Llywodraeth Cymru
Welsh Government

The Welsh Government's response to the Commission for Welsh-speaking Communities' second phase report: Cymraeg in every community, strengthening the Welsh language

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This document is also available in Welsh.



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Summary

This Welsh Government response to the recommendations set out in the second phase report of the Commission for Welsh-speaking Communities sets a clear direction: moving language policy into a phase where everyday use of Welsh, positive experiences and a new way of thinking across Government and society are central. Welsh will be considered from the outset when shaping policy, designing programmes, making decisions and working with partners. These are our aims:

Welsh within reach of us all

More opportunities to use Welsh in families, services, community hubs, schools, workplaces, and leisure activities—in ways that are easy, welcoming, and relevant. We want to take Cymraeg to people, where they already are, doing what they're already doing.

Welsh where people live, create and play

Strengthening Welsh in sport, weaving Cymraeg through the new Culture and Sport Strategy so that it is integral to how we plan, invest and deliver, and a stronger digital ecosystem that nurtures creativity and careers, increases Welsh-language content and makes Welsh easier to use in and through technology.

Welsh as everyone's responsibility

Making consideration of Welsh a consistent habit across Government—from the start of shaping policies and programmes through to investment and delivery—while working with local authorities, partners, employers and community organisations to create the conditions for Welsh to be learnt, used and enjoyed every day.

Ministerial foreword

I want to see a Wales where Welsh is within everyone's reach in every community—at home, at school, at work, in services, on the sports field and online. That is the vision guiding this Government's response to the Commission for Welsh-speaking Communities' second phase report.

The Commission published its report, 'Cymraeg in every community, strengthening the Welsh language', in March 2026. Its 31 recommendations show how we can make Welsh easier, more appealing and enjoyable to use in communities with medium and lower densities of Welsh speakers. We accept every recommendation in full or in principle.

Its message is simple: rather than expecting people to seek out opportunities to use Welsh, we must take Welsh to people—where they already are, doing what they already do.

Public support for Welsh is strong. Through the Welsh Language and Education (Wales) Act 2025, children across Wales will develop their Welsh skills over the coming decades. Education will create more speakers; our task is to ensure that they have the opportunity to use the language every day.

The Welsh language belongs to us all. Its story has room for everyday speakers, learners, people who use a little Welsh and those taking their first steps. Every step matters. Our aim is to create more positive experiences that help more people use more Welsh with more confidence—at home, at school, at work, in the community and in their digital lives.

We are publishing this response at a time of significant pressure on public finances. That requires us to be clear about where we can make the greatest difference: co-ordinating our efforts, building on what works and ensuring that wider Government decisions contribute to our ambition for Welsh. The context does not lessen the ambition; it strengthens the need for focus, creativity and collaboration.

This calls for a new way of thinking across Government. Welsh is not something to consider at the end of the process, nor is it one policy area among many. We will consider it from the outset—when shaping policy, designing programmes, making decisions and working with partners.

Every portfolio will look at how its work can create more opportunities for people to use Welsh. By making this a consistent habit across Government, we will ensure that the language is part of how we plan and deliver.

We will focus on practical action: making Welsh easier to use in families, communities, workplaces, public services, culture, sport and technology. We will work with established and new partners, use evidence to understand what works and prioritise action that creates genuine opportunities to use the language.

The Commission's work and recommendations will inform our new Strategy for the Welsh language. We will consult on it soon before publishing the final version next year. Annual action plans and reports will then set out the steps and provide a clear account of progress.

I am grateful to the Chairs of the Commission, Professor Elin Haf Gruffydd Jones and Dr Simon Brooks, the Commission's members, and the individuals, organisations and communities who shared their evidence and experiences.

The direction is clear. We want the next generation to grow up in a Wales where using Welsh is not the exception, but an everyday part of learning, working, creating, playing and belonging. By making Welsh part of how the whole Government thinks and acts, we can turn broad support for the language into everyday habits—and build a future where Cymraeg reaches every community.

Anna Brychan
Cabinet Minister for Education and the Welsh Language

Introduction

The Commission for Welsh-speaking Communities was established to consider how Welsh could be strengthened as a community language across Wales. The first phase of its work focused on communities with higher densities of Welsh speakers. The second phase extends that discussion to communities with medium or lower densities, recognising that linguistic circumstances, opportunities, and challenges vary significantly across Wales.

The Commission published its second phase report, ‘Cymraeg in every community, strengthening the Welsh language’, in March 2026. The report contains 31 recommendations covering a wide range of areas, including community language planning, families and early years, education, workplaces, culture, sport, technology, the economy, planning, and procurement.

This document responds to every recommendation. Where recommendations address connected issues, we have responded to them together to avoid repetition and to make clear the links between different policy areas.

This response builds on the Welsh Government’s response to the Commission’s first phase report. Together, the two responses form a national approach that recognises the different needs of communities while affirming that Welsh belongs to us all and to every part of Wales. Although both reports offer specific responses for different types of community, we will ensure that any recommendations or ideas that are relevant across Wales are developed and shared in a way that strengthens opportunities to use Welsh in communities throughout Wales.

Some actions are within the Welsh Government’s direct control. Others will depend on collaboration with local authorities, public bodies, employers, community organisations and other partners. In every case, we will make consideration of Welsh from the outset a consistent part of how we shape policy, design programmes, make decisions and deliver. The annual action plans for the Strategy for the Welsh language will set out the delivery steps, and annual reports will provide an account of progress.

We will focus on the actions most likely to make a practical difference to people’s everyday use of Welsh.

General themes ‘Cymraeg in every community, strengthening the Welsh language’

Before responding to the report’s individual recommendations, it is useful to note the broader themes that emerge from our reading of the Commission’s second phase report. These show the need to:

- move the discussion about the Welsh language beyond linguistic ability alone, and focus clearly on use, confidence, belonging, and participation.
- create more opportunities for people to use the Welsh language in their daily lives—at home, at school, at work, in public services, in community spaces and in leisure activities.
- take the Welsh language to people, where they already are, doing what they are already doing, rather than expecting them to actively look for opportunities to use it.
- put equality, inclusion, and diversity at the heart of the work, so that the Welsh language is relevant and open to people from all backgrounds and in all parts of Wales.
- strengthen the link between the Welsh language and community life, recognising that social connections, local activity, and community organisations can directly influence the vibrancy of the language.
- ensure that using the Welsh language is a positive, easy, and rewarding experience, creating circumstances where the language is associated with enjoyment, friendship, fun, identity and belonging.
- using the behavioural sciences to understand how and why people choose to use Welsh, and to plan interventions that make that choice easier.
- recognise the importance of education and schools in connecting our children and young people with their language, their country, and their culture, creating the conditions for Welsh to be used beyond formal learning.
- learn from the experiences of other languages, including Basque, particularly in relation to informal language use outside school and after people have left formal education.
- consider the Welsh language as part of a wider system linking education, economy, housing, health, culture, digital, sport, and community development.
- using social evidence, evaluation, and behavioural insights to understand what works, for whom, and in what contexts.

Responses to the recommendations

Recommendation 1

‘Welsh is a national language that belongs to everyone in Wales as well as to its speakers in the rest of the world. To strengthen Welsh as a living national language, it needs to be strengthened as a community language. Welsh speaking communities across Wales should be empowered, and the sustainability of the Welsh language strengthened in Welsh-speaking communities, and public policy should fully reflect these aims.’

Recommendation 2

‘As the Welsh language belongs to us all, from all backgrounds, the Welsh language should reach every community. No one should be unable to access opportunities to use the Welsh language on the basis of social deprivation. This means ensuring appropriate provision, resources, and circumstances for the language to be part of everyday life for children, people, and communities. Too often, individuals have to make an effort to access the Welsh language—in their communities, in their social and digital spaces, their workplaces and in their practical and leisure activities. This is the change that needs to be implemented in areas of linguistic significance of medium and lower density.’

As these recommendations address closely connected issues, we have responded to them together.

Accept
The Welsh language belongs to us all and to every part of Wales. Our aim is to ensure that people do not have to seek out opportunities to use Welsh, but that the language reaches them where they already are—in their families, communities, workplaces, services, leisure activities and digital lives.

This calls for a new way of thinking across Government. Welsh is not something to consider at the end of the process, nor is it one policy area among many. We will consider it from the outset—when shaping policy, designing programmes, making decisions, investing and working with partners.

Every portfolio will look at how its work can create more opportunities for people to learn, use and enjoy Welsh. We will build officials’ capability, strengthen our planning and impact assessment processes, and make consideration of Welsh a consistent part of how we plan and deliver across Government.

We will also work with local authorities, public bodies, employers, community organisations, and established and new partners. By co-ordinating our efforts, building on what works and focusing on where we can have the greatest impact, we will create more genuine opportunities for people to use Welsh every day—in every community and among people from all backgrounds.

Recommendation 3

‘The current budget for revitalising the use of the Welsh language at a community level is based on historical precedent, and it does not meet the long-term policy goal of creating a bilingual Wales. The Welsh Government should substantially increase the budget allocated to this work so that it is commensurate to the task at hand.’

Accept in principle
We recognise the need for sustained, purposeful investment to increase the use of Welsh in communities. At a time of significant pressure on public finances, we will focus on where investment can make the greatest difference, strengthening what works and securing clear outcomes for Welsh.

Our ambition will not be achieved solely through budgets specifically designated for the Welsh language. As part of the new way of thinking across Government, every portfolio will consider from the outset how its decisions, programmes and investment can create more opportunities for people to learn, use and enjoy Welsh.

We will work with established and new partners to co-ordinate resources, build on successful practice and focus support on activity that can demonstrate a clear impact on the everyday use of the language.

As the Welsh Language and Education (Wales) Act 2025 is implemented, more people will develop their Welsh-language skills and confidence.

We will work with public, private and voluntary organisations to ensure that services, experiences and economic opportunities grow alongside this change. By using wider Government investment in a more co-ordinated and effective way, we will create more opportunities to use Welsh in communities across Wales.

Recommendation 4

‘Community language planning should be strengthened in order to extend and expand the use of Welsh. Local authorities in medium and lower density areas should strengthen their own language planning capabilities, alongside that of sector stakeholders and in partnership with the Welsh Government, to further develop and deliver Welsh Language Promotion Strategies.’

Accept
We recognise the importance of strengthening community language planning in order to extend and broaden the use of Welsh. We will work with local authorities, the Welsh Language Commissioner, and other key partners to consider how Welsh Language Promotion Strategies can be developed as a more effective tool for local planning, collaboration, and delivery. This work should build on what is already growing in communities, supporting local partners to create opportunities that feel relevant to their areas. Under the

Welsh Language and Education (Wales) Act 2025, the Welsh Ministers are required to review particular Welsh language standards, including Welsh Language Promotion Standards. This work will also provide an opportunity to consider this recommendation further. It will focus on creating clear, attractive, and sustainable opportunities to use Welsh in everyday life, and on ensuring that the strategies emphasise clear outcomes for language use. As numbers of younger speakers increase over the coming decades, we will work across Government and with local authorities to ensure that public services across all areas reflect and respond to this growth in a proportionate way.

As part of our Leading in a Bilingual Country programme, we will facilitate work to build leaders' capacity to plan systemically for the Welsh language and to change the culture of their organisations. We will also use the lens of the National Eisteddfod to support community language planning and to improve systemic language planning in the areas where the Eisteddfod is held.

Recommendation 5

'In establishing a task and finish group to examine issues of diversity and inclusion in relation to the Welsh language, the Welsh Government should expand its remit to include areas of medium and lower density.'

Accept
See also our responses to recommendations 1 and 2 (and our response to the Commission's first phase recommendation 37). We firmly believe that the Welsh language belongs to all of us in Wales, and that equality, diversity and inclusion are central to increasing its use in every community.

We will establish a task and finish group on equality, diversity, and inclusion in relation to the Welsh language and ensure that its remit includes the whole of Wales.

We will put the experiences of people from traditionally underrepresented groups at the heart of this work. The group will:

- build on current efforts in equality, human rights, and community cohesion
- explore how the Welsh language connects with different identities and community unity
- suggest ways to promote the Welsh language that reflect the hopes and needs of communities across Wales
- focus on how technology can promote equality and ensure that people who face accessibility barriers can access and use Welsh.

Recommendation 6

The Welsh Government, other appropriate organisations and community development umbrella organisations should prepare guidance for the

community development sector to incorporate language socialisation within their work in medium or lower density areas.'

Accept
We accept this recommendation and note the link between it and the Commission's first phase (Recommendation 21). We recognise the importance of supporting the community development sector to play a systematic and effective role in strengthening the use of the Welsh language at grassroots level.

We will work with relevant bodies and umbrella organisations in community development to develop practical guidance for the sector. This guidance will support organisations to incorporate language socialisation into their day-to-day activities, helping to increase sustainable use of Welsh. In doing so, we will draw on successful practices developed elsewhere in Wales and more widely in order to disseminate effective models and support their wider adoption. We will also support locally rooted activity that builds on what communities are already doing and helps Welsh feel relevant to everyday life.

As an initial step, we will launch a new digital platform and guidance *Ein Cymraeg—Our Welsh Voice* to support partners in improving the way they talk about the Welsh language. This will complement the community development guidance outlined in this recommendation, helping to create greater consistency in messaging and engagement across Wales. We will also examine what further work can be done to extend the impact of the Welsh Language Cultural Ambassadors Scheme.

Recommendation 7

'In this report, we refer to the contribution that the behavioural sciences can bring to this field. The Welsh Government should integrate behaviour change models that we outline (such as COM-B and FEAST) across language policy and planning.'

Accept
The behavioural sciences are valuable for the development of language policy and planning. Models such as those the report notes, e.g. COM-B (Capability, Opportunity, Motivation as a basis for Behaviour) and FEAST (Fun, Easy, Attractive, Social, Timely) can help us better understand what could help people use Welsh and, in doing so, build their confidence.

We will use these principles in shaping our next Strategy for the Welsh language and in developing programmes and delivery methods relating to increasing the use of Welsh. This will help us to plan evidence-based interventions that make using Welsh easier, fun, attractive, and relevant.

We will develop our evidence base in the behavioural sciences and use this learning to strengthen the way we plan, market, and engage in order to increase the use of Welsh. We will work across the Welsh Government to share experience and good practice in this field, aiming to be innovative in the

way we apply the behavioural sciences to language policy. We will also consider what training, practical support and shared learning can help our partners and the wider sector use these approaches with confidence. In doing so, we can improve people's experiences of using Welsh, and professionalise approaches to marketing, communication, and engagement within the sector.

Recommendation 8

'The Welsh Government should undertake, and commission, detailed local social research to understand the composition, dynamic and patterns of language use in communities. This should also include establishing a longitudinal language use survey for the Welsh language.'

Accept
We will strengthen our evidence base through a coherent programme of social research on the use of Welsh. We will consider evidence from existing surveys, administrative data, commissioned research, and community-level studies together. This will help us understand the composition and dynamics of communities, where opportunities to use Welsh exist, where gaps remain, and which practical steps are most likely to increase language use in different contexts.

We will also use our Cymraeg Areas of Research Interest to encourage wider research, knowledge exchange, and collaboration with the research community across disciplines. This will help identify completed, current and planned research, encourage innovative methods, increase the impact of research on policy and support alignment with external research funding opportunities.

We will carry out a National Welsh Language Use Survey over the next two financial years. Subject to future funding decisions, our intention is to repeat the survey once every five years thereafter.

Recommendation 9

'The Welsh Government should commission a review of how Local Authorities and other relevant organisations embed (and how they could embed) the Welsh language (in a context-appropriate manner and in addition to statutory duties) as part of welfare, social or community services in medium or lower density areas, in a way that adds value to those services and to the user experience.'

Accept
We agree that welfare, social and community services can play an important role in creating opportunities for people to use Welsh. This is particularly important in areas where social opportunities to use the Welsh language are not always evident or easily accessible. We will carry out a review with relevant partners of current practice by local authorities and other organisations, including health boards, the third sector and community service

providers. The review will identify good practice, barriers, and opportunities, and consider how Welsh can be embedded in a way that is appropriate to the context and adds value to services and the user experience. We will ensure that all Local Authority Strategic Youthwork Plans address how youth work can support young people's use of Welsh. The review will also consider how Welsh can support well-being, belonging and community connection, and we will use its findings to inform practical action with partners and share learning about approaches that work in different communities.

Recommendation 10

'The Welsh Government should establish a fund to support the use of the Welsh language in community spaces, such as libraries, community hubs, and other meeting places. Through Welsh language promotion strategies, and through local partnerships between key stakeholders, there should in medium and lower density areas be at least one social space, other than schools, within easy reach where the Welsh language can be used by the community.'

Accept in principle
We accept that more spaces are needed where people can use Welsh easily and confidently. We will strengthen and build on the support already available through programmes such as the Community Facilities Programme and the Community Asset Loan Fund, to help organisations and communities maintain and develop community spaces that contribute to the vitality of the Welsh language.

We will support locally led activity that grows from communities and creates places where Welsh feels familiar, useful and welcoming.

Within these schemes, we will consider how greater weight can be given to projects' contribution to the aims of the Strategy for the Welsh language, including creating practical opportunities to use Welsh in communities. We will also continue to work with partners across the public sector, the third sector and other funding organisations to increase opportunities for people to use their Welsh in these spaces.

This will be developed in a way that reflects the wider financial context. Our intention is to avoid duplicating existing funding arrangements, and instead focus on how relevant programmes, partnerships and funds can be used more effectively to create more local Welsh-language opportunities.

We will work across the Welsh Government and more widely, including through our new Culture and Sport Strategy, to support this work. For example, as part of the process of renewing the Welsh Public Library Standards, we will consider the role that libraries can play as Welsh-language spaces. We will also work with our grant-funded partners to ensure that libraries receive information about Welsh-language activities and opportunities—both those that could be delivered through libraries and those taking place in the wider community—so that they are well placed to support and promote such activity.

Recommendation 11

‘The Welsh Government should ensure that its strategic interventions in socialising newcomers to Wales from outside the United Kingdom allow for sufficient opportunities to access the Welsh language and to acquire skills in the language. This should include opportunities for newcomers from outside the UK to learn Welsh (WSOL or Welsh for Speakers of Other Languages) alongside the existing ESOL (English for Speakers of Other Languages) provision. The National Centre for Learning Welsh (and the national Institute for Learning Welsh (yr Athrofa) which is due to be established in 2027) should establish programmes aimed at newcomers to the UK, which could include complementing the current ‘Siarad’ scheme. They should also consider how these schemes could link to the Cultural Ambassadors Scheme.’

Accept
We agree that people who come to live in Wales from outside the United Kingdom should have appropriate opportunities to come into contact with the Welsh language and to develop Welsh language skills. The Welsh language is an important part of Welsh life and making it easier for people to access it in a welcoming and practical way helps them to understand, enjoy and participate in the life of their new communities. The focus of the Commission’s report is on newcomers from outside Britain and that is the basis of our response here. But it is also vital to recognise the importance of working together in order to provide opportunities for all newcomers to learn, use and enjoy the Welsh language and this remains an overall focus for the Government and our partners.

We will assess the provision already available, working with relevant partners, including the National Centre for Learning Welsh and the Athrofa, or National Institute for Learning Welsh, which will be operational from 1 August 2027 and will undertake the Centre’s current duties as well as enable stronger and more secure planning to support people of all ages to learn Welsh. This work will help us to understand what works well, where there are gaps, and how the opportunities for newcomers to access the Welsh language in a practical, relevant, and welcoming way can be strengthened.

We will also consider how the Welsh language can be presented as an automatic part of information, welcome and support for people settling in Wales, including in community services, education, youth work, and local activities.

In relation to children and young people, we will consider how late immersion provision can support those entering the education system in Wales at different times.

The findings of this work will inform next steps with partners, ensuring that the Welsh language is offered as a positive, inclusive, and practical part of the experience of living in Wales.

Recommendation 12

‘The Welsh Government should disseminate the findings of the behavioural scientific research it is conducting into the intergenerational transmission of Welsh to inform policy and public debate. It should also implement the findings of the research as part of its National Policy for Welsh Language Transmission and Use in Families. This should be done via all relevant grant recipients and partner organisations.’

Recommendation 13

‘The Welsh Government should further analyse best practice of Basque language transmission and adopt, where appropriate, similar, context-specific approaches for the Welsh language.’

As these recommendations address closely related issues, we have responded to them together.

Accept
We will disseminate the findings of the behavioural science research on Welsh language transmission, to inform policy, practice, and public debate. We will use this evidence to better understand what influences people’s use of Welsh—including confidence, habits, opportunities, motivation, social norms, and the practical context around them.

We will work with relevant grant recipients and partners in the Welsh-language sector and more widely to turn this learning into practical joint programmes. These programmes will use behavioural insights to make using Welsh easier, more attractive, more social, and more enjoyable in families, between children and young people, between peers, in community networks and in everyday life.

We will also analyse relevant practice from the Basque context and adopt similar approaches, where appropriate for Wales. Our aim is to move from evidence to action: sharing the learning, designing programmes around what works, and helping more people use Welsh confidently.

Recommendation 14

‘Local authorities and the Welsh Government should support schools and their parent and carer communities to play a central role in language socialisation beyond formal schooling. The Community Focused Schools and Sustainable Communities for Learning programmes should be central to this work. This should include:

a) capital and revenue funding being earmarked for language socialisation

b) family engagement officers (often based in schools and/or community hubs) being trained in Welsh language socialisation relevant to their communities
c) parent and carer communities being supported as ‘in-situ language planners’ by providing them with practical tools, such as digital resources, and peer networks to socialise their children in Welsh (whether they themselves speak Welsh or not).’

Accept in principle
Schools and their communities play an important role in supporting opportunities to use the Welsh language beyond formal education. Schools are often the focal point of community life, and programmes such as Community-focused Schools and Sustainable Communities for Learning capital programme offer opportunities to strengthen the link between learning, families, and community use of Welsh through investment in multi-use spaces in schools that can be accessed outside of normal school hours.

The work of Community-focused Schools is already supporting schools to strengthen their links with learners, families, and the wider community. We are aware of local examples where authorities are using the Community-focused Schools approach to support Welsh-medium schools and other schools to better engage with Welsh learners, their families, and the wider community. This includes developing specific capacity, such as functions that focus on the Welsh language, to help lead and co-ordinate this work at a local level.

We will engage with local authorities and relevant partners to understand how such approaches are developing, including through Community-focused Schools networks where appropriate. Through the new Strategy for the Welsh language, we will look for opportunities to strengthen our support for parents and carers significantly over time, helping them create more informal and local opportunities for children and young people to use Welsh.

Our aim is to support schools and their communities to contribute to language socialisation beyond formal education, building on existing programmes and arrangements. The Welsh Language and Education (Wales) Act 2025 introduces a new approach to describing ability in Welsh, moving us away from a simple distinction between those who can and cannot speak Welsh towards a position where the Welsh skills of every individual—learners, adults and wider society—are recognised and celebrated. Schools are central to realising this ambition, opening doors to learning, belonging and future opportunities, and we will continue to work with and support the sector as schools prepare their School Delivery Plans, which will highlight schools’ efforts to introduce more Welsh, in formal as well as informal contexts.

We will also continue to make it easier for parents and carers of school children to use more of their Welsh by providing helpful digital resources. We will work with Hwb and share tools and resources there, and on Helo Blod’s list of Welsh language tools and resources, under a specific section for parents and carers.

Recommendation 15

‘The Welsh Government should ensure that the Welsh language is embedded in its programmes to provide childcare or pre-school education. The Welsh Government should work with key stakeholders in the sector to ensure that children and families across Wales have fair access to the Welsh language in their communities in early years provision.’

Accept
The language journey begins before children arrive at school. Welsh-medium early years and childcare provision can play an important role in introducing the Welsh language to children and families in a positive and welcoming way, creating routes to Welsh education and opening doors to learning, belonging and future opportunities.

The evidence shows the importance of this early stage. 89% of children attending Welsh-medium Cylch Meithrin go on to a Welsh-medium primary school. That is why we will continue to support the Welsh-medium nursery sector, including by investing £3.3 million over three years in Mudiad Meithrin’s Cam wrth Gam programme.

We will also ensure, through the National Framework for Welsh Language Education and Learning Welsh and other initiatives in this priority area, that the Welsh language is a core part of our wider work on childcare and early years. This will help to strengthen the provision available to children and families, and support more equitable access to Welsh language opportunities in communities across Wales.

In developing the childcare offer, we will work with key stakeholders in the sector to consider how early years programmes and provision can continue to support the use of the Welsh language from the earliest stage, reflecting local needs and family circumstances. Our aim is to ensure that the Welsh language is at the heart of that offer, as part of a positive and accessible experience for children and families.

Recommendation 16

‘The Welsh Government should establish a fund to strengthen the presence of the Welsh language in digital spaces and in social media content to reflect the contemporary social use of Welsh. This should include focus on (a) enhancing the production and visibility of Welsh language content on social media, (b) developing digital production skills in Welsh among young people and other target groups (c) supporting the contribution of social media influencers to the Welsh language digital ecosystem.’

Accept in principle
We will work in partnership to develop Welsh-language digital creativity. We will start scoping work and developing options immediately and we will aim to produce clear conclusions and recommendations by the end of this financial

year. We will aim to nurture talent, connect partners, and support a confident community of content creators.

The work will help young people and emerging creators develop skills, reach audiences, and turn their creativity into a career—for example as video and podcast producers, presenters, influencers, live streamers, animators, designers, editors, social media managers, or games developers. We will consider practical support such as training, mentoring, networks, and opportunities for commissioning, collaboration, and sponsorship. We will also work with partners and platforms to help people discover, share, and enjoy more of the Welsh-language content already available, through approaches that improve its visibility to new audiences.

The digital world is central to how people communicate, create, and enjoy content. Our ambition is to develop a visible, sustainable Welsh-language digital creative ecosystem with more opportunities for creators, making it as easy as possible to create, communicate and develop a career through Welsh. This is part of our wider ambition for a modern, bilingual and digital Wales, where the Welsh language is present in the technologies people use every day. We will also consider how we can strengthen Welsh-language knowledge and data sources online to help ensure Welsh is visible and discoverable within digital technologies and artificial intelligence systems. This will support not only the creation of Welsh-language content, but also the way Welsh is found, used, and represented in the digital age.

The scoping work will also consider how to make best use of existing resources and partnerships, and where targeted support could have the greatest impact on the visibility, skills and reach of Welsh-language content. Evidence and partners' experiences, including the roundtable discussions convened by the Welsh Language Commissioner, will shape the work.

Recommendation 17

'The Welsh Government should intensify its strategic discussions with relevant technology companies and other stakeholders with the aim of making Welsh as easy to use as possible for the end user.'

Accept
Technology is important to enable people to use Welsh easily in their everyday lives. We will measure success by whether the Welsh language is easier for people to use—when communicating, working, learning, creating content and using digital services.

The Cabinet Minister for Education and the Welsh Language has already written to major technology companies to accelerate strategic discussions and to explore what we can achieve together. That is, how technology can help us make it easier for people to communicate and support one another, and enjoy the language as part of everyday life. We are, for example, already discussing with Microsoft how tools such as Copilot process the Welsh language. These discussions focus on issues such as Welsh-language interfaces, text and

voice tools, language settings, the visibility of Welsh on digital platforms, and how new technologies support less-used languages, particularly in the field of artificial intelligence (AI). We are also now in partnership with Cosine AI to help improve how AI works in Welsh, and to ensure that new technologies recognise, understand and support bilingual use, reflecting how multilingual communities all around the world use AI every day.

This is part of the systemic approach set out in our response to recommendation 16: not just increasing Welsh content online but strengthening the technological conditions that enable people to easily create and use Welsh. We will also work with UNESCO, the Network for the Promotion of Linguistic Diversity (NPLD) and other language communities to share experiences, learn from other approaches, and strengthen the case for better support for lesser-resourced languages in technology and AI.

This work will inform our work for Welsh language technology and AI and help ensure that the Welsh language is included early and practically as digital tools and services develop.

Recommendation 18

‘Culture—and music in particular—are important social activities in which the Welsh language can be enjoyed by wide audiences. The Welsh Government should ensure that its strategies and programmes to support culture recognise the powerful role that these sectors have in the social use of the language amongst young people in particular. This includes making new provision where needed for appropriate infrastructure (such as accessible venues, talent development programmes, school engagement etc) so that more communities can access culture in the Welsh language.’

Accept
We recognise the powerful role that culture, music and creativity can play in making Welsh visible, relevant and enjoyable. These are areas where people can hear, share and use Welsh naturally, as part of contemporary social and cultural experiences. We will weave the Welsh language through the new Culture and Sport Strategy, so that it is integral to how we plan, invest and deliver across culture and the creative industries.

We will place particular emphasis on young people. We will work with partners to create more opportunities for them to experience, use and enjoy Welsh through live music, festivals, local venues, schools, creative activities, digital content and social platforms. Our aim will be to take Welsh to young people, in the places where they already are and as part of the culture they already enjoy.

We will work with Creative Wales, cultural and heritage institutions, the education sector, the National Eisteddfod and other partners to strengthen Welsh-language provision and support pathways for artists, performers and content creators to develop their work and reach wider audiences. We will

also build on the success of existing events, festivals and platforms to normalise the presence of Welsh in popular culture across Wales.

By weaving Welsh through our wider work on culture, creativity, education and digital, we will create more spaces where the language is alive, contemporary and a natural part of everyday life. Music will be a particular focus of this work.

We will consider how events centred on the Welsh language can be further developed, including Welsh Language Music Day. We will continue to work with the National Eisteddfod and other partners to support the role that Maes B and similar platforms play in offering Welsh-language experiences to young people. We will also support inclusive Welsh-language events in communities across Wales and work with partners to create more opportunities for people to hear and enjoy Welsh-language music in venues, festivals, and events across the country.

Our aim will be to normalise the presence of Welsh in venues, festivals, and popular events of all kinds, building on the success of festivals such as Green Man and Sŵn, proactively bringing Welsh-language experiences to young people wherever they are.

This will link to our work on strengthening the presence of the Welsh language in digital spaces, recognising that music, creative content, and social media are often part of the same experience for young people. Our aim is to strengthen the relationship between culture, creativity, and social use of Welsh, helping to create more spaces where the language feels alive and part of everyday life.

Recommendation 19

‘The Welsh Government should support Sport Wales, in partnership with relevant organisations, to develop a strategy to enhance the use of the Welsh language across all sports and to further the contribution of sports to language socialisation across Wales.’

Accept
Sport can create informal, positive and enjoyable opportunities for children, young people and adults to use Welsh. Clubs, events and community activities take the language to people, in the places where they already are, doing what they already do. By strengthening Welsh in sport, we can help the language become a living part of social experiences, belonging and enjoyment.

We will build on the recent roundtable discussions organised by the Welsh Language Commissioner and the momentum already evident across a number of sports, focusing on practical action that increases the use and visibility of Welsh.

We will weave the Welsh language through the new Culture and Sport Strategy, so that it is integral to how we plan, invest and deliver in sport. This will ensure that strengthening Welsh forms part of the sector's strategic direction.

This work forms part of our cross-government approach to considering the Welsh language in every policy area. We will ensure that decisions, programmes and investment in sport contribute clearly to increasing the everyday use of Welsh and to our national objectives for the language.

Recommendation 20

'The Welsh Language and Education (Wales) Act 2025 is an important strategic milestone and a vital opportunity to transform access to the Welsh language.
The Commission heard of unreasonable travel times to reach Welsh-medium education and associated Welsh-language extra-curricular activities.
Therefore, the Welsh Government should require local authorities to:

a) map travel times to Welsh-language extra-curricular activities, including those provided on site at schools;
b) consider the impact of travel time on participation in Welsh-medium extra-curricular activities, located in, or organised by schools;
c) set a reasonable travel time for Welsh-medium education and the extra-curricular activities.'

Recommendation 21

'Where current travel times are unreasonable, the Welsh Government should require local authorities to ensure that Welsh-language education and the associated extra-curricular activities are available within reasonable travel time.'

As these recommendations address closely related issues, we have responded to them together.

Accept in principle
Travel times can influence learners' ability to access Welsh-medium education and to participate in Welsh-medium extra-curricular activities. This is particularly important in the context of supporting the use of Welsh beyond the classroom and strengthening opportunities for learners to use the language in their daily lives.

We will consider how travel times can be appropriately reflected within existing planning arrangements and future developments arising from the Welsh Language and Education (Wales) Act 2025. This will include consideration of how Welsh in Education Strategic Plans (WESPs) can support a stronger understanding of access to Welsh-medium education and related activities, including the impact of learner travel arrangements.

We have undertaken a rapid review of the WESPs which has considered the findings of the review of the Learner Travel (Wales) Measure 2008, including any relevant evidence on access to education and the impact of travel arrangements on learners' access to Welsh-language education. Together, this work will provide useful evidence to inform consultation on the National Framework on Welsh Education and Learning Welsh planned for the autumn term. The National Framework is therefore expected to include targets for local authorities to implement through their WESPs.

We will also work with relevant partners to strengthen the evidence base regarding learners' and families' experiences, and to ensure that this evidence can inform local planning effectively. This will include consideration of the information already collected by local authorities, as well as whether additional evidence would support a better assessment of equitable access to Welsh-medium education and extra-curricular activities.

As implementation of the Welsh Language and Education (Wales) Act 2025 progresses, we will also consider whether further guidance is required on assessing travel times and understanding their impact on access and participation.

Recommendation 22

'The Welsh Government should significantly expand the 'Leading in a Bilingual Country' programme so that it reaches the majority of Welsh leaders whether senior or middle tier managers, from the public, private and third sector. It should also set a definite timetable and clear targets for this.'

Accept in principle
Leading in a Bilingual Country is strategically important in supporting leaders to create an organisational culture in which the Welsh language can flourish. We also accept the principle that more leaders, across the public, private and third sectors, should have the opportunity to develop the understanding, confidence and skills needed to lead in a bilingual context.

Given the size and diversity of the workforce across these sectors, the programme will need to expand in a phased, sustainable way, informed by evidence of what works. We will prioritise the areas where the programme can have the greatest impact, while taking account of capacity, resources, and opportunities to work in partnership.

This will help us expand the programme in a way that secures lasting value: building capacity, strengthening the quality of provision, and targeting the leaders and organisations best placed to influence the everyday use of Welsh. As part of this approach, we will run open cohorts of Leading in a Bilingual Country. In parallel, we will develop a train-the-trainer model to build a wider network of skilled facilitators, including within the Welsh Government. This will increase delivery capacity over time and enable the programme to grow sustainably while maintaining its quality and impact.

We will also explore other delivery models that can support this expansion, including communities of practice and facilitator networks. One example is Dysgu's new *Teaching in a Bilingual Country* programme. Through this programme, Dysgu will further embed Welsh and bilingualism across its work, strengthen staff understanding and shape the support, training and resources provided. This will create more opportunities to use Welsh and contribute to the aims of *Cymraeg 2050*.

Recommendation 23

'The Welsh Government and relevant partners should use a 'user journey' approach to ensure that all support for increasing the use of Welsh within the workplace in medium or lower density areas is available as a single experience, regardless of who the provider is. This work should focus on cultural change, organisational development, workforce planning, behaviour change and language technology.'

Accept
We recognise the value of a 'user journey' approach when considering how support to increase the use of Welsh in the workplace can be more co-ordinated, clear, and user-friendly for employers and employees as they develop Welsh-language services for different audiences. The workplace is one of the everyday places where Welsh can become more visible, useful and natural as part of modern bilingual life. We will place a clear emphasis on this in our new Strategy for the Welsh language.

The Welsh Government is responsible for setting the policy direction for increasing the use of the Welsh language in the workplace, working closely with the Welsh Language Commissioner and other partners who play an important role in supporting organisations. We will build on the work already underway by looking at how existing support can be made easier to understand, find and use, recognising that different providers offer expertise and support in different ways.

This includes learning from a range of initiatives that support the use of Welsh in the workplace. For example, a newly established cross-government language technology project which is exploring how technology can make it easier for staff to work bilingually in their day-to-day work in the Welsh Government; ARFer, which supports increased use of Welsh through behaviour change approaches; and the Helo Blod technology support offer, including a new workplace category within the Helo Blod technology list which will help organisations identify technologies that can support bilingual working.

We will consider how partners can work together more effectively to support cultural change, organisational development, workforce planning, behaviour change and the practical use of language technology in the workplace. This could include looking at how support is described, directed and co-ordinated, to help organisations choose the most appropriate support for their circumstances.

Our aim is to make the support system clearer and more practical, so that more organisations can create spaces that support the use of the Welsh language on a day-to-day basis.

Recommendation 24

‘The Welsh Government should undertake a review of the functions of Business Wales in order to make the most of its relationship and influence on the private sector to place the Welsh language at the core of its work in developing Welsh businesses.’

Accept in principle
The Welsh Government’s relationship with the private sector is vital in supporting the wider use of the Welsh language in businesses. The Welsh language is a cross-governmental issue, and economic policy, skills, employment, regional development, and community development all contribute to creating the conditions for the language to flourish.

The Welsh language is already part of the Welsh Government’s remit in supporting economic development and businesses in Wales. The establishment of the new economic agency, alongside the work of Business Wales, will provide an opportunity to consider how business and economic support can advance our language strategy. Welsh can help businesses strengthen their relationship with customers, employees and communities, and reflect the identity and confidence of modern Wales.

Recommendation 25

‘The Welsh Government should place the Welsh language at the core of the work programme and role of the Growth Partnerships and Joint Corporate Committees.’

Accept
Growth Partnerships and Joint Corporate Committees have an important role in creating the economic, social, and regional conditions that support the use of the Welsh language. These bodies already operate within a statutory framework which includes relevant duties in relation to the Welsh language. The joint committees have been complying with Welsh language standards since 2024 which means they are under statutory duties in relation to the delivery of services to the public and their staff. They also fall under statutory duties to assess the impact of policies they develop on the Welsh language.

We will work with the Growth Partnerships, the Joint Corporate Committees, the new economic development agency, and other relevant partners to ensure that the Welsh language is appropriately considered in the development of economic and regional priorities. This will include working constructively with the relevant organisations to better understand their contribution to our Welsh language strategy goals and to support practical progress over time.

Recommendation 26

‘The Welsh Government should review its procurement processes to ensure that the services and goods they provide, where relevant, drive forward the Cymraeg 2050 agenda.’

Accept
We accept that public procurement can be an important way to support a stronger, more local, and sustainable economy in Wales, and to contribute to the Welsh language strategy goals where relevant. This aligns with the wider commitment to using public procurement to support businesses in Wales, strengthen local supply chains and keep greater economic value within Welsh communities.

As we review and develop our approach to public procurement, we will consider how procurement processes can support wider priorities for Wales, including opportunities to contribute to the aims of the Welsh language strategy.

We will consider how Welsh Government procurement processes can reflect the Welsh language. This will include looking at how existing arrangements, guidance and good practice can be used to help officers and suppliers understand when and how procurement can contribute to the use of the Welsh language.

We will also refresh and expand the Welsh Government’s Bilingual Technology Toolkit, working with partners to reflect developments in artificial intelligence and international best practice. This will help organisations consider the Welsh language at an early stage when procuring and designing digital products and services, reflecting a bilingual-by-design approach.

Alongside this, digital and technology leaders across the National Health Service (NHS) Wales are increasingly considering the Toolkit through their Standards and Architecture Group as part of the Digital, Data and Technology (DDaT) Governance, which is making use of bilingual procurement resources to support more consistent consideration of the Welsh language in digital procurement.

Recommendation 27

‘In its response to the Commission’s report on planning, the Welsh Government should consider how local development plans in medium or lower density areas might be adapted to give due consideration to ensuring opportunities and spaces for the use of the Welsh language.’

Recommendation 28

‘In implementing the Commission’s report on planning, the Welsh Government and local authorities should take steps by which the visual presence of Welsh on the high street can be significantly increased.’

As these recommendations address closely related issues, we have responded to them together.

Accept in principle
We accept the principle that local planning can play an important role in creating the conditions that enable people to see, hear, and use the Welsh language as part of everyday life. This is especially relevant in medium and lower density areas where opportunities and spaces to use Welsh may be less prominent.

Local planning authorities already have mechanisms to promote and support the use of bilingual signage. Through the preparation and implementation of Local Development Plans, authorities can develop guidance that support the visibility and use of the Welsh language. When determining relevant applications, including those relating to signs and advertisements, authorities can apply these guidelines in accordance with Planning Policy Wales and TAN 20: *Planning and the Welsh Language*.

We will work across the Welsh Government, with local authorities and relevant partners, to consider how existing arrangements can strengthen opportunities and spaces to use Welsh and increase its visual presence on the high street. This will include considering town-centre regeneration and development, local guidance, signage, local information, and the use of Welsh in public spaces, in a proportionate and practical way.

Recommendation 29

‘The Welsh Government should undertake a review to see to what extent its grant award processes are being used to improve the social use of the Welsh language in an appropriate manner and should act on the findings of that review.’

Accept
Welsh Government grants offer a valuable opportunity to create more ways for people to use Welsh in their communities, where relevant and appropriate to the purpose of the grant.
We will conduct a review of the way in which relevant grant schemes can make an even greater contribution to the Welsh language strategy and align with its aims.

Recommendation 30

‘The Welsh Government should seek input from the Welsh Youth Parliament, the Future Generations Leadership Academy and other relevant youth fora as it reviews and/or refreshes Cymraeg 2050. The Welsh Government should also establish a continuing dialogue with both to ensure that the views of younger people are reflected within language planning and policy delivery in Wales.’

Accept
See also our response to Recommendation 5. The voices of young people are central to the future of the Welsh language, and therefore vital to the renewal of the Welsh language strategy. It will be young people who will shape the future of Welsh as a living language, and it is important that the revised strategy reflects their experiences, aspirations, and the contexts in which they learn, work, and socialise.

As part of the work to develop a new Welsh language strategy we will place a clear emphasis on hearing from young people directly, not only through formal structures but also through the spaces, partners and activities that are already part of their lives. The Miliwn a Mwy discussions will be an important opportunity to gather the views of young people and the organisations that work with them about the opportunities they have to use the Welsh language, the barriers they face, and what would make the language more relevant and accessible in their everyday lives. This conversation will also include those organisations that work closely with young people across Wales, including Urdd Gobaith Cymru and the Federation of Young Farmers, as well as digital platforms that create tailored content for young people such as S4C’s Hansh.

We will also consider how we can strengthen links with the Welsh Youth Parliament, the Future Generations Leadership Academy and other relevant youth forums, building on existing relationships and identifying where new partnerships could help us reach groups of young people that we have not yet heard from adequately.

Recommendation 31

‘The behavioural sciences should be used to frame the recommendations of all the reports of the Commission, as well as a review and/or refresh of Cymraeg 2050.’

Accept
We recognise that the behavioural sciences can offer valuable insights into understanding how, when, and why people choose to use Welsh, and what can make that choice easier and more positive in everyday life.

As set out elsewhere in this response, we will use principles from the behavioural sciences, where relevant, in formulating the revised version of the Welsh language strategy and/or its associated action plans. This could include using frameworks such as COM-B (Capability, Opportunity, Motivation

as a basis for Behaviour) and FEAST (Fun, Easy, Attractive, Social, Timely) as practical tools to help understand motivation, ability, opportunities, barriers, and the factors that make using Welsh easier, attractive, and positive in different contexts.

This does not mean adopting one specific model in every case, but rather using the behavioural sciences proportionately and practically, alongside relevant evidence and engagement with partners and communities. This approach will help ensure that actions are planned around people's experiences, and focus on making the use of Welsh easier, more attractive, and relevant to everyday life.

Conclusion

Making Welsh easier, more attractive and more relevant to use every day is one of the clearest messages of the Commission for Welsh-speaking Communities' second phase report. The report reminds us that a living language needs more than speakers. It needs opportunities, spaces, activities, relationships and communities where the language can breathe, be heard and be used as part of everyday life.

The report focuses specifically on areas with medium and lower densities of Welsh speakers. It shows that purposeful action is needed in those areas to strengthen opportunities to use Welsh. But the spirit of the report is relevant to the whole of Wales: for Welsh to thrive, it must be a confident, positive and relevant part of everyday life in every community.

The Welsh language belongs to us all. We want to take Welsh to people, where they already are, doing what they already do—on the sports field, in the workplace, in clubs, in services, in culture, online and in social life.

We will also use insights from the behavioural sciences. As the Commission tells us, the principles of FEAST—Fun, Easy, Attractive, Social and Timely—can help us design action that makes using Welsh easier, more appealing, more social and more relevant in real-life situations. This is not only about policy, but about understanding how people live, use language and form everyday habits.

The principles of the Commission's reports will shape our new Strategy for the Welsh language. But this response also marks a wider change in how Government works. We will consider Welsh from the outset—when shaping policy, designing programmes, making decisions, investing and working with partners. By making this a consistent habit across every portfolio, the work of Government as a whole can create more opportunities for people to learn, use and enjoy Welsh.

This response is the beginning of that work. By co-ordinating our efforts, building on what works and focusing on where we can have the greatest impact, we will turn ambition into practical action. That is the ambition of this response—not waiting for people to come to Welsh, but bringing Welsh to people, strengthening the language and ensuring there is Cymraeg in every community.