

CYMRÆG

2050



Llywodraeth Cymru  
Welsh Government

# Cymraeg 2050: A million Welsh speakers

Annual report 2024–25



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# Cymraeg 2050: A million Welsh speakers, Annual report 2024–25

## Audience

Welsh Government departments; public bodies in Wales; third sector organisations in Wales; private sector companies in Wales; education institutions in Wales; organisations working to increase the use of Welsh; organisations working with families, children and young people, and communities; and other interested parties.

## Overview

In order to fulfil the requirements of the Government of Wales Act 2006, *Cymraeg 2050: A million Welsh speakers* was launched in July 2017, when the previous strategy came to an end.

The Government of Wales Act 2006 requires an annual report to be published to monitor progress against the Welsh Language Strategy.

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## Additional copies

This document is available on the Welsh Government website at [www.gov.wales/welsh-language](http://www.gov.wales/welsh-language)

## Related documents

Welsh Language (Wales) Measure 2011; *Cymraeg 2050: A million Welsh speakers* (2017); *Cymraeg 2050: Work programme 2021 to 2026* (2021); *Technical report: Projection and trajectory for the number of Welsh speakers aged three and over, 2011 to 2050* (2017)

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## **Cabinet Secretary for Finance and Welsh Language's Foreword**

Presenting this annual report has given me the opportunity to reflect not only on the progress made during 2024–25, but also on the journey of language policy since the start of devolution. Today, the idea that Welsh belongs to us all is embedded in our national life. The strong tide of good will towards the language remains its most important asset.

During my time in government, I've witnessed first-hand the determination of people across Wales towards securing a bright future for Cymraeg. I've seen families' passion for passing Cymraeg to their children, the energy of teachers and practitioners in inspiring the next generation to learn and use Cymraeg, and the creativity of communities in finding new ways to make Welsh thrive. I have seen new Welsh-medium schools open their doors; innovative digital tools launched; our Eisteddfodau flourish and our cultural events grow, providing more and more opportunities for people to use Cymraeg.

I'm especially proud of the cross-party support that led to the passing of the Welsh Language and Education (Wales) Act 2025 - a landmark achievement that will ensure every child in Wales has the opportunity to become a confident Welsh speaker by 2050. Securing consensus for this was not just a political milestone, but a testament to the passion of our nation towards our language.

Our workplaces, too, have become more bilingual, with thousands of people embracing opportunities to learn and use Cymraeg at work through the National Centre for Learning Welsh's Cymraeg Gwaith scheme.

We've already made progress in taking forward the Commission for Welsh-speaking Communities' recommendations, and I look forward to reading the Commission's second report once it is published. Taken together, the two phases offer an invaluable basis for the future direction of language policy in Wales.

Working together, I am confident that we will secure a bright future for Cymraeg - a future where everyone feels a sense of belonging to the language.

Diolch o galon,

**Mark Drakeford MS**  
**Cabinet Secretary for Finance and Welsh Language**  
**March 2026**

## Context – ‘Cymraeg 2050’

[‘Cymraeg 2050: A million Welsh speakers’](#) is our strategy for the Welsh language. It has two main targets:

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

At the end of each financial year, Welsh Ministers (under Section 78 of the Government of Wales Act 2006) must publish a report outlining progress on our language strategy during each financial year.

This document reports on the 2024-25 financial year, and includes details of our progress under the three themes of ‘Cymraeg 2050’:

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

The second [‘Cymraeg 2050’ 5-year Work Programme \(for 2021-26\)](#) was introduced at the start of this government. This report outlines our progress against that programme along with our Action Plan for 2024-25.

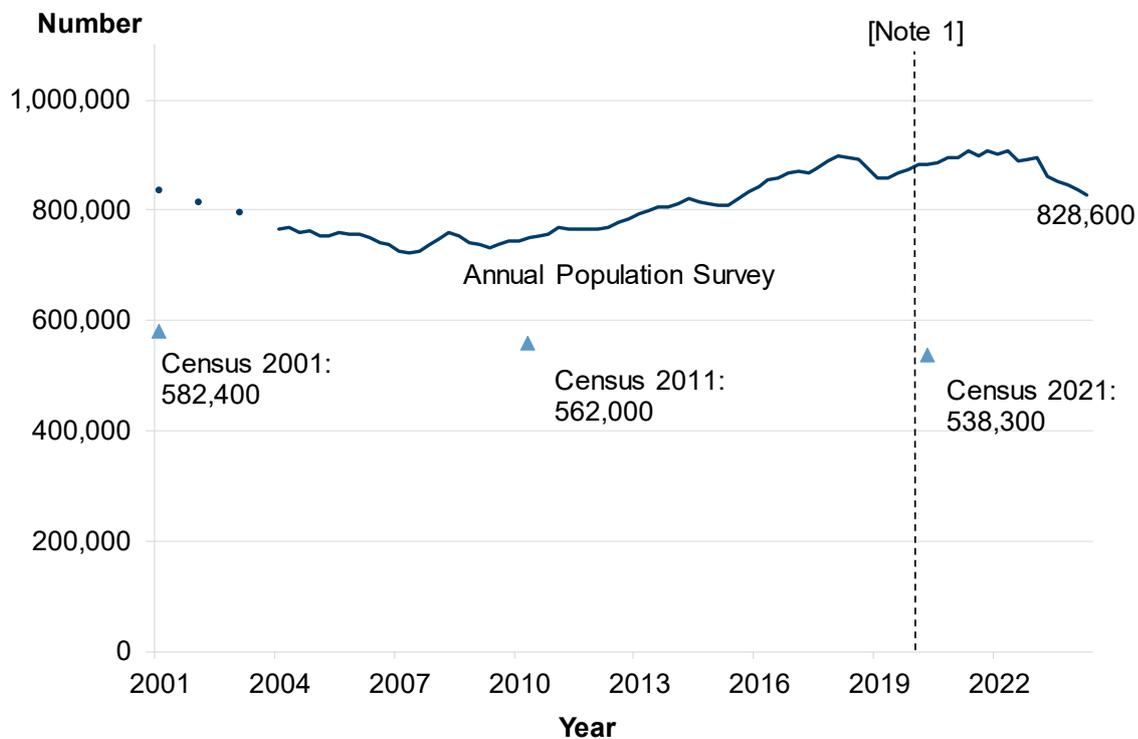
# Theme 1: Increasing the number of Welsh speakers

## The current situation – how many people can speak Welsh?

The census is the key source used to measure the number of Welsh speakers in Wales. Census 2021 results showed that 538,300 people, or 17.8% of the population aged three years or older were able to speak Welsh in Wales.

However, the Annual Population Survey provides results more often and is therefore a useful source for looking at trends in the ability of the population in relation to the Welsh language between censuses.

### Chart 1: Number of people aged three years or older who are able to speak Welsh, 2001 to March 2025



Source: Annual Population Survey and population census

[Note 1] Changed to phone interviews only.

According to the Annual Population Survey, 828,600 people, or 26.9% of the population aged three years or older, were able to speak Welsh in the year ending 31 March 2025.

Annual Population Survey figures vary slightly from year to year and tend to be higher than census figures. Recent findings of the survey indicate a decline, and it is difficult to know for certain what lies behind the data. This reduction should be

interpreted with caution as there has been a change in the way in which the survey is conducted recently, and also as the Office for Statistics Regulation has agreed that the accredited official status of the statistics should be temporarily withheld because of the increasing uncertainty about estimates derived from the source.

## 1. Language transmission in the family

'Cymraeg 2050' notes our vision to "see an increase in language transmission in the family, early introduction of Welsh to every child...".

We've continued to implement our '[National Policy on Welsh Language Transmission and Use in Families](#)', which we published in January 2021. The policy focuses on how we:

- i. Inspire today's generation of children and young people to speak Welsh to their children in the future.
- ii. Reignite the Welsh language skills of those who may not have used Welsh since leaving school, or who aren't confident in their language skills, to speak Welsh with their own children.
- iii. Support and encourage use of Welsh within families where not everybody speaks Welsh.
- iv. Support Welsh-speaking families to speak Welsh with their children.

Our behavioural scientific work in this field has continued, focusing on parents who have Welsh language skills, but do not necessarily use those skills with their children. Of the three-prongs of the work (information sent to parents, toys and music), the year saw us conduct trials into how toys can be used to trigger language use between parents/guardians and their children. We've also examined how music can trigger intergenerational language use, particularly in the case of fathers with an ability (however lapsed) in Cymraeg.

We fund a national Cymraeg for Kids scheme to support parents to use Welsh with their children, and to choose Welsh-medium childcare and education. The scheme is an important step on the journey towards Welsh-medium education, with several local authorities recognising the programme's contribution in their Welsh in Education Strategic Plans (WESPs).

Through a series of free sessions for parents and their children, a network of Cymraeg for Kids officers support families to introduce and use Welsh at home, pass the Welsh language on to their children, and support children's linguistic, social and educational development. During 2024-25, 3,392 virtual and in-person sessions were held, with 27,664 parents and 27,818 children supported.

In May 2024, we published a [statistical bulletin](#) that includes further analysis of Welsh transmission rates to children aged 0-4 from Census 2021. The Welsh transmission rate for couple households where only one partner could speak Welsh was higher where the Welsh-speaking partner was female (45%) rather than male (34%). This is consistent with the pattern observed in the Census 2011. However, there was no difference between the rate of transmission for single mother households and single father households where the parent was the only adult who could speak Welsh (53% for both).

We will continue to analyse language transmission data, including data collected through the National Survey for Wales. Prosiect BRO, a sociolinguistic survey of the Welsh language which we fund via the University of Wales Trinity St David is

also analysing complementary data on the intergenerational transmission of Cymraeg.

## **2. The early years**

### **Expanding and Supporting Provision**

Our Set up and Succeed (SaS) programme to expand the early years provision is administered by Mudiad Meithrin and 2024-25 was the seventh year of the programme. SaS is a response to the 'Cymraeg 2050' objective to expand provision through the medium of Welsh in the early years as an entry point into Welsh-medium education.

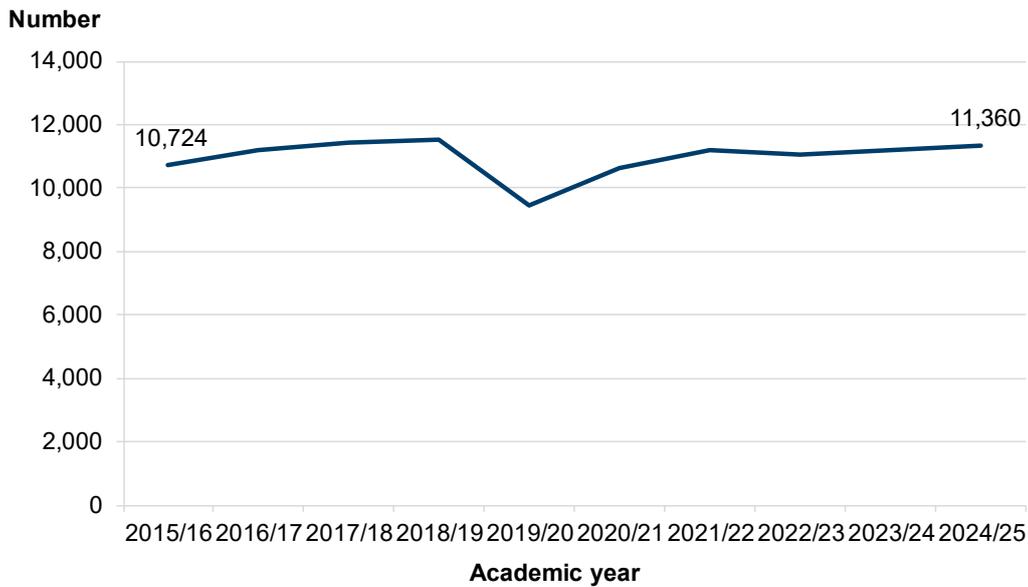
During 2024/25, 16 provisions were supported through the SaS programme – of which 8 are new provisions and 8 are provisions that have received support for expansion. Early indications show that the programme is on course to reach the target of 60 provisions supported during the current Senedd term.

The programme also contributes to the local authorities' Welsh in Education Strategic Plan (WESP) targets and has contributed to the expansion of Flying Start programme. In terms of expanding Flying Start, 11 of the 16 provisions supported through SaS offered Flying Start. As a whole, Cylchoedd Meithrin (nursery groups) are contributing to the expansion with over 2,500 children receiving Flying Start provision in 2024/25, this represents 22% of children who attend Cylchoedd Meithrin across Wales.

Chart 2 below shows a slight increase in the number of children attending Cylchoedd Meithrin from 11,183 in 2023/24 to 11,360 in 2024/25. The total sum of weekly care hours provided by Cylchoedd Meithrin has increased annually over the past 8 years, with 9,276 care hours provided during 2024/25 compared to 8,906 in 2023/24. The increase over the years reflects that more Cylchoedd are providing full day care rather than sessional care.

The percentage of children transferring to Welsh-medium education has remained relatively stable, at 89% for 2024/25, and we are hopeful that the trend of progress seen before the COVID-19 period will be seen again in due course.

## Chart 2: Number of children who have attended a Cylch Meithrin



Source: Mudiad Meithrin data

[Note 1] Cylchoedd Meithrin were closed between March and September 2020 due to the COVID-19 pandemic.

We continued to work with the Cwlwm childcare consortium to take forward our key 'Programme for Government' commitments including the expansion of Welsh-medium activities. Cwlwm received £1,890,000 from Welsh Government during 2024-25, of which £190,000 was provided specifically to support work to increase Welsh-medium childcare provision in line with 'Cymraeg 2050' ambitions.

In addition to this, further Welsh Government funding of £1,178,000 was allocated to Cwlwm to support the delivery of the commitments in the 'Programme for Government' and the former 'Co-operation Agreement' as they related to the expansion of Welsh-medium activities.

### Workforce

In 2024-25 an additional £528,000 was awarded to Mudiad Meithrin to continue to support the provision of additional recruits to undertake level 3 and level 5 Welsh-medium childcare qualifications. With funding also secured to continue this activity up to 2026, discussions were held to come up with a longer-term funding model. From 2026 these qualifications will be funded through a competitive grant process.

80 Level 3 learners and 33 Level 5 learners began their course through Mudiad Meithrin's Cam wrth Gam Training Scheme. Also, 106 pupils from 11 secondary schools followed a Cam wrth Gam Ysgolion (schools) course.

In terms of training, during 2024-25, 2,491 practitioners and volunteers from Cychoedd Meithrin across Wales received training in 117 sessions through the Continuous Professional Development programme, Academi.

Working with the Cwlwm consortium over the past year, childcare practitioners received opportunities to develop their Welsh language skills for use at work, through the National Centre for Learning Welsh's Camau programme. Provisional data for 2024-25 shows that there were 858 registrations on courses specifically tailored to the needs of the childcare and early years education sector.

### **3. Statutory education**

Our schools are key to creating the Welsh speakers of the future, and the Welsh Language and Education (Wales) Act 2025 sets out a clear intention to close the gap between learning outcomes across the different language categories—so that every child, no matter which school they attend, becomes an independent and confident speaker.

In this section, we report on our progress against the education targets, indicators and commitments within 'Cymraeg 2050'.

#### **The Welsh Language and Education (Wales) Act 2025**

The Welsh Language and Education (Wales) Bill was laid before the Senedd on 15 July 2024 and proceeded through the various stages of the Senedd's scrutiny process during the reporting period. The Senedd passed the Bill unanimously on 13 May 2025 and the Bill received Royal Assent on 7 July 2025.

The main aim of the Act is to ensure, by 2050, that all pupils are independent and confident Welsh language users, at least, by the time they reach the end of compulsory school age. In particular, that all pupils develop oral skills, equivalent to level B2 at least, of the Common European Framework of Reference for Languages (CEFR).

#### **Welsh in Education Strategic Plans (WESPs)**

The Welsh in Education Strategic Plans have been operational since September 2022. These ten-year plans outline how local authorities will drive change, growth and improvement in their provision of Welsh-medium education. All authorities have committed to ambitious targets, aligned with 'Cymraeg 2050', for increasing the amount of Welsh taught and studied in their schools.

With a strategic outlook across seven key outcomes—from early years and primary provision to immersion, language category changes, capital projects, secondary and Additional Learning Needs (ALN) provision, and the teaching workforce—these plans bring together the strands needed to drive change across the sector. 2024-25 saw the third year of the plans' operation with encouraging signs of proactive planning and strategic awareness by authorities. Against a challenging backdrop of falling birth rates more generally, we've continued to see that most authorities are broadly maintaining their percentages of learners in

Welsh-medium education as well as laying the groundwork for sustained growth by the end of the plans.

Indeed, for some outcomes we've seen encouraging growth in 2024-25, with 14 local authorities reporting an increase in the numbers and/or percentages of 3-year-olds receiving their education through the medium of Welsh. The expansion of Welsh-medium Flying Start provision has been particularly successful, with nine local authorities reporting an increase in the number of Flying Start settings, and 17 local authorities reporting a rise in the provision and uptake of Welsh-medium Flying Start places.

Another consistently positive theme is the progress being made regarding capital developments to increase Welsh-medium provision. During 2024-25 completed projects include 7 new Welsh-medium schools, 7 refurbishments/expansions of existing Welsh-medium schools and 1 immersion language centre. Overall, the WESPs contains commitments to open 23 new Welsh schools and expand 25 that already exist.

Alongside establishing new schools, another essential method of increasing Welsh-medium provision is encouraging schools to move along the language continuum with the aim of changing language category. There are commitments to change the language category of over forty schools across Wales during the WESPs' lifetime. In 2024-25, Powys held a statutory process on plans to establish a Welsh-medium all-age school in Builth Wells; Ceredigion changed the language medium of 5 remaining schools to Welsh in the Foundation Stage within nursery classes from September.

There is also increasing evidence of strategic planning and assessment to address challenges in the provision of ALN Welsh-medium provision and to gather data and plan accordingly for the sustainability and growth of the Welsh-medium workforce. Local Authorities have made good use of the School Workforce Annual Census as well as The National Centre for Learning Welsh Dashboard to report on the courses undertaken by school practitioners within their areas and to target provision more strategically.

Overall, the WESPs remain a crucial tool in co-ordinating and driving the strategic growth of Welsh-medium education across all local authorities as we enter the fourth year of their implementation and look towards embedding the essential work outlined in them in the preparations for the Welsh Language and Education (Wales) 2025 Act.

### **Provision for latecomers**

The '[Cymraeg 2050 Work Programme for 2021-2026](#)' and the 'Programme for Government' include our commitment to expand the late immersion programme, to ensure that every newcomer to the language has access to a Welsh-medium education when they need it and wherever they are on their learning journey.

We continue to provide funding to support late immersion provision in all local authorities in Wales. The funding support provisions already established (centres

or units) or has led to establishing new late immersion provisions, to enable more learners to become bilingual speakers. This is a great opportunity for all local authorities and their partners to expand their Welsh-medium late immersion provision in their schools and immersion centres.

The grant supports over 60 specialist staff across Wales and has enabled more than 3,500 learners to receive late immersion support during the year. Indeed, since the grant was established in 2021, over 8,000 learners have benefited from late immersion programmes—nearly half of whom were completely new to the Cymraeg. The funding also covers intensive support for learners who need to reinforce their Welsh language skills.

We also facilitate a national network for immersion practitioners, local authority staff, and researchers, sharing best practice and supporting the ongoing development of immersive education across Wales. We've held two sessions during the year with over 40 late immersion practitioners and local authority officers from across Wales in attendance, to share best practice.

### **Capital funding**

Since establishing the Welsh Medium Education Capital Grant in 2018, we've invested over £128m in Welsh-medium capital projects across Wales. The funding supports local authorities to fulfil their commitments in their Welsh in Education Strategic Plans by investing to improve provision, expand or establish new Welsh-medium schools. The capital projects we will fund will make a significant contribution to Welsh-medium education across Wales whilst also promoting the Welsh language locally.

Since the beginning of the 10-year WESPs, Band B investment and the Welsh Medium Education Capital Grant have supported 56 projects to increase Welsh-medium provision across Wales. 17 new schools have opened or have been relocated to increase their capacity to accept more learners. 39 projects to expand Welsh-medium provision have also been completed.

During 2024-25, six new Welsh-medium schools were opened or relocated with additional capacity:

- o Ysgol Cwm Gwyddon, Caerphilly
- o Ysgol Awel Taf, RCT
- o Ysgol Llyn y Forwyn, RCT
- o Ysgol Bro Penfro, Pembrokeshire
- o Ysgol Treferythyr, Gwynedd
- o Ysgol Dyffryn Aeron, Ceredigion

A new seedling school was established:

- o Ysgol Trefynwy, Monmouthshire.

Seven refurbishments/expansions were completed:

- o Ysgol Gymraeg Bro Allta, Caerphilly

- o Ysgol Ifor Bach, Caerphilly
- o Ysgol y Graig, Anglesey
- o Ysgol y Graig childcare unit, Anglesey
- o Ysgol Llanfawr childcare unit, Anglesey
- o Ysgol Bro Lleu, Gwynedd
- o Cylch Meithrin Llanfair T.H, Conwy

One immersion centre opened:

- o Canolfan Iaith Tywyn, Gwynedd

The delivery of the next phase of the Sustainable Communities for Learning Programme is aligned with the delivery of the 10-year Welsh in Education Strategic Plans.

### **Proportion of learners in Welsh-medium education**

One of the key aims of ‘Cymraeg 2050’ is to increase the number of pupils studying through the medium of Welsh.

The most recent PLASC data (2025), published in July 2025, shows a small increase in reception class learners studying through the medium of Welsh, from 23.6% in 2023/24 to 23.8% in 2024/25. It is important to note, however, that the data is incomplete for learners in reception classes as it is not a statutory requirement for schools to report on the language medium of education in relation to learners younger than five years old at the start of the academic year.

The data shows a small decrease in Year 1 learners studying through the medium of Welsh, from 24.3% in 2023/24 to 24.0% in 2024/25. In the ‘Cymraeg 2050 Work Programme for 2021-26’, we’ve committed to increasing the percentage of Year 1 learners taught in Welsh to 26% by 2026.

Table 1 below shows that in 2011/12, there were 7,300 Year 2 learners (aged seven) learning Welsh as a first language, and 7,870 learners by 2024/25. The 570 additional children correspond to 19 new classes of 30 children. The percentage of Year 2 learners studying Welsh as a first language has also increased from 22.2% in 2011/12 to 24.1% in 2024/25.

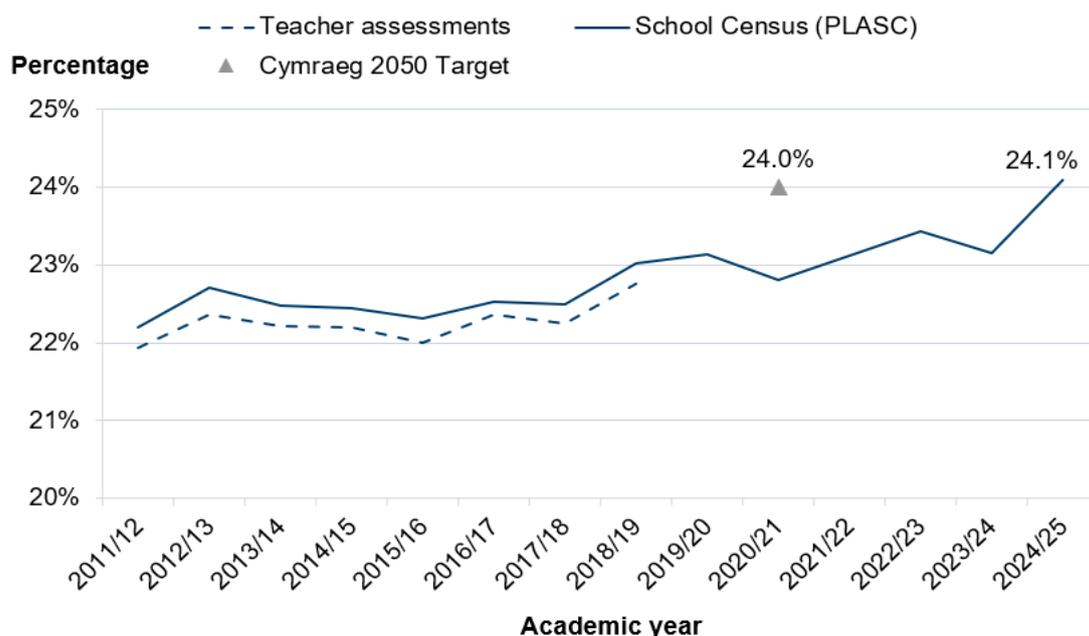
**Table 1: Number and percentage of pupils studying Welsh as a first language in Nursery, Reception, Year 1 and Year 2 (2012-2025)**

	Nursery		Reception Class		Year 1		Year 2	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
2011/12	7,510	21.1%	8,160	23.8%	7,670	23.1%	7,300	22.2%
2012/13	7,010	20.1%	8,290	23.3%	7,830	23.0%	7,550	22.7%
2013/14	7,460	20.6%	7,980	23.0%	8,100	22.8%	7,650	22.5%
2014/15	7,540	20.6%	8,250	23.3%	7,860	22.7%	7,990	22.4%
2015/16	7,630	20.9%	8,290	23.0%	8,110	23.0%	7,760	22.3%
2016/17	7,650	21.4%	8,330	23.5%	8,120	22.6%	7,950	22.5%
2017/18	7,630	21.6%	7,970	23.2%	8,300	23.3%	8,100	22.5%
2018/19	7,720	22.0%	7,790	23.1%	8,060	23.4%	8,190	23.0%
2019/20	7,880	22.9%	7,900	23.5%	7,850	23.3%	7,970	23.1%
2020/21	8,580	23.0%	7,900	23.8%	7,900	23.4%	7,700	22.8%
2021/22	7,560	22.5%	7,540	23.3%	8,010	23.9%	7,840	23.1%
2022/23	7,200	22.4%	7,630	23.8%	7,690	23.4%	7,960	23.4%
2023/24	7,050	22.9%	7,280	23.6%	7,900	24.3%	7,660	23.2%
2024/25	7,380	24.3%	7,120	23.8%	7,440	24.0%	7,870	24.1%

Source: Pupil Level Annual School Census (PLASC)

[Note 1] Schools do not have to report on the number of pupils studying Welsh under the age of five on 31 August at the beginning of each academic year. This means that the information is not complete for nursery and reception class pupils.

**Chart 3: Percentage of Year 2 pupils (7 years old) assessed in Welsh as a first language or who learn Welsh as a first language**

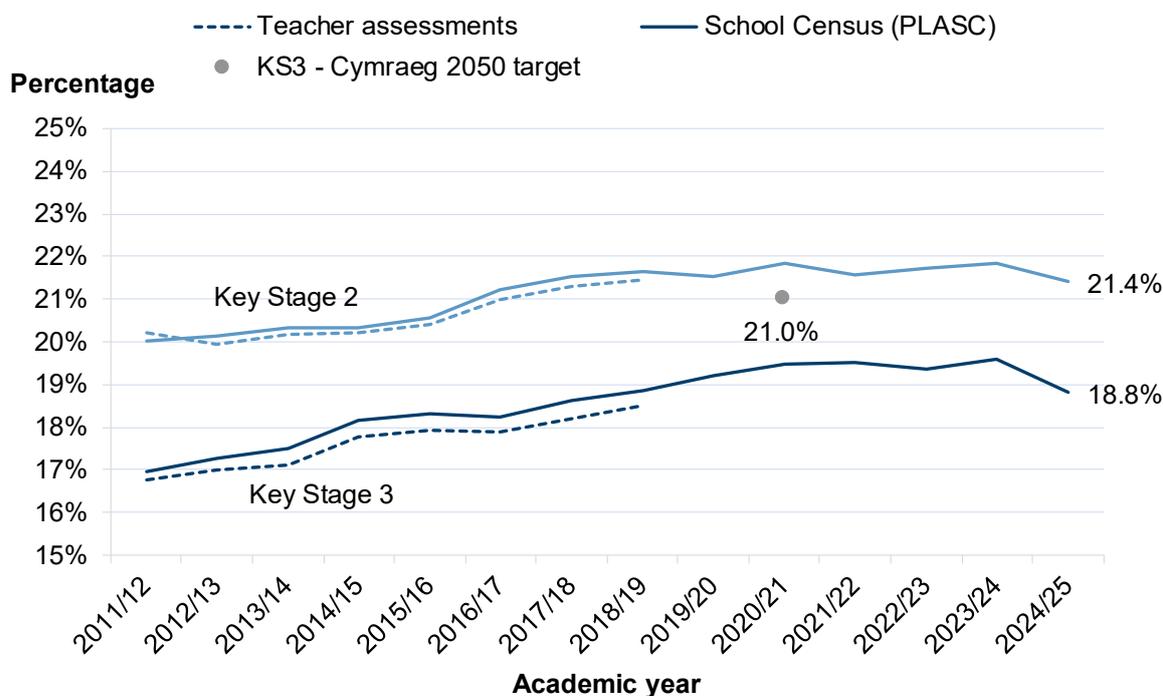


Source: Pupil Level Annual School Census (PLASC) and National Data Collection of teacher assessments

The percentage of Year 7 learners studying through the medium of Welsh remained at 19.8% in 2024/25, as it was in 2023/24. Due to falling numbers in this year group, this is about 225 fewer learners.

We also monitor the proportion of Year 9 learners (usually aged 14) assessed in Welsh (first language). This proportion has increased over time from 17.0% in 2011/12 to 18.8% by 2024/25—see Chart 4 below. Again, as teacher assessments have not been available for the end of Key Stage 2 (end of primary school) or for the end of Key Stage 3 (Year 9 of secondary school) in a consistent manner, we are using the percentage of learners studying Welsh as a first language, using Pupil Level Annual School Census data. As with Chart 3 above, Chart 4 below also includes both sources side by side in order to show the overall consistency of the data.

**Chart 4: Percentage of learners at end of Key Stages 2 and 3 assessed in Welsh as a first language or who learn Welsh as a first language**

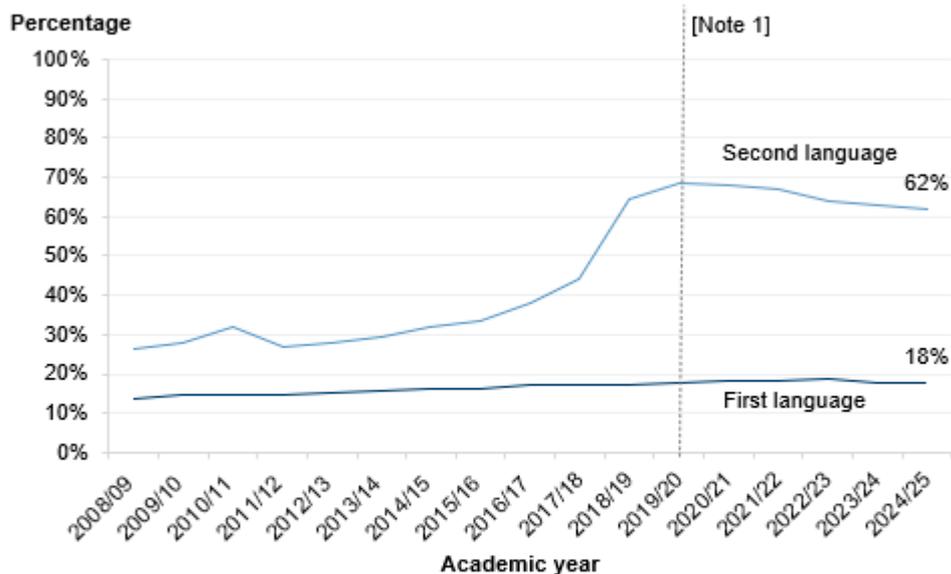


Source: Pupil Level Annual School Census (PLASC) and National Data Collection of teacher assessments

Chart 4 above shows that, according to the 2024/25 academic year school census, 21.4% of learners at the end of primary school and 18.8% of Year 9 learners in secondary schools learn Welsh as a first language. These percentages have increased slightly since 2011/12. However, the percentage learning Welsh as a first language in Key Stage 3 continues to be lower than the percentage in Key Stage 2 three years previously (for example, comparing Key Stage 2 in 2021/22 with Key Stage 3 in 2024/25).

However, local authorities are expected to continue to improve linguistic progression between the primary and secondary sector to ensure that our learners continue to develop their language skills on transition to secondary education, and that the number of learners switching to follow the Welsh second language route at Key Stage 3 is reduced. The authorities' WESPs is required to set out how they will ensure that learners taught through the medium of Welsh continue to be taught as such when transitioning from one year group to another year group, and to plan accordingly if continuity is of concern. We will monitor the progress of local authorities on the implementation of their WESPs on an annual basis.

**Chart 5: Percentage of Year 11 learners registered for GCSE Welsh (first language and second language)**



Source: Welsh Examinations Database (WED) and Pupil Level Annual School Census (PLASC)

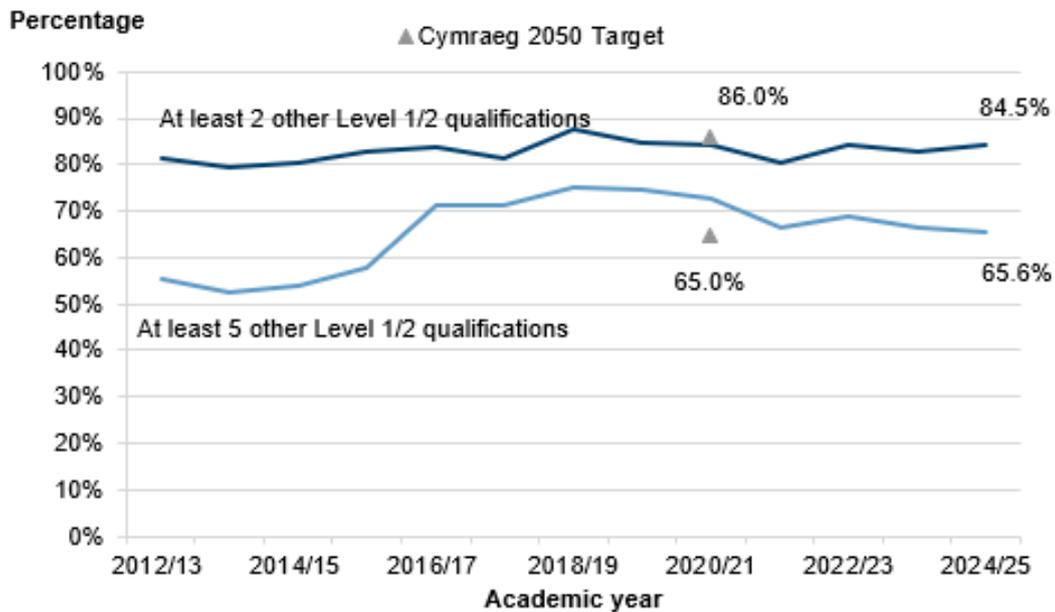
[Note 1] GCSE Welsh Second Language was revised and first taught in its new form in September 2017, replacing the full and short GCSE courses that existed, explaining some of the increase in Welsh second language seen in the data.

[Note 2] From 2015/16, the cohort is based on pupils in Year 11. Up to 2014/15, the cohort is based on pupils aged 15 at the start of the academic year.

According to the 2021 Census, 33% of 16-17 year olds were able to speak Welsh.

There has been an increase in the percentage of learners enrolling to sit the Welsh first language and second language (full course) GCSE since 2008/09, as shown in Chart 5 above. Chart 5 also shows that 80% of Year 11 learners had enrolled to sit a GCSE in Welsh as a first or second language in 2024/25 (18% Welsh first language, and 62% Welsh second language). This has increased over the past decade from 70% in 2008/09 (14% Welsh first language, and 56% Welsh second language)—note that this percentage includes learners who had signed up for a short second language course which is no longer available.

**Chart 6: Percentage of pupils registered for the Welsh first language GCSE who are registered for at least two or five other Level 1/2 qualifications through the medium of Welsh**



Source: Welsh Examinations Database (WED) and Pupil Level Annual School Census (PLASC)

[Note 1] Following the cancellation of public examinations, all qualifications (which would normally have been taken as examinations) were awarded in the 2020/21 summer term on the basis of an assessed grades model set by individual centres. That is, pupils' grades and qualifications were determined by schools and colleges. They were awarded based on assessments of learners' work, using a range of evidence such as non-exam assessments, mock examinations and classroom work.

[Note 2] Pupils awarded a qualification before the 2019/20 summer exam series will have grades achieved through a written exam, not a grade awarded to them by a centre.

[Note 3] The 2021/22 examination period was a transitional year, where relevant qualifications sat by Welsh pupils returned to written examination. This was not a complete return to pre-pandemic examinations. To compensate for any disruption to the school timetable, pupils who sat exams in 2021/22 were given a wider choice of questions from the syllabus, with Qualifications Wales setting results broadly midway between 2018/19 (the last time examinations were sat) and 2020/21 outcomes.

Chart 6 above shows that 84.5% of learners enrolled for the Welsh first language GCSE in 2024/25 were also enrolled for at least two other qualifications through the medium of Welsh. 65.6% of learners enrolled for the Welsh first language GCSE in 2024/25 were also enrolled for at least five other qualifications through the medium of Welsh. This figure saw a substantial increase from 2013/14 and surpassed the 65% target by 2021, however more recent data shows a downwards trend.

## **Promoting Welsh-medium education**

Promoting Welsh-medium education is included as an objective in the Welsh in Education Strategic Plans.

We've continued to award funding to Menter Caerffili to employ a Champion for the Promotion of Welsh-Medium Education in the South-east to work with local authorities and other partners to raise the profile and promote the provision of Welsh-medium education across the region.

Highlights to date include: a significant increase in partnership working across local authorities and stakeholders and in sharing information and good practice, an annual conference to celebrate the work of the Promotion Champion partnership and further share good practice, as well as the creation of a series of video case studies to promote Welsh-medium education with a focus on ALN, transition between education stages and attracting families from all backgrounds to Welsh-medium education.

The first annual conference of this scheme was held in March 2024. It was attended by over 70 delegates including Council Leaders, Cabinet members, Local Authority officers, and stakeholders including the Mentrau Iaith, Mudiad Meithrin, and RhAG.

This programme will be expanded nationally during 2025-26 through Mentrau Iaith Cymru.

## **4. Tertiary education**

Education and training are at the heart of our vision to develop and sustain the Welsh language. Ensuring linguistic continuity from statutory education to all elements of tertiary education and training is vitally important as is providing opportunities and encouragement for young people and adults to learn Welsh and continue to develop their Welsh language skills.

We are focusing on creating more opportunities for young people to learn and train through the medium of Welsh so that more young people enter the workplace able to work bilingually. We also want to continue to develop an effective system that will be a strong foundation for adults and young people to learn Welsh and improve their ability in the language.

Medr, the Commission for Tertiary Education and Research, is now responsible for funding and overseeing post-16 education and research. Medr has a vital role in expanding the Welsh-medium and bilingual offer in tertiary education.

Welsh Government published its [statement of strategic priorities](#) for tertiary education and research and innovation in February 2024. This included a strategic priority for Medr to develop a plan to increase and improve the provision and promotion of Welsh-medium education and assessment in the whole of the tertiary system.

The Coleg Cymraeg Cenedlaethol has also been [designated by Welsh Ministers](#) to provide advice to Medr to help it deliver on its duty to promote tertiary education through the medium of Welsh. During the 2024-25 year Medr and the Coleg signed a memorandum of understanding, formalising this relationship and setting out how they will work collaboratively to deliver their common aims.

In December 2024, the Coleg published its first advice for Medr, which reflected the shared ambition to encourage the demand for, and the participation in, tertiary education provided through the medium of Welsh.

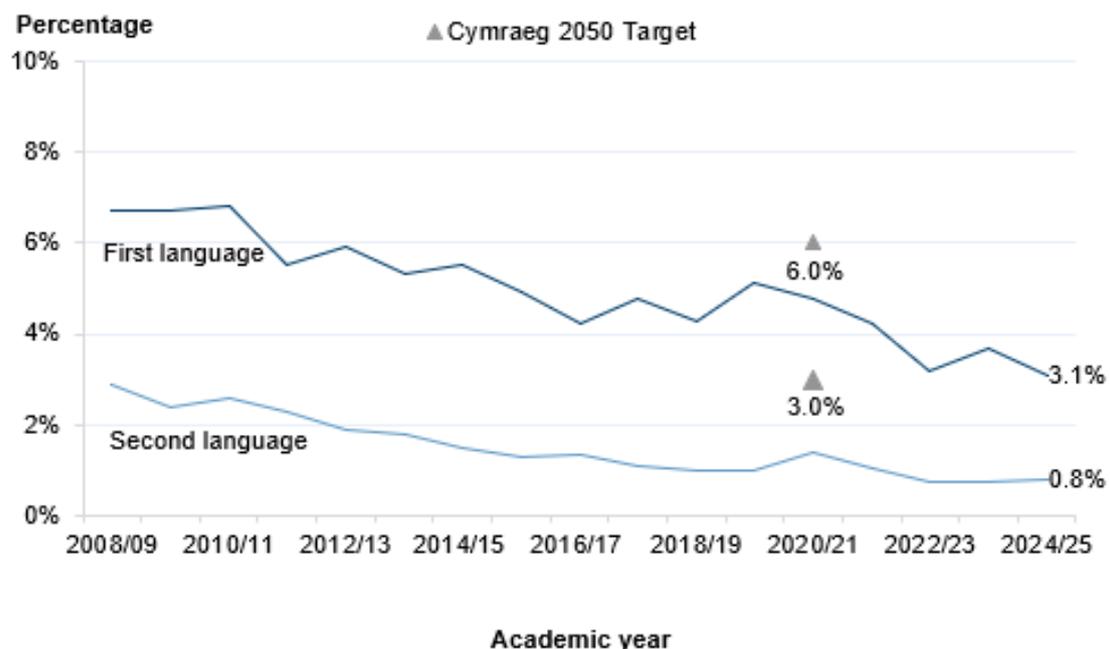
## **Welsh as a Subject**

We want to see more learners studying the language at A-level and at degree level, so we can create the next generation of academics, teachers and bilingual workers in key sectors where higher level language skills are needed.

As mentioned previously in this report, Chart 5 above shows an increase in Year 11 learners that have enrolled to take a GCSE in Welsh since 2008/09. These percentages include pupils enrolling for first language and second language Welsh courses. Unfortunately, the increase in the percentage at GCSE level is not reflected in the numbers studying Welsh at A-level.

We monitor this by looking at how many learners have enrolled to take Welsh at A-level as a percentage of those enrolled to take Welsh at GCSE level two years previously.

## Chart 7: A-level Welsh course enrolments as a percentage of GCSE Welsh course enrolments two years previously – first and second language



Source: Welsh Examinations Database (WED) and Pupil Level Annual School Census (PLASC)

[Note 1] Following the cancellation of public examinations, all qualifications (which would normally have been taken as examinations) were awarded in the 2020/21 summer term on the basis of an assessed grade model set by individual centres. That is, pupils' grades and qualifications were determined by schools and colleges. They were awarded based on assessments of learners' work, using a range of evidence such as non-exam assessments, mock examinations and classroom work.

[Note 2] Pupils awarded a qualification before the 2020 summer exam series will have grades achieved through a written exam, not a grade awarded to them by a centre.

[Note 3] The 2021/22 examination period was a transitional year, where relevant qualifications sat by Welsh pupils returned to written examination. This was not a complete return to pre-pandemic examinations. To compensate for any disruption to the school timetable, pupils who sat exams in 2021/22 were given a wider choice of questions from the syllabus, with Qualifications Wales setting results broadly midway between 2018/19 (the last time examinations were sat) and 2020/21 outcomes.

Chart 7 above shows the progression of learners moving from GCSE to A-level. By the 2024/25 academic year, 3.1% of learners who had enrolled to take Welsh first language GCSE two years previously were enrolled to take Welsh first language A-level. It also shows that 0.8% of learners who had enrolled to take Welsh second language GCSE two years previously were enrolled to take Welsh second language A-level.

The percentage of those who enrolled to take Welsh at GCSE, who also enrol to study Welsh at A-level (both as a first and second language) continues to fall. The numbers studying English and modern foreign languages at A-level have also fallen significantly—it is not unique to Welsh. The 80% of Year 11 learners referred to in Chart 5 above (enrolled to sit GCSE Welsh first or second language

in 2024/25) have not yet finished studying their A-levels. We will have to wait for the 2025/26 and 2026/27 data to show the true current position in the numbers moving on from GCSE to A-level. However, further work is needed to ensure that pupils follow the most suitable GCSE route for them.

We continue to fund the Coleg Cymraeg Cenedlaethol to promote Welsh as an A-level subject and to provide grants to support schools to run AS and A-level classes where numbers taking the subject are low.

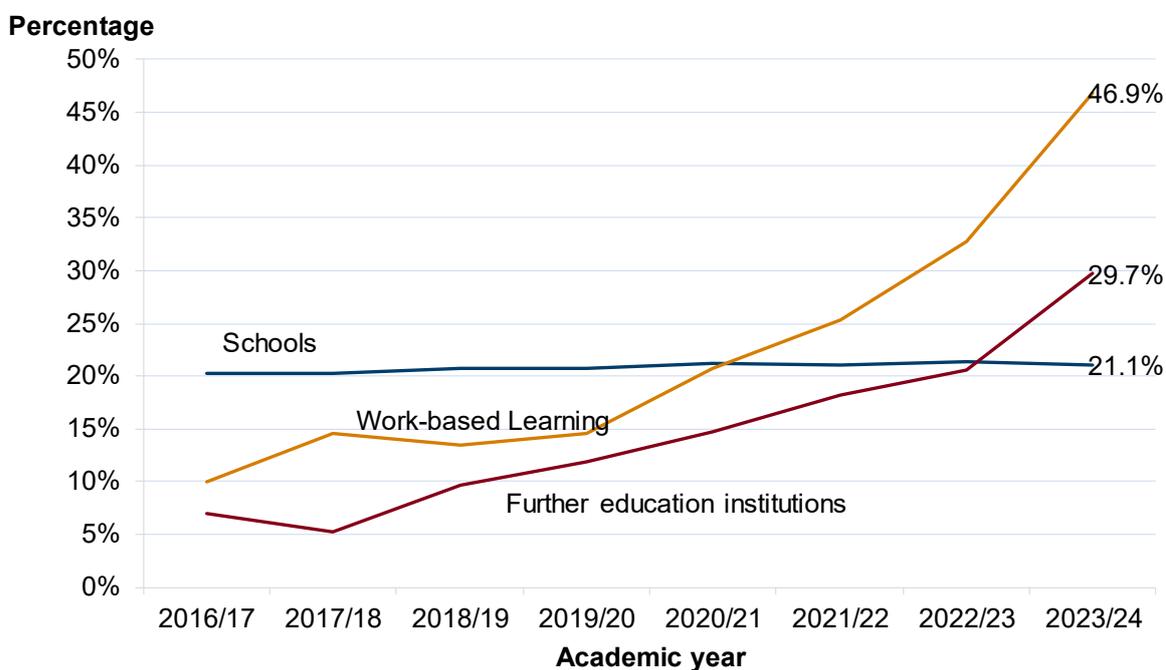
During 2024/25, the Coleg allocated 86 grants to support schools and FE colleges to deliver Welsh as a Subject. The Coleg also visited schools across Wales to promote the subject and held its first Summer School to give would be students a chance to prepare for the following academic year, experience elements of living and working bilingually, and get a taste of studying Welsh at university.

One of the requirements of the Welsh in Education Strategic Plans (WESPs) is that local authorities must set out how they work with schools to co-ordinate the provision of Welsh as a subject in year 10 and above. Although the numbers studying Welsh at A-level in schools are low in some areas, with schools sometimes experiencing difficulty in being able to continue to offer the subject, many authorities have reported that in 2024/25 they worked in collaboration with the Coleg Cymraeg Cenedlaethol, neighbouring authorities and various other partnerships to promote Welsh as a subject along with its career and employment benefits. Examples of initiatives in 2024/25 include the establishment of support networks for Heads of Welsh, launching new strategies and task and finish groups prioritising the promotion of Welsh as a subject, holding 'Pam Cymraeg?' ('Why Welsh?') events and sharing promotional resources. The provision made available by e-sgol can also offer a solution in many cases as it allows schools to create local clusters to enable more pupils to continue to study Welsh as an A-level subject. Local authorities' ongoing work to promote and co-ordinate the provision of Welsh as a subject is monitored carefully as part of the WESP outcomes in their annual reports and in regular discussions.

### **Further education (FE) and apprenticeships**

We are eager to see an increase in Welsh-medium and bilingual provision in the post-16 sector. Chart 8 below shows the progress made according to provider type.

## Chart 8: Percentage of educational activities undertaken by learners aged 19 or under held in Welsh or bilingually according to type of provider at 31 August in the academic year



Source: Lifelong Learning Wales Record (LLWR); Post-16 Collection

[Note 1] Counts exclude Welsh language qualifications e.g. Welsh GCSE, Welsh A level, Welsh for Adults.

[Note 2] Counts exclude Higher Education level learning aims.

[Note 3] For work based learning, the type of provider is determined based on the lead provider delivering the learning. This differs to the consortium member basis used in statistics published elsewhere.

[Note 4] Work based learning includes Apprenticeships and Traineeships. Jobs Growth Wales+ (JGW+) provision is excluded. JGW+ statistics are reported on a financial year basis, separately from other types of provision collected via the Lifelong Learning Wales Record. Traineeships were discontinued on 31 March 2022 with JGW+ coming into operation for new starts on 1 April 2022.

As seen in Chart 8 above, the percentage of learning activities held in Welsh or bilingually in further education institutions and in the work-based learning sector continued to increase in 2023/24. This increase has been driven primarily by an increase in the number of bilingual activities provided in these sectors, and it is likely that this also includes some activities that develop and maintain learners' Welsh language skills. The number of activities taking place in schools remained largely unchanged over the same period at 21%.

Since publishing the Coleg Cymraeg Cenedlaethol's 'Welsh-Medium Further Education and Apprenticeship Action Plan' (December 2018), the Coleg has supported several strategic projects, with 83 grants awarded to colleges and 32 grants awarded to apprenticeship providers during the 2024/25 academic year.

These projects focused on the priority areas, such as health and care, childcare, public services, sports and land-based studies.

As a result, 126 practitioners at further education colleges and working with apprenticeship providers were funded during the 2024/25 academic year to support Welsh and bilingual provision at their institutions.

The Learner Ambassador scheme for the post-16 sector is also going from strength to strength. During the 2024/25 academic year, 56 ambassadors promoted Welsh language opportunities among their peers across Wales, supporting providers to build learners' confidence in their Welsh language skills, and to provide opportunities to chat and understand the importance of speaking the language, particularly in the workplace.

Training for tutors/practitioners is key in expanding provision. During the 2024/25 academic year, over 600 staff were supported under the Sgiliaith National Staff Development Programme. During the same period, 56 members of staff were supported to become more confident in Welsh and be able to use their Welsh in their everyday work through a National Mentoring Programme for the post-16 sector.

By the end of 2024/25, 540 staff members had joined the Coleg's Gwreiddio Scheme for the post-16 workforce, which aims to build a community to enhance Welsh-medium provision.

## **Higher education (HE)**

The Coleg Cymraeg Cenedlaethol supports universities to develop Welsh and bilingual modules and courses through grants in conjunction with the institutions, rather than funding lecturer posts, thereby embedding the provision as an integral part of the offer. Welsh-medium provision is now available across 25 subject areas.

In 2024/25, the Coleg awarded 63 grants to HE institutions support provision through the medium of Welsh. It also awarded 10 new research scholarships across a range of academic subjects, with 31 research scholarships continuing under the sponsorship of the Coleg.

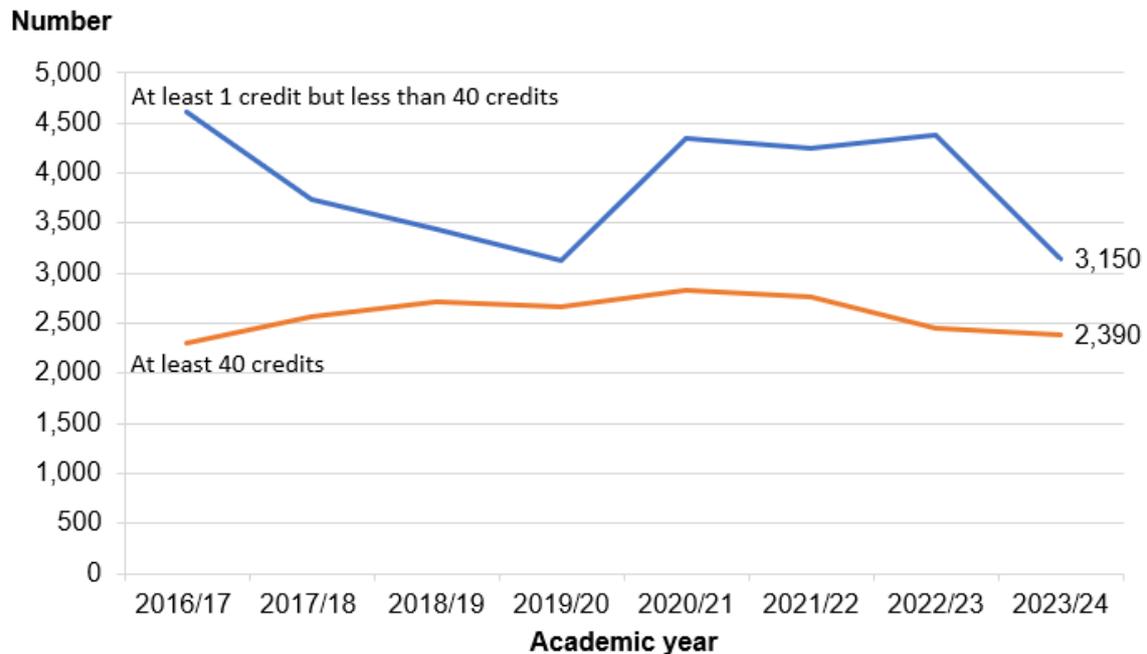
University staff are also supported through the Coleg's academic staff training programme, which includes face to face training, distance learning and workshops.

The number of staff able to teach in Welsh in the 2023/24 data fell compared to previous years, with most of decrease being attributed to one University and a change in how it collected this data. It is expected that the quality of this data will improve again in future years.

The number of teaching staff contracted to teach in Welsh stayed at the same level in 2023/24 compared to 2022/23. 64% of teaching staff who were known to

be able to teach in Welsh were contracted to teach in Welsh in 2023/24. This is higher than in earlier years, although again this is affected by the change in how being able to teach in Welsh was recorded by one University

### Chart 9: Student enrolments in higher education institutions in Wales with teaching through the medium of Welsh



Source: Higher Education Statistics Agency (HESA) Student Record

[Note 1] Students in Wales includes students enrolled at the Welsh national centre of the Open University.

The number of enrolments with at least 1 credit studied in Welsh fell between 2022/23 and 2023/24. However, the decrease is likely to be more related to changes in how providers recorded their provision during 2023/24 than real changes in the number of enrolments studying at least 1 credit in Welsh.

There were also decreases in the number of enrolments with higher numbers of credits studied in Welsh in 2023/24, apart from those studying at least 120 credits in Welsh which was slightly higher in 2023/24 than 2022/23 but lower than in earlier years.

Education and teaching was the module subject with the highest number and proportion of enrolments studying at least 1 credit in Welsh: accounting for nearly a quarter (24%) of all enrolments. This was followed by Design and Creative and Performing Arts with 13% of enrolments with at least 1 credit.

## Learning Welsh

The National Centre for Learning Welsh was established in 2015 to co-ordinate provision and provide direction to the Welsh learning domain. Its aim is to create new Welsh speakers, confident in using their new skills, and therefore contributing to achieving our ambition of a million Welsh speakers by 2050, as well as doubling daily use of the language.

[Data](#) for the 2023/24 academic year shows that the National Centre had 18,330 unique learners during that year. The data also shows that:

- The National Centre provided 31,200 learning activities during 2023/24.
- 61% of learners were at Entry level (this is the introductory level for beginners).
- 13% were at Foundation level and 25% at Intermediate levels and Advanced (including Proficiency level).
- 69% of learners were between the ages of 25 and 64, 16% were older than 65, and 14% were between the ages of 16 and 24.

Since September 2022, the Centre has been delivering the Ymlaen gyda'r Dysgu scheme, which offers free Welsh lessons to 16–25-year-olds. Free lessons are available for the education workforce—be they headteachers, teachers or teaching assistants, to support our efforts to increase the workforce able to teach through the medium of Welsh.

During 2024-25 the National Centre's schemes for Young People focused on provision for 16-18 year olds in schools and further education colleges and on apprenticeship programmes.

Provisional data for 2024-25 shows that 980 learners completed one of the National Centre's bespoke courses for 16-18 year olds, with a further 776 learners aged 18-25 following mainstream courses for free in community settings. 198 learners also followed one of the Centre's courses tailored for the HE sector.

During 2024-25 the National Centre developed a national programme of Learn Welsh provision for the statutory Education Workforce. The programme for 2024-25 focused on:

- Courses for teaching assistants to support the delivery of the Foundation Phase in schools.
- Confidence building courses for school practitioners who want to use Welsh more in the classroom.
- Refresher courses for young people about to start Initial Teacher Education courses.
- Self-study courses for secondary school staff.
- Bespoke provision for PE practitioners in the secondary sector.

790 education practitioners were supported under the programme in 2024-25. The National Centre will continue to expand its programme for 2025-26 and from September will also manage the intensive courses available through the Sabbatical Scheme

The National Centre's Cymraeg Gwaith programme provides Learn Welsh courses for the workplace, including online self-study taster courses, tutor courses and intensive residential courses. Further information is provided in section 6 on the Workplace below.

## 5. The education workforce, resources and qualifications

Increasing the number of teachers who can teach Welsh or can teach through the medium of Welsh is one of the transformational changes set out in 'Cymraeg 2050'. To see a growth in the number of learners in Welsh-medium education, it is necessary to ensure an adequate workforce to educate them, and this can be challenging.

In *Cymraeg 2050*, we've set the following goals by 2031:

- 3,900 primary teachers able to teach through the medium of Welsh.
- 4,100 secondary teachers able to teach through the medium of Welsh.

The latest data from the Pupil Level Annual School Census for the 2024/25 academic year shows that: 2,678 primary teachers are able to teach through the medium of Welsh, and 2,458 secondary teachers are able to teach through the medium of Welsh. These figures show a slight decline from 2023/24—see Chart 10 below.

Attracting a sufficient number of teachers to teach Welsh or through the medium of Welsh remains a challenge. A number of the steps set out in the ['Welsh in education workforce plan'](#) continued to be implemented, as follows:

- 26 places have been funded for primary teachers who want to switch to secondary teaching through the Cynllun Pontio (Conversion Programme).
- 46 projects were awarded funding through the grant for the development of Welsh-medium workforce capacity for schools, worth over £950,000. This helps schools develop innovative ways of solving some of their recruitment challenges.
- The Coleg Cymraeg Cenedlaethol continued to implement Cadw Cyswllt which promotes opportunities for students in England to return to Wales to prepare to teach, and the Addysgu'r Dyfodol project to mentor undergraduates to consider moving on to become teachers.
- The Coleg also delivered activities to increase the number of learners studying Welsh at A Level and progress to university. This is important for the future supply of Welsh language teachers. In 2024-25, the project visited 29 schools and spoke to 2,000 pupils.
- 109 teachers were awarded a bursary to keep Welsh and Welsh-medium teachers in secondary schools. We will monitor whether they continue in the system over the next few years.

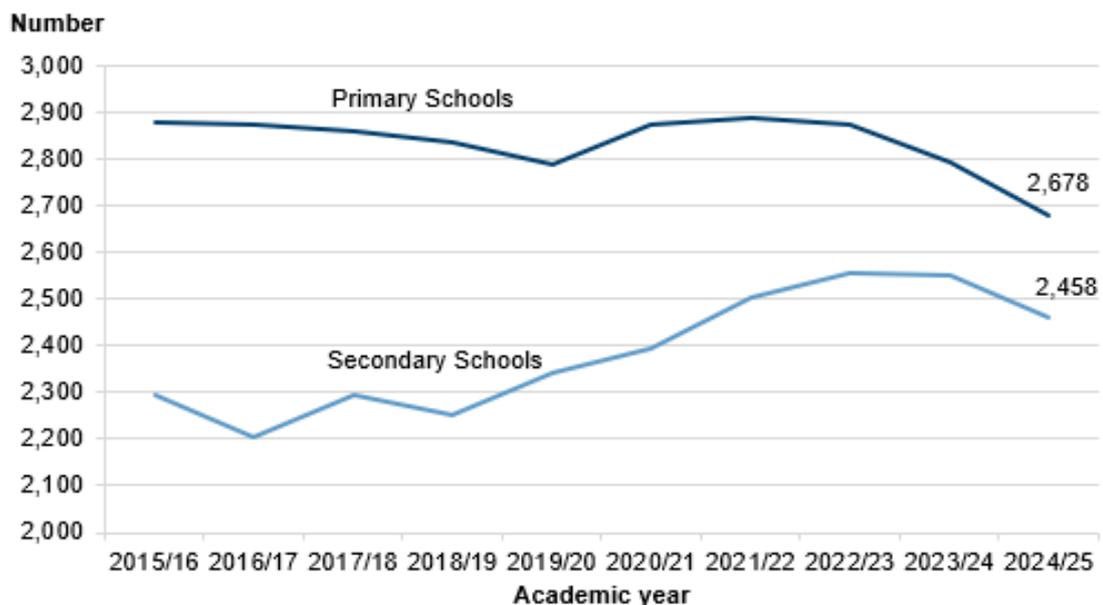
We increased funding for CYDAG to enhance its strategic capacity to support the Welsh-medium sector both in primary and secondary settings, based on its member schools' understanding of the sector's unique challenges and requirements. CYDAG's work will also support the development of Welsh-medium provision in bilingual schools.

The Iaith Athrawon Yfory incentive scheme provides a £5,000 grant to students who undertake a secondary postgraduate initial teacher education (ITE) programme, which is either taught through the medium of Welsh, or enables the student to teach Welsh as a subject. This is in addition to grants available through the Priority Subject and Minority Ethnic incentive schemes.

We continue to support teachers in English-medium schools to develop their ability to use and teach Welsh. In February 2023, a national officer started with the National Centre for Learning Welsh, to work with the regional consortia, local authorities and sabbatical scheme providers, to plan and develop a coherent programme for practitioners to learn Welsh. Since September 2024, 2,000 practitioners have enrolled in either online, self-taught or face-to-face courses to develop their Welsh skills.

The Centre has also been working with ITE providers to provide resources to support students to develop their Welsh language skills while they are training. These have now been shared with all providers and have been incorporated into courses since September 2024.

**Chart 10: The number of teachers who are able to teach through the medium of Welsh**



Source: Pupil Level Annual School Census (PLASC)

## **The post-16 workforce**

The Coleg Cymraeg Cenedlaethol is leading on the development of the post-16 workforce and has a number of training schemes in operation to develop the language and pedagogical skills of staff, ranging from those confident in their Welsh skills to staff embarking on their journey to learn Welsh.

Our funding to the Coleg supports the Coleg's schemes, including the Sgiliaith National Development Programme, and the Academic Staff Development Programme, the Gwreiddio Scheme. The Coleg also funds PhD research scholarships that increase the capacity of Higher Education institutions to offer Welsh-medium courses.

The Coleg provides support for Initial Teacher Education partnerships as well as running two specific projects to develop the confidence of students to teach through the medium of Welsh, and to attract students back to Wales to teach through the medium of Welsh. In addition, the Coleg received additional funding in 2024-25 to run a mentoring scheme to encourage and strengthen the Welsh language skills of students following FE Postgraduate Certificate of Education courses at Welsh universities.

Our funding to the National Centre for Learning Welsh supports a range of interventions for the post-16 workforce, including the Cymraeg Gwaith scheme delivered in conjunction with the Coleg to develop the language skills of tutors and lecturers in the FE and HE sectors. During the 2024/25 academic year, 971 employees followed Cymraeg Gwaith courses, with 9 universities and 11 further education colleges committing to the scheme.

## **Educational resources**

On 1 April 2023, Adnodd was established to support schools and practitioners to create resources that support their local curriculum as schools introduce the new curriculum. During 2024-25—its first full operational year, Adnodd launched its first Strategy (2025-2028), setting out a vision for equitable access to high-quality bilingual resources and aligning its mission with Welsh Government priorities, including literacy, numeracy, well-being, and Welsh history. Adnodd introduced a new commissioning model, built a dedicated team, and developed strong partnerships with key stakeholders such as Estyn, Qualifications Wales, Medr, and cultural bodies. It also undertook various additional strands of work to support the sector, including launching the Innovation and Collaboration Fund, awarding grants to 10 projects focused on literacy, equity, anti-racism, and well-being, and supporting 160 teachers through the Athrawon Caru Darllen programme.

In terms of its resource development and commissioning activity, during 2024-25, 419 new and updated bilingual resources were made freely available to schools, including 307 resources supporting new Made-for-Wales GCSEs. 7,125 books were distributed free of charge to schools, with a further 49,706 books scheduled for distribution by October 2025 under the Rhyngom project. 14 additional Welsh-medium resources were published for existing GCSEs and A-levels.

Innovative digital tools and updates included the adaptation of 80 Welsh books for blind and partially sighted learners via RNIB Bookshare. Adnodd also ensured Aberwla—an immersive VR game for late immersion Welsh learning was also made available to schools to download via Hwb. Other digital developments included Prawf Darllen Digidol—a digital Welsh reading test, and updates to popular apps (Botio, Saba) and conversion of Tric a Chlic phonics scheme to a web-based format.

Adnodd commissioned 48 bilingual short videos on Welsh history to complement S4C's 24 Awr series; expanded Fflic a Fflac resources (videos, books, songs, games) for Welsh language learning; developed 40 new Magi Ann e-books with bilingual narration and distributed 3,060 copies of Cynefin, Cymru a'r Byd and 3,975 copies of Arctig, Pysgodyn ac Aderyn to schools, with accompanying digital and BSL resources.

Work also continued on a £272,000 grant awarded to GwE to develop the Ein Llais Ni scheme. This scheme will build learners' self-confidence and well-being, developing them into confident bilingual communicators, and will experiment with strategies (including the use of digital tools) to promote oracy skills in Welsh.

## Theme 2: Increasing the use of Welsh

The second main target of 'Cymraeg 2050' is to increase the daily use of our language, and we are working with various partners to create opportunities for that use. We believe that the Welsh language belongs to us all and we want everyone, no matter how much Welsh they have, to feel confident to use it every day.

### **The current situation—how many people can speak Welsh?**

We've set a target to increase the percentage of people aged three or over who speak Welsh daily and who are able to speak more than a few words of our language to at least 20% by 2050, in line with the increase in speakers. This target is also one of the national indicators set out in the ['Well-being of Future Generations \(Wales\) Act\) 2015'](#).

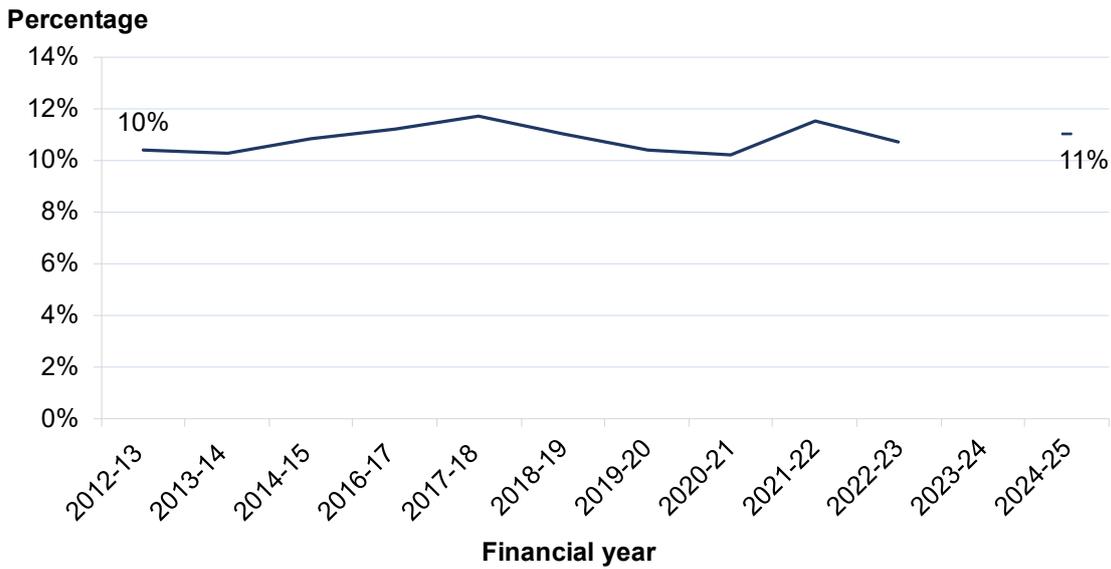
It is very difficult to measure language use. One way of doing this is by conducting occasional language use surveys. To that end, the most recent Welsh Language Use Survey was conducted in July 2019 but was affected by COVID-19. We provided details on the results of this survey in our previous annual report.

The 2019-20 Welsh Language Use Survey shows that 10% of the population continues to speak Welsh daily and more than a few words. This therefore means that half of Welsh speakers use their Welsh every day.

We've published subject summaries about [use of Welsh at home and in education](#), [social use of Welsh](#), and [use of Welsh with service providers](#) from the 2019-20 Welsh Language Use Survey. [A statistical bulletin on Welsh language use in the workplace](#) was published in September 2023.

Although Welsh Language Use Surveys are used to monitor progress towards the target of doubling the daily use of our language, for more regular results, we also use the results of the National Survey for Wales for adults (aged 16 or over).

**Chart 11: The percentage of people aged 16 years or over who speak Welsh daily and can speak more than just a few words of Welsh according to the National Survey for Wales**



Source: National Survey for Wales

## 6. The workplace

Workplaces are vital spaces in increasing use of Welsh. They offer people the opportunity to use their Welsh, practise speaking it and develop their confidence and skills.

We fund Bangor University to run ARFer, a language pledges in workplaces project which aims to increase language use. ARFer’s behaviour change methodology was incorporated into app form during this reporting period. In 2024, 6 teams within Bangor University trialled the app, and external organisations—including the Welsh Government—trialled the beta version in 2025.

### Cymraeg Gwaith (Work Welsh)

The National Centre for Learning Welsh’s Cymraeg Gwaith programme provides courses ranging from online self-study taster courses to intensive learning courses. As well as increasing the number of Welsh speakers and Welsh language use, Cymraeg Gwaith also allows organisations to provide better Welsh language services to their users.

2024-25 was another successful year for the programme, with 578 employers accessing support under the programme. Provisional data for 2024-25 shows that there were 9,723 enrolments on self-study taster courses, 4,577 enrolments on courses run by a tutor or with tutor support, and 357 enrolments on intensive learning courses.

The sectoral courses proved popular again during 2024-25, with 1,113 enrolments on courses for the further and higher education sectors; 577 on the programme for local authorities; 2,787 on the Health and Social Care sector programme; and 858 on the Camau programme that has been specifically developed for childcare workers.

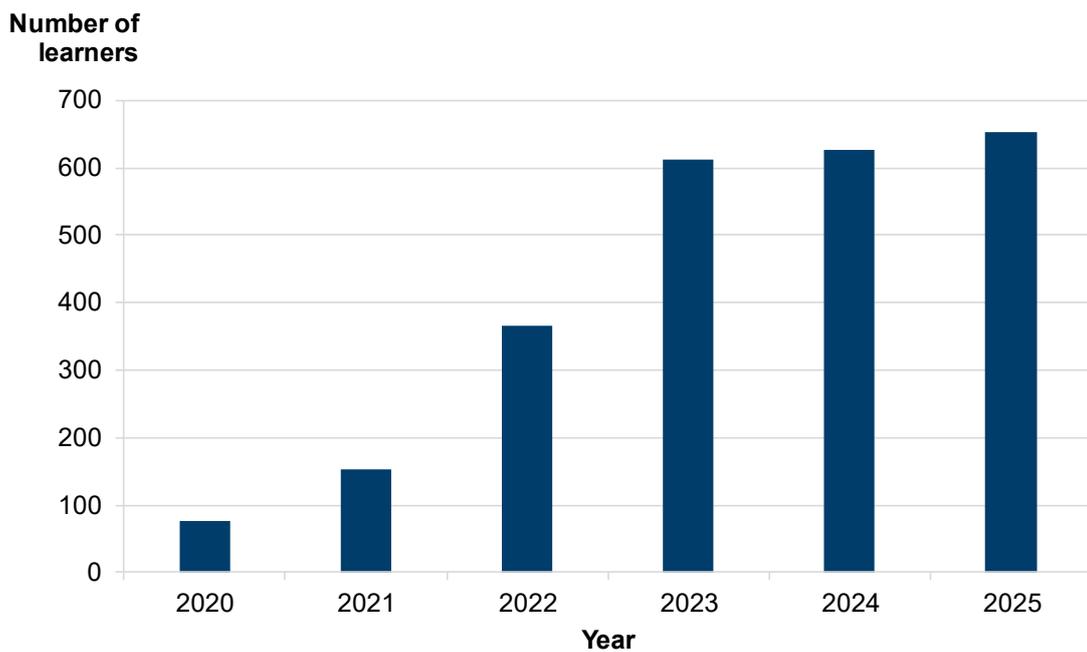
The Health and Social Care programme has been particularly successful with staff benefitting from one to one mentoring to help build their confidence in speaking Welsh in the workplace. For 2025-26 the programme will be expanded to include specifically tailored courses for the Neurodiversity, and Dementia Care workforce.

### **Welsh language use in the Welsh Government**

In our internal use of Welsh strategy within the Welsh Government—'[Cymraeg. It belongs to us all](#)', we set a long-term aim to develop and promote the use of the language in the organisation. Our aim is that all staff working for the Welsh Government will be able to understand Welsh by 2050, meaning it would become a workplace where it is normal for Welsh and English to be used naturally and interchangeably.

Four themes have been at the core of strategy implementation during the first few years: learning, leadership, recruitment and technology. We've increased and expanded our Welsh learning programme, which has led to a more diverse and accessible offer and has attracted more learners to the programme. In May 2020, 76 learners were following a formal Welsh language learning programme in the Welsh Government, but by 2025, there was a 795% increase in the number of our Welsh learners, with 654 learners following a formal learning programme.

## Chart 12: Number of learners following a formal Welsh language learning programme in Welsh Government



Source: Welsh Government annual report on compliance with Welsh Language Standards

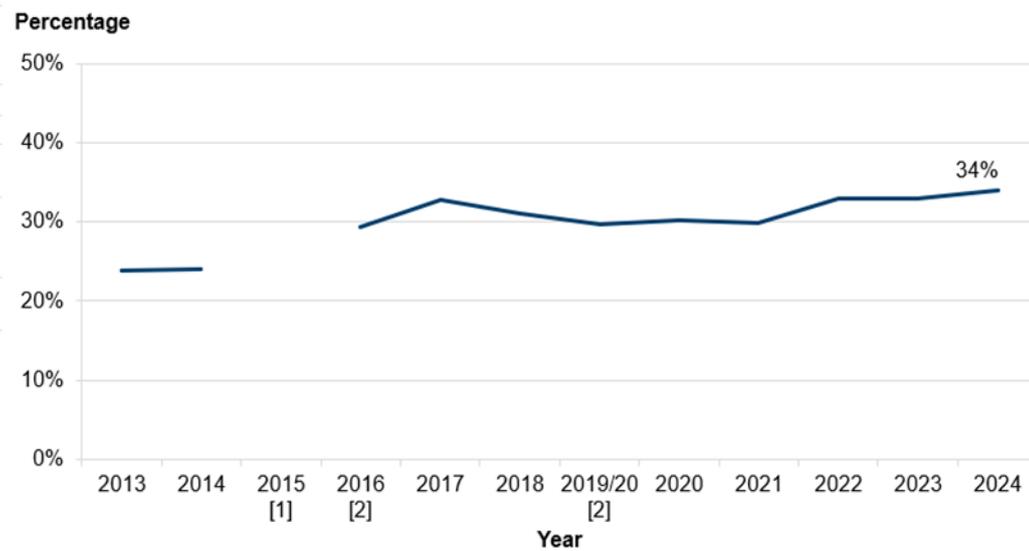
Our Welsh language learning offer to staff now includes 13 different options:

- Weekly classes
- Intensive block course
- Self-study online
- 1:1 Learning
- Confidence-building
- Gloywi (Proficiency)
- SaySomethinginWelsh
- Welsh pronunciation
- Kick Off Cymraeg
- Residential courses
- Welsh language course on social media
- Courtesy level Welsh
- Clwb Cymraeg

During 2024-25, 6 members of staff achieved the Coleg Cymraeg Cenedlaethol qualification, the Language Skills Certificate, in a pilot to transfer the qualification to the workplace. The 6 are a part of a maintaining and tracking programme, after gaining the Certificate, to help them put their skills into practice in the workplace, as were the 9 who gained the certificate during the 2023-24 period. More generally, support is also provided for our learners to practice and use their skills regularly through an extensive mentoring programme, Welsh language discussion networks on Microsoft Teams and informal tutor-run practice sessions, the Clwb Cymraeg.

We note in our recruitment material that the Welsh language is an asset in Welsh Government, regardless of the role advertised, with an emphasis on the support available to develop skills in post. Our Welsh language training programme continues to expand and capture the imagination of colleagues, with new courses on using the Welsh language in bilingual meetings and a new Welcome to Welsh course commissioned this year. Our focus on our senior leaders also continues, with members of the Senior Civil Service modelling positive behaviour in their use of the Welsh language and 25% of the cohort now following a formal learning programme to develop their skills.

**Chart 13: The percentage of the Welsh Government's workforce who use Welsh to do their work**



Source: People Survey (Welsh Government) and Civil Service People Surveys (UK Cabinet Office)

[Note 1] The survey was not carried out in 2015. In 2016, the "More English than Welsh" category was divided into three further categories which are "more English than Welsh but speaking Welsh daily, weekly, or less often than weekly".

[Note 2] The results shown for 2016 and 2019/20 have been taken from the People Survey conducted by the Welsh Government in January 2016 and March 2020 (taking into account the year from April 2019 to March 2020). The other results have been taken from the Civil Service People Surveys (usually conducted by the UK Cabinet Office in October). To a large extent, the same questionnaire was used for both surveys and was conducted in the same way. However, as the People Survey 2020 was conducted in March 2020, the response rate was slightly lower than in previous years. This is likely to be due to COVID-19.

Chart 13 data above shows that 34% of the Welsh Government workforce use Welsh to undertake their work. By achieving our goal of all staff working for the Welsh Government being able to understand Welsh by 2050, we will enable our staff to work in Welsh on a day-to-day basis, and there will be a significant increase in language use as a result.

The second iteration of the organisation's internal use of Welsh strategy, 'Cymraeg. It belongs to us all', will be published in due course. While the long-term goal of becoming a truly bilingual organisation will remain, a new shorter-term objective for the next five-year period will be agreed. The next iteration of the strategy will be based on the same 4 themes of training, recruitment, leadership

and IT but will also include a new theme: using the Welsh language and building confidence.

### **Leading in a Bilingual Country**

This is a 'language in leadership' programme, with attendees having an opportunity to discuss their experiences and views on how to operate in the spirit of 'Cymraeg 2050' in their organisations. The programme addresses areas such as:

- Unconscious bias
- Language and power
- Language and culture
- Leadership behaviours
- Vision and values

It is a joint programme between external facilitators, the 'Cymraeg 2050' Division and Academi Wales. In 2024-25, we delivered Leading in a Bilingual Country Workshops in the Welsh Government, at Academi Wales Summer School and for colleagues in the Health Service. We also worked with those who'd taken part in previous cohorts to cement their learning in their organisational culture. As a result of this we've created a series of video and audio case studies which shows how effective Leading in a Bilingual Country has been.

## **7. Services**

### **Welsh Language Standards Regulations**

Regulations to add six bodies and Special Health Authorities to existing Welsh language standards were approved by the Senedd on 11 March 2025 and came into force on 28 March 2025. The Welsh Language Commissioner has begun the process of imposing standards on the relevant bodies.

A consultation was held on draft regulations to make Welsh language standards applicable to Registered Social Landlords between June and September 2025. We intend to lay final regulations at the Senedd in February 2026.

### **Helo Blod**

Helo Blod helps individuals, businesses, charities and third sector organisations to use more Welsh by offering up to 500 words of free translations a month, as well as a Welsh text-checking service. It also answers various enquiries from businesses about the Welsh language, provides Iaith Gwaith (Work Welsh) goods and signposts to sources of support in relevant organisations.

During 2024-25, Helo Blod:

- Received 3,735 requests for support and translation—1,613 from businesses, 1,610 from charities and 512 from individuals. These included

requests to translate signs, posters, text for social media and for websites. 165 'Contact Us' enquiries were also received via the Helo Blod website.

- Translated 614,645 words from English to Welsh and checked 29,318 Welsh words.
- Saw 1,039 accounts created by new customers within the period: 430 on behalf of businesses, 260 on behalf of charities and 350 by individuals.
- Cardiff was the area in Wales with the largest number of requests created on behalf of businesses and charities (517), with Powys in second place (243), Gwynedd third (237) and Ceredigion fourth (198).
- 625 requests were received by businesses and charities based outside Wales.

### **More than just words 2022-2027**

'Mwy na geiriau / More than just words' is the Welsh Government's plan to strengthen Welsh language services in health and social care. At the core of the strategy is the principle of the Active Offer which places a responsibility on health and social care providers to offer services in Welsh, rather than on the patient or service user to have to request them. The aim of 'More than just words' is to improve Welsh language care and outcomes for Welsh speakers. Key achievements during 2024-25 are listed below, but further information is available in the ['More than just words: annual report 2024 to 2025'](#).

Our progress made towards delivering 'More than just words' is noted below by each theme included in the plan.

#### **Within the overarching theme of culture and leadership the main achievements were:**

- 'More than just words' and the Active Offer were embedded within the performance management process of health boards and trusts, and local authorities.
- Health Education and Improvement Wales (HEIW) introduced 'Agor y Drws' (Open the Door) language awareness training and Social Care Wales developed a language awareness course for workers and students in social care.

#### **The key achievements in relation to Welsh language planning and policies (Theme 1) were:**

- Commissioning a full data-mapping exercise to identify existing data sources, gaps, and practical indicators for monitoring priorities in the plan and delivering the Active Offer.
- Completing the first stage of a primary care providers' survey in December 2024, providing quantitative data on the implementation of Welsh language duties, staff training, promotional activity and patient engagement. Further qualitative research, being undertaken during 2025-26 will provide an enhanced understanding of delivery across primary care.

- There is ongoing use of the dedicated Welsh language workforce planning guidance (developed by HEIW and Social Care Wales), alongside other toolkits and workforce strategies, in annual workforce planning processes.

**The key achievements in relation to supporting and developing Welsh language skills of the workforce (Theme 2) were:**

- publishing five-year plans by health boards and trusts to meet the requirements of Standard 110 of the Welsh Language Standards, enabling clinical consultations through the medium of Welsh.
- further developing the Welsh Language Scheme for Health and Social Care through the National Centre for Learning Welsh, including the continued implementation of the Building Confidence element, and introducing the courtesy Welsh courses ‘Croeso’ and ‘Croeso i Bawb’.
- continuing to implement mandatory Welsh language awareness training across health and social care organisations.
- promoting the use of Welsh in the care sector through Social Care Wales’ WeCare Wales campaign, alongside regional and local awareness raising efforts by health boards and local authorities.
- gathering data on existing bilingual provision by HEIW and the Coleg Cymraeg Cenedlaethol, showing that 63 undergraduate courses in 2024-25 offered students the opportunity to study at least a third of their course through the medium of Welsh.
- extending the Doctoriaid Yfory Scheme (funded by HEIW) to more health and social care careers, including dentistry. Coleg Cymraeg Cenedlaethol data shows that 224 individuals have registered across the three schemes.
- the opening of the new North Wales Medical School in 2024 has also encouraged applications from Welsh domiciled students who have recently successfully completed a pilot course ‘Mwy na geiriau: y Gymraeg fel sgil glinigol’ [More than just words: Welsh as a clinical skill].

**The key achievements in terms of sharing best practice (Theme 3) included:**

- increasing use of Hwb Iaith, the NHS Wales portal to share resources and good practice. The website was updated with Welsh language information and learning resources such as those available via Social Care Wales, the National Centre for Learning Welsh, the Welsh Language Commissioner, and Digital Communities Wales.
- expanding bilingual websites and digital tools, including further development of the bilingual NHS Wales App.
- piloting a shared translation memory system across five national health organisations.

**The key achievements in terms of monitoring progress (Theme 4) included:**

- The Mwy na geiriau Advisory Board continuing to scrutinise progress over the course of the year, including monitoring the status of all actions and reviewing any obstacles to delivery.

- The Advisory Board maintained ongoing dialogue with organisations across the health and care sector, including the National Office for Care and Support, Social Care Wales, Digital Health and Care Wales, Health Education and Improvement Wales, Llais and the Stroke Association. Led by the Advisory Board and in collaboration with the National Centre for Learning Welsh, proposals were also developed for a tailored Welsh language course aimed at overseas workers, along with supporting materials and resources to facilitate its promotion and implementation.

## **8. Social use of Welsh**

### **Grants**

During 2024-25, 43 organisations were allocated grants under the Grant to Promote and Facilitate the Use of Welsh to increase the opportunities for individuals, communities and organisations to use the language in every aspect of our daily lives. The aim of this funding is to enable organisations to instigate, develop and sustain a wide range of activities, including activities for children and young people, to create a bridge between formal education and using the Welsh language in social situations.

The work of organisations such as the Urdd, the Young Farmers' Clubs, the mentrau iaith and the National Eisteddfod offer opportunities for young people aged 11-25 to use Welsh outside school. Here are some examples:

- The network of 21 mentrau iaith sustains a wide range of activities across our communities, based on careful planning and evidence of the need within their areas. We continue to emphasise that the mentrau develops projects that empowers communities to develop ideas and activities of their own for the benefit of the Welsh language.
- Tafwyl, Menter Caerdydd's Welsh language festival, was held in the city's Bute Park. It was great to see the festival again attracting thousands during the weekend and that the fringe events also continue to go from strength to strength.
- Grants have been allocated to 54 papur bro (hyper local newspapers) during 2024-25, with a specific aim of trying to reach new audiences, attracting new volunteers and publishing their papers digitally.

Merched y Wawr ran a full and varied programme of activities, with over 60,000 attending these events across the whole of Wales.

### **New Welsh speakers**

Through the Cefnogi Dysgwyr (Supporting Learners) scheme, the National Centre for Learning Welsh continues to work with partners in the community to provide opportunities for new Welsh speakers to use their skills.

The Centre continues to co-ordinate the Siarad scheme to support learners to use their Welsh with more confident speakers in an informal context. The aim of the scheme is to build learners' confidence by providing opportunities for informal

conversations. The Siarad scheme is growing annually, with over 350 pairs in operation during 2023-24.

The Centre is also implementing a new scheme called Hapus i Siarad (Happy to Talk), in partnership with the mentrau iaith. The aim is to ensure that new speakers have the opportunity to use their Welsh within their communities.

### **The Urdd Eisteddfod**

The 2024 Urdd Eisteddfod in Maldwyn was another success. Building on our previous support to enable the Eisteddfodau to offer free tickets to lower income families, almost 9,000 tickets were distributed through the scheme this year, and it was great to see several families attending the Urdd Eisteddfod for the first time because of this extra support.

### **Urdd Sports**

The Urdd's sports provision reaches thousands of children and young people annually. The Urdd continue to receive funding from Sport Wales as well as a contribution their core 'Cymraeg 2050' grant. Welsh Government funding gives young people across Wales the opportunity to participate in sport through the medium of Welsh. The scheme offers extensive opportunities across a range of sports including football, rugby, netball, gymnastics and multi-skill activities.

### **The National Eisteddfod**

An unforgettable Eisteddfod was held at Parc Ynysangharad, Pontypridd in 2024, with the Welsh language showcased at its best through our unique culture. Much like the support for the Urdd Eisteddfod, additional funding was also provided to the National Eisteddfod to offer free entry to low-income families.

We continue to work with the Eisteddfod to ensure that the impact of the festival on the Welsh language and communities begins immediately after the Eisteddfod announces its next location. During the busy period of preparation for Eisteddfod, several community events were held across Rhondda Cynon Taf.

### **Welsh Language Music Day**

Dydd Miwsig Cymru (Welsh Language Music Day) was celebrated for the tenth time on Friday 7 February 2025.

Activity in 2025 focused on driving participation rather than awareness alone and was delivered through live events, education and digital platforms. More than 40 live performances took place across Wales and beyond, including a headline event in London, attracting a total of 3,634 attendees.

Thousands of pupils engaged with Welsh-language music through schools and live activity, including around 1,500 pupils from 31 schools in Pembrokeshire, who attended dedicated performances designed for young audiences.

Campaign data shows clear evidence of behaviour change. Streaming statistics compiled by PYST indicate that Welsh-language music streams increased by 56% on Dydd Miwsig Cymru itself, compared with the previous Friday, and by 33% across the week, peaking at 111,000 streams on 7 February. Social media engagement also increased significantly, with a 21.2% year-on-year rise in engagement rate, over 331,000 engagements, and more than 500 click-throughs to campaign resources.

The campaign achieved substantial national and international profile. Dydd Miwsig Cymru featured live on BBC One's The One Show, with additional coverage across BBC Radio Cymru, BBC Radio Wales, ITV Wales, Channel 5 and The Guardian. In total, the campaign secured 316 media mentions across 43 outlets.

Partnership working played a central role, with 39 organisations, including 10 new partners, embedding Welsh-language music into workplaces, transport, sport and community venues, increasing the everyday visibility and audibility of Welsh.

### **Theme 3: Creating favourable conditions—infrastructure and context**

The third theme supports the previous two themes of increasing the number of Welsh speakers and the use of Welsh. This will be achieved by creating favourable conditions and fostering an environment in which our language and its speakers can flourish.

Although we've targets for increasing the number of Welsh speakers and the number using the language, neither one nor the other can be achieved without suitable infrastructure.

#### **Community and economy**

In October 2022, the Welsh Government, as part of the 'Co-operation Agreement', announced £11m for phase 2 of the ARFOR programme. The intention is to build on previous projects and the findings of the independent evaluation of the ARFOR 1 programme as well as add value to economic and linguistic programmes already in place. The programme operates within the boundaries of the local authorities of Ceredigion, Gwynedd, Carmarthenshire and Ynys Môn.

The main aim of ARFOR 2 is to achieve economic prosperity in the Welsh heartlands. During the reporting period, the following projects were established and implemented:

- Llwyddo'n Lleol—to create opportunities for young people and families to remain in or return to their communities—supporting them to succeed locally by engaging in enterprise or developing a career and ensuring a livelihood that fulfils their aspirations.
- Cymunedau Mentrus—by creating enterprising communities through supporting commercial and community organisations that aim to preserve

and increase wealth locally while taking advantage of the unique qualities and identity of their areas.

- ARFOR Challenge Fund—with the aim of encouraging collaborative activity—by establishing a mindset of learning by doing and continuous improvement, learning from an activity within individual areas and then extending it, but tailoring it to local circumstances.
- Bwrlwm ARFOR—by strengthening the identity of communities with a high density of Welsh speakers—by supporting the use and visibility of the Welsh language and encouraging a sense of place and loyalty in the area

ARFOR 2 concluded in March 2025 and for the next year a period of ‘pause and reflect’ will take place to continue certain aspects of the programme, consider the lessons learned, the opportunities for mainstreaming and sharing good practice to broaden our understanding of the relationship between the economy and the Welsh language, while improving understanding of the economic interventions that can make a difference to the prosperity of the Welsh language and contribute to the objectives of *Cymraeg 2050*.

### **Agriculture**

The [Agriculture \(Wales\) Act](#) 2023 established a framework of four Sustainable Land Management (SLM) objectives, for the future support and regulation of agriculture in Wales.

One of the Sustainable Land Management objectives is to; “Conserve and enhance the countryside and cultural resources and promote public access to and engagement with them, and to sustain the Welsh language and promote and facilitate its use”.

This objective recognises the importance of the Welsh language in our agricultural sector. In addition, pursuant to the provision of support within the Act, one of the listed purposes enables for the provision of support to the sector for the purpose of ‘sustaining the Welsh language and promoting and facilitating its use’, thereby supporting actions the sector may take towards achieving this purpose.

The Act places a duty on Welsh Ministers to consider how any future agricultural support best contributes to the Sustainable Land Management objectives. This includes the implementation of the Sustainable Farming Scheme which commenced on 1 January 2026.

The Act establishes a number of monitoring, reporting and evaluation requirements, the Multi Annual Support Plan was published in December 2024 and a SLM indicator and target statement will be published this year. Annual reports, impact reports and SLM reporting will be published at regular intervals thereafter

### **Welsh Language Communities Housing Plan**

Our Welsh Language Communities Housing Plan sets out a series of initiatives to address economic, housing, community development and language planning challenges facing areas with high densities of Welsh speakers. Many of these

communities have seen strong demand for properties to be used as second homes, which has raised concerns about affordability and the future of the Welsh language as a thriving community language. We aim to empower Welsh-speaking communities facing social, economic and linguistic challenges to take ownership and develop solutions that can safeguard the sustainability of Welsh as a living community language.

During 2024-25, we achieved the following through the interventions of the 'Welsh Language Communities Housing Plan':

- Through the Perthyn advisory service, Cwmpas and Planed supported 26 community groups across north west and south west Wales to help them develop their community led ideas and projects. 10 of these community groups were looking into Community led housing. By the end of the financial year, 5 community led initiatives registered as a viable social enterprises or co-operative.
- In addition to the advisory service, we opened the 4<sup>th</sup> round of the Perthyn grants scheme. With revenue funding of up to £10,000 available we supported 15 community groups.
- The Perthyn scheme is an early intervention project that adds value to the support already offered by Social Business Wales and Communities Creating Homes by taking a focused approach to building capacity within communities.
- Funded schemes include:
  - Hwb Aberteifi where the community purchased the former Tabernacle Chapel in Cardigan town centre to create a community hub as well as creating a two-bedroom house and affordable flats for local people.
  - Penmachno Hub, a community enterprise located in Penmachno received funding to proceed with early-stage elements of their community-led housing initiative.
  - The group Bys a Bawd Pawb aimed to purchase the established Welsh bookshop in Llanrwst and offer 2 affordable accommodations for local people.
- During the year, we also continued the development of the Cultural Ambassadors Scheme. Following the initial launch on St David's Day 2024, we launched the silver level in November 2024. The course includes a series of modules to promote and raise awareness of our culture, heritage and the use of the Welsh language within our communities. These modules focus on the early history of the Welsh language and how has it developed and the importance of Welsh-medium education. The main aim of the course is to build and empower a network of Ambassadors to promote the use of the Welsh language and help people integrate into their new communities.
- We will further investigate issues related to the protection of Welsh place names, including historical names, topographic names, and property names. See more details in the Place Names section below.

## **Commission for Welsh-speaking Communities**

We established the Commission for Welsh-speaking Communities in 2022 to make recommendations on how we can strengthen public policy in relation to linguistic sustainability in Welsh-speaking communities. We also asked the Commission to provide an analysis of the results of Census 2021.

Chaired by Dr Simon Brooks, the first phase of the Commission consisted of ten independent members with expertise and experience in a variety of policy areas including the economy, housing, education, local government, community regeneration and language planning. The Commission worked with Prosiect Bro: A Comprehensive Sociolinguistic Survey of Contemporary Welsh-speaking Communities led by the University of Trinity St David.

In August 2024, the Chair of the Commission, Dr Simon Brooks, presented the Commission's report, 'Empowering Communities, strengthening the Welsh Language', to the First Minister.

The report highlights the socio-economic and linguistic challenges facing our Welsh-speaking communities alongside 57 recommendations and a compendium of language statistics from Census 2021 data prepared by Prosiect BRO. The Commission recognised the complexity and significance of planning policies for Welsh-speaking communities across the whole of Wales and therefore published a standalone report on [Town and Country Planning](#) that included 14 recommendations in February 2025.

Between August 2024 and May 2025, we worked across numerous policy areas to prepare a comprehensive response to the 'Empowering communities, strengthening the Welsh language' report. Our response addresses the recommendations that fall within the Welsh Government's remit, whilst also acknowledging the roles of local authorities, health boards, and other relevant organisations.

With Professor Elin Haf Gruffudd Jones acting as chair in Dr Simon Brook's absence, the second phase of the Commission's work, which will examine in areas of medium or lower density and the Welsh language outside Wales commenced in August 2024.

### **Affordability, second homes and the Welsh language**

The 'Programme for Government' includes a number of commitments relating to affordability, second homes and the Welsh language, for example:

- Build 20,000 new low carbon social homes for rent.
- Publish a White Paper to include proposals for a right to adequate housing including fair rents and new approaches to making homes affordable for those on local incomes.
- Take forward actions to cap the number of second homes, bring more homes into common ownership and licence holiday lets.
- Support cooperative housing, community-led initiatives, and community land trusts.

- Develop further effective tax, planning and housing measures to ensure the interests of local people are protected.

Significant cross-cutting progress has been made, in line with the Welsh Government's three-pronged approach to second homes and bringing to bear the most comprehensive package of interventions in a UK context.

The Welsh Government extended powers for local authorities to charge a discretionary premium rate of council tax on second homes and long-term empty properties. From 1 April 2023, the maximum that local authorities can choose to apply rose from 100% to 300%. By now, these powers are a common part of the way local authorities manage second homes and long term empty properties. From April 2025, 21 of 22 local authorities are now charging premiums on either or both types of property. Premiums raise significant funds which are being used for a variety of beneficial purposes.

We changed the rules around short-term holiday accommodation—which means that to be liable for non-domestic rates (rather than council tax), short-term holiday lets operators must be available to let for at least 252 days in any 12 month period and actually let for a minimum of 182 days within that period. We now know that most of the short term let operators (60%) met the new lettings threshold in the first year. This exceeds industry predictions. These changes will ensure that owners make a fair contribution to host communities.

We've also introduced ground-breaking changes to the planning system; these changes established three new planning use classes: primary residence, secondary home and short-term holiday accommodation. Local planning authorities, where they have evidence and put in place an Article 4 Direction, can now require property owners to seek planning permission to change use between these classes. The Welsh Government is also progressing with establishing a statutory registration and licensing scheme for all visitor accommodation providers in Wales. Although this activity took place beyond the reporting period, it is worth noting that following enactment of the Visitor Accommodation (Register and Levy) in September 2025, the process of registration for all visitor accommodation providers will start in autumn 2026. Meanwhile, the Development of Tourism and Regulation of Visitor Accommodation (Wales) Bill is currently progressing through Stage 1 of the Senedd's legislative process. The Bill, if passed will introduce a licensing regime on self-catering accommodation.

We continue to encourage affordable housing development in the most rural parts of Wales through our Rural Housing Enabler (RHE) programme. Funding is provided to support six RHE programmes across the most rural parts of Wales. RHEs play a vital role in these areas, working with partners to identify local housing need in communities.

### **Affordability and second homes pilot**

Working with partners such as Cyngor Gwynedd, Eryri National Park, Grŵp Cynefin and Adra Housing Associations, we've established and integrated a pilot in Dwyfor, Gwynedd. The pilot is a test bed for several interventions. o Assessing

their effectiveness in terms of managing second homes and their effect on affordability.

We've trialled new rules in the pilot for our Homebuy shared equity scheme and have seen 35 completions in the area. In September 2024, Cyngor Gwynedd was the first local planning authority to apply implement an Article 4 planning direction. Eryri National Park Authority followed their lead in June 2025. We've financially supported Cyngor Gwynedd's Article 4 direction in the Dwyfor pilot area only so the resource and practical implications of imposing a direction can be independently evaluated and the learning shared on an all-Wales basis.

Building on the success of Homebuy and recognising a limited supply of new build affordable homes to own in many Dwyfor communities, we've worked with Cyngor Gwynedd to develop a 'Purpose Built Homebuy' product to be trialled on four sites in different communities across Dwyfor. These sites and the form of tenure are the sort that are most complex to develop: small scale, remote, on exception sites and affordable ownership. Cyngor Gwynedd is matching our investment with funds derived from council tax premiums—underlining how our policies are working well together.

An independent evaluation will report on the Dwyfor pilot. Findings will be shared on an ongoing basis until the final impact report in 2026. The evaluation will consider the effectiveness of the interventions and, throughout, facilitate shared learning and practice with other areas facing similar challenges.

### **The Welsh language and equality**

Just as 'Cymraeg 2050' is a long-term strategy, the Government has other long-term cross-government strategies. In collaboration with 'Cymraeg 2050' partners, the Government has made significant progress in relation to the actions and commitments in our ['Anti-racist Wales Action Plan'](#) and ['LGBTQ+ Action Plan'](#). Cymraeg 2050 is embedded in the fabric of these equality schemes, and they are intended to co-exist and reinforce each other. Please see the relevant progress reports for more detailed updates on our work in these areas: ['Anti-racist Wales Action Plan—A year on / LGBTQ+ Action Plan: progress update'](#).

## **9. Culture and media**

We are working across various sectors and policy areas to implement 'Cymraeg 2050'. In this respect, all of our arm's length bodies in the culture and sport sector are committed to supporting our target to increase language use and reach a million Welsh speakers by 2050.

We want to see and hear the Welsh language widely used in popular culture in all its arts media and in literature, theatre, film and television. The use of Welsh by role models such as sportsmen and women, musicians, actors, and other prominent figures and organisations is a means of raising the status of the Welsh language as a living language.

The Welsh Government's new Priorities for Culture, published in May 2025, include an ambition to ensure culture supports and promotes the Welsh language and reflects Wales as a bilingual and multilingual nation.

### **The Cymru Wales brand**

The Welsh language is a central part of the Cymru Wales brand and has been used extensively again this year to promote Wales and to attract tourism and investments. In the tourism sector, this includes encouraging businesses to ensure a strong sense of place in their provision, and the use of the Welsh language is central to this. The language has also been central to our main tourism campaigns, Addo, to encourage people to behave responsibly while visiting Wales. Addo asks visitors and residents to make a pledge to Wales, which includes asking people to respect and celebrate our unique language and culture. We are also leading on the successful St David's Day campaign, which asks people everywhere to do the little things, and promotes the Welsh language and culture around the world.

We've continued to support businesses to reflect the values of the brand in their work. We also used the Welsh language in major campaigns to promote Wales. Since January 2025 our main tourism campaign is built around the word Hwyl, which encourages people to feel the hwyl, a feeling they can only experience in Wales. The entire campaign plays on the fact that there is no direct translation for the word, and it's something unique to Wales and the Welsh language. The campaign was launched in January 2025 with an explainer film featuring journalist Maxine Hughes introducing the word and concept, and since then all paid activities including out of home, TV and digital ads have all used and been built around the 'Feel the Hwyl' concept. The campaign is continuing in 2026.

We've established partnerships with Welsh record labels to allow us to use Welsh language music in some of the videos we create for our social channels, to give Welsh language music a wider platform, and we are focusing on introducing yet more Welsh generally on our social channels. We now use mostly Welsh-only place names on our social channels, as well as on our website, putting the English name in brackets if necessary, and frequently include posts about useful Welsh phrases to use whilst visiting, as well as explanations behind the meaning of Welsh words and place names.

We will continue to do more to showcase the Welsh language in our campaigns over the coming years, including on social media and in our marketing campaigns.

In line with the 'National Events Strategy for Wales' theme of Authenticity, all events receiving Welsh Government grant funding are encouraged to take a creative and inclusive approach to use of the Welsh language.

During 2025, many supported events promoted Welsh language and culture through their artistic line-up, including a new Welsh language night at the Black Mountains Comedy Festival and the Steelhouse rock music festival continued to feature their 'Rocio y Mynydd' strapline across all media promotions and introduced a new 'Mynydd Draig' VIP area.

Event Wales also adopted the idea of Hwyl across its supported events, with the word incorporated into event marketing messages at big events such as the European rugby finals in Cardiff and the inaugural Wrexham Open tennis championship. The enthusiasm of event organisers to use Welsh as a positive way to enrich their event, and create distinctiveness, was perhaps best exemplified during the formal presentation ceremony at the AIG Women's Open, staged in Wales for the first time at the Royal Porthcawl Golf Club in July 2025. The welcome address at this global sporting event, won by a Japanese player and broadcast in over 80 countries, began in Welsh

### **Amgueddfa Cymru—Museum Wales**

The Welsh language is an intrinsic part of Welsh heritage and culture—as such, Amgueddfa Cymru has a key role in developing people's knowledge and understanding of the history of the Welsh language and culture, as well as using and celebrating the language in their work.

Amgueddfa Cymru reports several successes, developments and progress during 2024-25, including:

- Delivering a public programme of events, exhibitions and opportunities that celebrate and use Cymraeg and welcome new audiences to its museums and the language. This included the Valleys exhibition in National Museum Cardiff, Ein Lleisiau Ni / Ours to Tell a project to encourage and record LGBTQ+ voices in the National Waterfront Museum and the Perspective(s) project across its museums in partnership with the Arts Council of Wales.
- Strengthening and expanding its partnerships with the Mentrau Iaith local to its museums to facilitate learning and using Cymraeg. Each of its museums now has a relationship with its local Menter and hold events from guided tours and conversation groups to parent groups and festivals like Gŵyl Tawe.
- Continuing to develop new technological projects that support and develop Cymraeg in technology, including a successful trial of the TellMe platform in the National Roman Legion Museum which uses AI to create a tailored experience for visitors yn Gymraeg and in English
- Developing its knowledge and understanding of its visitors in relation to Cymraeg, for example through the analytics data from our bilingual online ticketing platform and other systems such as QR Cymraeg.
- Working with the Welsh Language Commissioner to develop a new policy on the internal use of Cymraeg. 59% of Amgueddfa Cymru's workforce have Welsh language skills, with 26% fluent.

### **The National Library of Wales**

The National Library of Wales' (NLW) exhibitions offer information that attracts interest in the Welsh language and its history by introducing Welsh history, society and culture.

As well as continuing to be an institution that operates mainly through the medium of Welsh, the NLW focused on increasing Welsh language use and accessibility through initiatives like the new GWRANDO audiobooks service. As well as promoting the use of Welsh through its services, publications and events, it also provided Welsh language training for staff, with 97.6% having some form of Welsh language skills. Its key achievements include:

- collaborating with the North Wales Society for the Blind (NWSB) and SCL Cymru to provide Welsh-language GWRANDO audiobooks to public libraries, funded by Welsh Government,
- supported Welsh language training for staff, ensured simultaneous translation for meetings and promoting bilingual digital content and promotional materials
- developed resources for the new curriculum, supporting Welsh-medium education and fostering digital skills in Welsh
- offering volunteering tasks to be undertaken in Welsh, face to face or online, including those suitable for new speakers
- celebrating the Welsh language and culture through its presence at the Urdd National Eisteddfod in Meifod and the National Eisteddfod in Pontypridd.

## **Sport Wales**

Sport Wales and the Welsh Language Commissioner have continued their partnership to support and encourage national organisations in the sports sector to extend their Welsh language offers. Sport Wales sees this work as an important part of its Welsh language duties through encouraging the development and promotion of more opportunities to use the Welsh language to play sport.

The first Welsh NGBs of sport achieved the Welsh Language Commissioner's Cynnig Cymraeg recognition in 2023. Welsh Triathlon and the Welsh Rugby Union both achieved the award to mark their commitment to the Welsh language and to extending their Welsh services.

Six further NGBs and National Partners are working towards this accreditation with support from the Hybu team. Sport Wales staff use the What Matters process with our partners to track readiness and to support work in partnership with WLC colleagues.

As a key strand of its Welsh language commitment, Sport Wales works in partnership with and invests in the Urdd's extensive programmes to deliver Welsh language opportunities in sport and recreation. A summary of some of the Urdd's achievements in 2024-25:

- After School introductory provision: Opening provision into new schools as volunteer pools grow.
- Community Clubs and Holiday provision: expanding on the offer of specific community provision through including summer sport activities; Continued focus to targeted sports and outcomes such as women and girls.

- Volunteers and coaches: continued training and the development of new coaches and volunteers; A new apprentice role has started to support events.
- Work with the secondary schools and further education ('FE') colleges in specific areas to create a young workforce of volunteers that can support the growth of inclusion projects. Welsh lessons have now commenced for the new volunteers before they are signposted into supporting community provision.
- Collaboration with the FE sector in delivering national and regional events
- Regional Competitions and National events: Continue to hold several regional competitions with participation levels continuing to be very high. Schools and colleges continue to have a huge appetite for participating in inclusive, well-run competitions. Events are planned to link with high profile major sporting events.
- Partnership working to enable a programme of 1-1 pool support that then makes swimming teaching programmes fully inclusive. Training has now also been provided to staff to enable delivery of 1-1 pool support.
- Staff Development: Continue to ensure staff have relevant qualifications to deliver high standards of provision; provide coaching/leaders courses to staff in-house.

## **Creative Wales**

Creative Wales has continued to support 'Cymraeg 2050' through its core activities in 2024-25, both through the development of Welsh and bilingual content and helping to support job creation in Welsh-speaking communities and indigenous Welsh businesses.

In the screen sector, we continue to work with industry and broadcasters, including through our Memorandums of Understanding with the BBC and S4C, to deliver content which reflects the lives, landscape, languages, and culture of our nation. In 2024-25, Creative Wales' Production Funding mechanism supported 'Hafiach' (Vox), 'Y Gronyn Gobaith' (Telesgop), 'Cleddau/The One that Got Away' (Blacklight) and 'Golau/The Light in the Hall' (Triongl), continuing the focus on showcasing Welsh content, Wales and its rich language and culture to wider, global audiences. We also co-funded our first Welsh-language feature film in partnership with S4C, 'Effie yn Blaenau'. The film, directed by Marc Evans and produced by Branwen Cennard was filmed at the beginning of 2025 in Caernarfon and Blaenau Ffestiniog and is based on the Gary Owen stage play – Iphigenia in Splott.

On broadcasting policy, Creative Wales has continued to represent the needs of Welsh people and Welsh speakers in discussions with the UK Government and Ofcom on a range of issues, including Media Act implementation.

Creative Wales' support for the music sector has been instrumental in bolstering indigenous Welsh businesses and promoting Welsh language-based music. In 2024-25, we've supported festivals such as Gŵyl Nawr and Gŵyl Tawe. Additionally, our monthly Creative Wales Spotify list featured over 200 Welsh

Language tracks. We've also seen great success with the Klust promoted Welsh language takeover gigs in London venues.

A proportion of Creative Wales' funding to the Books Council of Wales is awarded to support the Welsh-language publishing sector. During 2024-25, the Books Council supported more than 138 Welsh language books and 14 print and digital magazines for adults and children, as well as the Digital News Service, Golwg360. It also supported Welsh learners with the circulation of 'Lingo' magazine, vocab software on every page of Golwg360; and 'Amdani', the book series for learners, which reached 47 volumes and over 77,000 sales. The Books Council of Wales undertook activity to fill the gaps in the provision of fair representation for people who are under-represented in Welsh children's books, with the 'Rhyngom' series of 10 original books and several adaptations published. One new and popular development was the 'Sut i Ddarllen' podcast, which discussed barriers to reading, how to overcome them and the benefit of doing so.

Through our Creative Skills Fund and Creative Skills Action Plan we commit to supporting delivery of the ambitions of 'Cymraeg 2050'. Several of the 17 projects supported by the second round of the Creative Skills Fund supported Welsh speaking participants and Welsh language training courses, building on the 155 Welsh language training courses delivered through the first round of funding. We are also co-funding NFTS Cymru and the BFI Skills Cluster for Wales, run by bilingual training provider Sgil Cymru. Both organisations provide a wide range of Welsh language training for the screen sector.

## **10. Wales and the wider world**

We want to show the world that we are multilingual. We celebrate that our language is spoken by people from all walks of life and want to welcome everyone to use Cymraeg, wherever they are on their Welsh language journey.

### **International Relations**

We've continued to place the Welsh language at the heart of our work in implementing the ['International Strategy for Wales'](#). This includes sharing good practice and supporting countries with minority languages around the world. Additionally, our strategy aims to enhance our global profile, promote economic growth and establish Wales as a globally responsible nation through strategic partnerships and cultural engagement.

Welsh Government operates a network of 20 international offices in 11 countries in major economies who collaborate with international partners to amplify Wales' message and promote its values.

Cultural diplomacy – or soft power – is key to raising our international profile. We use all our cultural assets to maximum effect – our sport; our music; our art; our creative arts; our heritage, language and history.

The story of the Welsh language resonates with nations across the world who are bilingual or multilingual and who – in some cases – face challenges to support the

use of indigenous, regional or minority languages within the context of globalisation. Wales can also learn from the experience of other bilingual and multilingual countries.

## **St David's Day**

St David's Day was celebrated across the world, showcasing Welsh heritage and strengthening bilateral relationships.

In North America, the Washington DC office hosted a reception at Madison Hall of the Library of Congress, marking 10 years of the Friends of Wales Caucus. In New York and Chicago, receptions were held for Welsh diaspora, key stakeholders, government representatives, educators, and business leaders, and also promoted the recent launch of Wrexham Lager in the US, whilst the Los Angeles office hosted a dinner at the Consul General's Residence, attended by 30 tech and creative professionals from companies such as HBO, Fox, Disney and Paramount. The Canada office celebrated with the new British High Commissioner to Canada, Rob Tinline, at the Consul General's Residence in Toronto. The event featured Welsh products like Penderyn, Snowdonia Cheese, Welsh Lady Preserves, and Drop Bear Beer.

In Europe, Ireland focused on reinforcing the Wales-Ireland relationship through a series of events, including a visit to Dublin by the Cabinet Secretary for Transport and North Wales who attended the Royal Irish Academy's International Women's Day event and the IACES Annual Lecture.

The First Minister visited Brussels and Paris, where her programme included the annual St David's Day reception – with a theme centred around peace - whilst the team in Germany hosted investment-focussed receptions in Düsseldorf and Berlin.

In the Middle East, the Dubai office hosted a St David's Day networking event at the British Embassy, showcasing Welsh lamb, for companies visiting Gulfood and local diaspora. Additionally, a St David's Day event including an International Women's Day panel was held in Doha, with 108 attendees and featuring work by Welsh artists.

India celebrated the culmination of the Wales in India 2024 year with events across Mumbai and New Delhi and a visit by the Cabinet Secretary for Health and Social Services. The Japan office hosted a reception at the Ambassador's residence for businesses, where the Urdd performed. Additionally, a special Eki stamp rally at the Himeji Castle was held, with over 700 Japanese consumers participating. In China, St David's Day events varied in focus - Beijing focused on Welsh alumni and diaspora, whilst Shanghai celebrated with businesses. In Chongqing, a joint celebration was held with the Chongqing Consulate, which secured the attendance of HM Ambassador.

## **Urdd Gobaith Cymru**

Enabled by Welsh Government funding, the Urdd delivered a significant programme of international activity. For example, Urdd Youth Ambassadors promoted their

Message of Peace and Goodwill in Washington DC and New York, marking the centenary of the Welsh Women's peace petitions. Their work led to six new partnerships with US organisations, including JP Morgan, the Global Network of Women Peace builders, and UN representatives. In India, the Urdd partnered with Her Future Coalition to deliver workshops promoting Welsh values in Kolkata. This project engaged 12 young women from Wales and reached over 1,000 people.

### **Team Germany**

The Welsh Government team in Germany actively promote Cymraeg at external facing activity, for example at annual Saint David's Day celebrations and in September 2024 at a networking event for alumni of Welsh universities co-hosted with the British Council that was held in Berlin.

The team gave speeches partially in Cymraeg at the event and raised awareness of 'Cymraeg 2050'. Furthermore, Welsh singers performed in Cymraeg and spoke about the Welsh language.

Throughout 2024-25 the WG team in Germany also strengthened ties with the following partners as part of an objective to increase awareness of Cymraeg in Germany - the Department of Celtic Studies at the University of Bonn where Cymraeg is taught; the Welsh learners club in Berlin "Clwb Cymraeg Berlin" and the University of Regensburg in preparation for their festival of Welsh language and culture which was held in Regensburg in October 2025.

### **Ireland**

The WG Ireland team continue to have a strong focus on language, and the Irish Government look to us on the progress we have made in recent years to safeguard and promote the Welsh language.

### **Middle East and North Africa (MENA)**

For our Saint David's Day celebrations in the UAE a local school choir sang in Welsh (national anthem and a selection of Welsh songs).

### **USA & Canada**

Throughout the year, the Welsh Government team worked to promote Welsh culture and values across the United States and Canada. In recognition of Pride Month, the offices participated in celebrations in Washington DC, New York City, and Chicago, highlighting Wales' ambition to become the most LGBTQ+ friendly nation in Europe. We sponsored the North America Festival of Wales in Pittsburgh, which served as a prominent platform for showcasing Welsh culture, while additional activity such as International Dylan Thomas Day in New York and collaboration with US agencies on the preservation of Indigenous languages, further emphasised Wales' commitment to cultural diplomacy. In addition, we were delighted to be able to promote a Welsh film at the prestigious Sundance Film Festival, underscoring the growing international prominence of Wales' creative industries.

## India

In November 2023, during the annual Welsh Government Diwali event, it was announced that 2024 would be the year of Wales in India.

In February 2024, the formal launch of took place during St David's Day events in Mumbai, New Delhi, and Bengaluru. The Minister for Health and Social Services hosted a reception in Mumbai, coinciding with a reception at the Indian High Commissioner's Residence in London, hosted by the First Minister. These events saw participation from partners including the Future Generations Commissioner, the Urdd Gobaith Cymru, Wales Arts International, British Council Wales, and key businesses.

The cultural connections between Wales and India are rich and deserve continued celebration. Wales in India presented an opportunity to solidify relationships and showcase Wales' strengths and commitment to being a globally responsible nation.

The programme utilised cultural showcases to elevate Wales' profile on the international stage, particularly at launch events and at the year's official closure which took place during the Hornbill Festival in Nagaland – one of the largest cultural events in India - which chose Wales as a partner country and enabled Welsh artists to perform at this prestigious event.

In May 2024, we conducted a session with delegates from the British Council India and the Indian Ministry regarding *Cymraeg 2050*, which facilitated the exchange of best practices in bilingual education.

The Wales in India Cultural Fund was established through a partnership with the British Council and Wales Arts International (WAI) to support five artists in building connections across fields such as arts in health, music, literature, and early years theatre. As a result, WAI coordinated projects focused on Northeast India and its minority languages, including the Khasi-Cymru Collective, where Welsh musician Gareth Bonello spent 10 days in Shillong, Northeast India, creating new music and poetry in both Khasi and Welsh.

## International agreements

We continued to follow language policy commitments from international bilateral agreements covering regions like Brittany, Catalonia, Silesia, Flanders, the Basque Country, and Ireland.

## Patagonia

The Welsh Language Project (WLP) continues to develop the language in Welsh-speaking communities in Chubut province, Patagonia, through formal teaching in classes for young people and adults, in the bilingual schools in the province and via informal social activities. During 2024-25, there were 1,106 registered learners (schools and adult learners)—a rise from 623 in 2020 and from 970 in 2024-25. One teacher was on placement from April 2024-November 2024 and a permanent Teaching Co-ordinator from Wales responsible for the quality of the teaching is

also based in Patagonia. The project also supports a network of over twenty Welsh-speaking tutors who are based in the region, providing support teaching to the bilingual schools in addition to adult teaching, and is supported by a part-time digital co-ordinator based in Wales.

### **The Network to Promote Linguistic Diversity**

We are members of The Network to Promote Linguistic Diversity (NPLD) which operates across Europe, focusing on language policy and planning for Constitutional, Regional, and Small State Languages. Its main goal is to increase recognition of the value of linguistic diversity at the European level. Additionally, the NPLD encourages the sharing of best practices among governments, policymakers, practitioners, researchers, and experts from across the continent.

### **NPLD Conference: The Impact of Language Technologies on the Economy and Society**

In April 2024, we gave a plenary address at the Conference “The Impact of Language Technologies on the Economy and Society”, hosted by the Network to Promote Linguistic Diversity in partnership with the Government of Galicia. This event brought together experts, policymakers, and researchers from across Europe to explore how language technologies support the protection and growth of regional and minority languages.

Language technologies—such as natural language processing, machine translation, and speech recognition—are vital for increasing access to digital content and communication platforms for speakers of minority languages. These tools help break down barriers, foster inclusion, and support the intergenerational transmission of languages. They also enhance the visibility of minority languages in education, media, culture, and the economy.

### **The British-Irish Council**

We continue to chair the British-Irish Council's Indigenous, Minority and Lesser-Used Languages (IML) work group, and continue to take advantage of this forum to share good practice and expertise with people from different backgrounds.

During the year, the group continued to deliver its forward work plan, focussing on social use of Welsh (at home, among young people and in workplaces) linguistic infrastructure (for example dictionaries and place names) and culture. They did this by bringing experts together online and during a site visit to Belfast to share ideas, challenges and opportunities in areas such as place names, AI and minority languages and supporting parents during the early years.

In June 2023, the group attended the Celtic Media Festival in Cardiff to take part in a panel session entitled “Livelihoods and language: Making a living where you’re living” focussing on creating job opportunities that also support our languages and economies, particularly outside its traditional hubs. This led to the group organising the inaugural Celtic Exchange Programme to the Western Isles

of Scotland for young people from Wales, Cornwall and Ireland during April 2025 – we will provide further information in the next annual report.

The group continued to mainstream IML policy work across the BIC for example by joining a joint site visit for the Drugs and Alcohol / Early Years work sector in Powys during the year.

## **United Nations International Decade of Indigenous Languages 2022-32**

We discussed several topics with UNESCO, specifically technology for lesser used languages as part of the United Nations International Decade of Indigenous Languages 2022-32. In March 2025, a Welsh Government delegation attended UNESCO and discussed concrete steps for collaboration in bilingual software user experience. Based on our work in bilingual services and technology in Wales, we will, as a result of the visit, work with UNESCO to create a kit which will promote the main principles for good bilingual user experience in software, for bilingual situations all over the world. We will continue to raise the profile of the Welsh language and share best practice with others across the world as part of our commitment to being “a nation responsible at a global level”. This work includes continuing to develop and strengthen partnerships with key stakeholders such as Wales Arts International.

Wales Arts International has continued their Listening project, focusing on the art of listening to the wisdom that belongs to indigenous languages and at-risk communities and the land they inhabit. Projects that have been underway during the year include: learning more about juoiggus, the ancient song tradition of the Sámi; connecting with a mother tongue by listening to the Gawa Undi and the Elders of the Chewa people; listening to the voices of ancestors and the traditional healing ritual of Colombia’s Muisca indigenous people; continuing to explore the links between Welsh and Khasi people through poetry, music and performance; and exploring and initiating a dialogue around creating queer language in Irish and Welsh.

## **11. Technology and the Welsh language**

In June 2024, we launched a [call for information](#) to gather evidence and ideas from the public, organisations, and stakeholders about the future of Welsh language technology. The aim was to understand the needs of people who want to use Welsh in digital contexts and to identify what technological developments would make it easier to use more Welsh online and in digital services. This call for information built on the progress made since the 2018 [Welsh language technology action Plan](#), which prioritised open innovation and the development of digital resources such as speech technology, computer-assisted translation, and conversational artificial intelligence (AI). The call invited responses on a wide range of topics, including barriers to using Welsh in technology, suggestions for new tools, and ways to increase the daily use of Welsh through technology.

The call for information closed in October 2024 and, based on those results, in January 2025 the Cabinet Secretary for Finance and Welsh language set [three main priorities for Welsh language technology and AI](#):

- improving technology to increase the daily use of Cymraeg
- making sure everyone can access Welsh language technology
- improving Welsh language AI and speech and language technologies (by sharing data and other means)

The first priority aims to improve technology to increase the daily use of Cymraeg, especially in workplaces, education, and social life, including keeping tools like spelling and grammar checkers up to date and widely available. The second priority commits to ensuring that everyone can access Welsh language technology, with a focus on supporting developers, parents, teachers and end users, and sharing resources and updates through platforms like Hwb. The third priority emphasises improving Welsh language AI and speech technologies by sharing data and collaborating with partners such as Microsoft and UNESCO. This includes developing better AI models, collecting and contributing varied data and encouraging other organisations to do so as well, and making sure that Welsh is well represented in emerging technologies. The overarching goal is to make it easier to use Cymraeg in technology, and to use all the possibilities that technology offers to help us use Cymraeg.

During the reporting period, we grant funded 4 technology projects to help make it easier for us to use more of our Cymraeg:

- Bangor University's Iriaith project collected and transcribed many more hours of training data, with particular emphasis on codeswitching, which led to improvements in their speech recognition models. They collected over 440,000 Welsh and English equivalent open license text sentences from the web and used them as training data, adapting Llama 3's open large language model (LLM) for example, to improve its accuracy in Welsh. They also enhanced both the Transcriber and the quality of the bilingual Welsh and English synthetic voices.
- Working closely with the Welsh Language Commissioner, the Wikipedia and National Library of Wales project identified thousands of Welsh place names in their collections and beyond, sharing a total of 11,264 Welsh language place labels as open data.
- The SENTimental project, which included natural language processing (NLP) researchers from Lancaster University and applied linguists and Welsh language experts from Cardiff University, aimed to build proof-of-concept (small) language models for Welsh sentiment analysis. Despite a small participant pool, they gathered over 4,500 responses covering 109,019 Welsh words, demonstrating the feasibility of accurate Welsh sentiment prediction and the effectiveness of human-in-the-loop refinement.
- By the end of the reporting period, there were over 30,000 'Cy' tags on the open data map, OpenStreetMap, almost three times as many since the start of the ['Mapio Cymru'](#) project in 2018.

## 12. Linguistic infrastructure

Linguistic infrastructure resources help us to use Welsh on a day-to-day basis, and include dictionaries, terminology resources, corpora, as well as research and standardisation work. We directly fund several projects in this field, including 'Geiriadur Prifysgol Cymru', and 'Y Termiadur Addysg' (an education terminology dictionary). Several of the other main resources also receive public funding through various agencies.

Our '[Welsh Linguistic Infrastructure Policy](#)' was published in 2023, with the aim of making it easier for people from all walks of life to use Welsh—people in their day to day work, schoolchildren, teachers, new speakers or confident speakers—by making sure they know where to access the right linguistic resources for them.

During 2024-25, we continued to improve how the different elements work together, with the aim of ensuring the resources are marketed effectively. This includes maintaining and developing relationships with key stakeholders, seeking new opportunities to collaborate, and forging new connections.

To develop a new easy-to-access, easy-to-use webpage for everyone who wants to use Welsh, we worked with the Centre for Digital Public Services to conduct user research to better understand the requirements of different audiences. Based on this, the content of the webpages began to take shape, leading to the launch of the [Get Welsh Words](#) website during the 2025-26 reporting year.

During 2024-25, the Welsh Language Standardisation Panel, under the chairmanship of Dr Dylan Foster Evans of Cardiff University, continued to meet to discuss orthographic issues. A summary of the decisions was produced, and the Panel met to discuss and approve these. The next step is to share decisions with Welsh university departments, before sharing them publicly and updating Welsh linguistic resources to reflect those decisions. By including some of the main infrastructure resource providers in the project, this will achieve greater consistency to make it easier for everyone to use their Welsh confidently. The Panel is now preparing its second programme of work.

### Place names

In our 'Programme for Government', we made a commitment to work to protect Welsh place names.

Our initial steps were outlined in our '[Welsh Language Communities Housing Plan](#)' (October 2022) and '[Welsh Linguistic Infrastructure Policy](#)' (June 2023). In early 2023 a research project was commissioned by Cadw, in conjunction the *Cymraeg 2050* Division, with the aim of identifying where, how and why changes to names are taking place, how many names are changing or have recently changed, and the nature of these changes. As a result, the report [Place name changes in Wales: research on current trends](#) was published in June this year. This research informed our next steps and priorities for Welsh place names, as outlined in an [Oral Statement](#) the Cabinet Secretary for Finance and Welsh Language made in

September 2025. We will provide a more detailed update on the research document and statement in the 2025-26 Annual Report.

Our Welsh Place Names Forum continued to meet during the reporting period and included representation from the Welsh Government as well as the local authorities of Ynys Môn, Gwynedd, Ceredigion and Carmarthenshire. During the reporting period, a representative from Eryri National Park Authority also joined the group. The purpose of the Forum is to:

- Share knowledge.
- Identify gaps in the way place names are dealt with and find opportunities to collaborate.
- Support each other to try to find practical solutions to prevent Welsh names from being displaced.
- Share good practice, so that examples of what works in one organisation can be adopted, where appropriate, in another organisation.
- Develop ideas about how to mainstream the use of Welsh place names in materials and on English as well as Welsh channels.

### **13. Language planning**

All activity reported in this report reflects progress in language planning. During the year, we successfully worked through Welsh Government structures to advance 'Cymraeg 2050' across multiple policy areas and beyond.

The Welsh Language Partnership Council played a pivotal role by providing expert advice to the Welsh Government on language planning and driving the integration of language considerations across all government portfolios. In addition, mainstreaming objectives were strengthened through the Cabinet Secretary for Finance and the Welsh Language's cross-government engagement with other cabinet secretaries and ministers.

### **14. Evaluation and research**

Following the publication of the first results from Census 2021 on the Welsh language in Wales in December 2022, we've published additional analyses, including on [Welsh language household transmission rates by sex](#), [Welsh language by sexual orientation and gender identity](#) and [Welsh language transmission rates by local authority from 2001, 2011 and 2021](#).

The [Welsh Language Use Survey](#) was conducted between July 2019 and March 2020, and a statistical bulletin on [Welsh language use with service providers](#) was published in April 2024 based on the survey.

We've also continued to publish estimates of the population's ability in Welsh from the Office for National Statistics' [Annual Population Survey](#) on our website on a quarterly basis. Welsh Government statisticians have been working closely with the Office for National Statistics to improve our understanding of the main sources of administrative data and surveys used to compile statistics on the Welsh language.

A [rapid evidence assessment of effective approaches and methods in immersion education](#) was published in May 2024. Evidence from Wales and beyond on language immersion for learners aged 3 to 16 was found, evaluated and summarised, to provide guidance for practitioners and policy makers. Extensive engagement was undertaken to define ‘Areas of Research Interest’ for ‘Cymraeg 2050’. These aim to foster deeper collaboration with the research community around key questions about the Welsh language.

We continue to co-finance and support ‘Prosiect BRO: A Comprehensive Sociolinguistic Survey of Contemporary Welsh-speaking Communities’. Prosiect BRO is a three-year in-depth study of the societal use of Welsh focussing on the areas where the density of speakers is at its highest. It is a project that will give us the opportunity to understand in detail, at a community level, the nature of language shift taking place in Wales—something that census data cannot do.

The project will equip us with the knowledge and understanding to be able to address the challenges facing our communities. Using a multi-modal methodological approach, the project will produce:

- a detailed analysis of language use within communities where the density of speakers is at its highest.
- a model for understanding and monitoring language shift within Welsh speaking communities.
- recommendations for tackling language shift within such communities.

The first output of the project, a compendium and analysis of the language data from the 2021 Census, was published as part of the Commission for Welsh-Speaking Communities’ report in August 2024. The analysis suggests that the Welsh language is losing ground among groups from a less privileged background in some Welsh-speaking communities. The analysis also suggests that some economic sectors are particularly important to the future of the Welsh language such as agriculture and parts of the public sector, whilst Welsh speakers are under-represented as a group in the most privileged socio-economic categories.

Throughout the year, the mainstreaming of the Welsh language in Government research and evaluation was further developed across the various policy areas.

## **Conclusion**

This report is an opportunity to look back at our work and that of our partners in a wide range of areas during 2024-25 to highlight and to celebrate our key achievements. It details our progress against our targets to increase the daily use of Welsh and reach a million Welsh speakers by 2050. It’s important to note that this reporting year, as always, should be considered as part of a long-term path for our strategy for the Welsh language.

Whilst looking back at our progress, we now look forward towards the end of our current Work Programme in 2026. We will continue to work across the Government and with partners according to the Welsh Language and Education

(Wales) Act, to sustain our Welsh-speaking communities, to increase language use in all areas and contexts, and to develop language technology.