division is responsible for coordinating activity under the *Cymraeg 2050* strategy which the Welsh Government published in 2017. The Minister for Education and the Welsh Language, one of the Welsh Ministers, is responsible for this work.

Signatories to this Memorandum of Understanding:

**Siân Doyle**
**Chief Executive, S4C**

**Jeremy Miles MS**
**Minister for Education and the Welsh Language, one of the Welsh Ministers**