

Draft Welsh Language five year Strategy objectives 2021-2026

Consultation report

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1. Overview

This consultation sought to invite views on Bridgend County Borough Council's Draft Welsh Language five year strategy objectives 2021-2026 from residents, workforce, elected members and stakeholders on the proposed Welsh Language Objectives for 2021-2026.

The Welsh Language (Wales) Measure 2011

The Welsh Language (Wales) Measure 2011 makes Welsh an official language in Wales. This means it must be treated no less favourably than English.

The Welsh Language (Wales) Measure 2011 established a legal framework to impose a statutory duty on public bodies in Wales to comply with the Welsh Language Standards. The Welsh Language Standards replaced the Welsh Language Act 1993. It recognises that there are two official languages in Wales- Welsh and English. The legislation enables people to live their lives through the medium of Welsh, if they choose to do so.

Welsh Language Standards

The Welsh Language Standards were published by the Welsh Language Commissioner. Bridgend County Borough Council (BCBC) received its final Welsh Language Standards compliance notice in September 2015. This notice comprised of 171 standards, 144 required by March 2016 and a further 27 by September 2016. The Commissioner put these into five themes.

- Service delivery;
- Policy making;
- Promotion;
- Operational;
- Record keeping.

The purpose of the Standards is to:

- Provide greater clarity to organisations about their duties regarding the Welsh Language
- Provide greater clarity to Welsh speakers about the services they can expect to receive in Welsh
- Ensure greater consistency of Welsh language services and improve their quality

The Welsh Language Standards require an annual report to be produced which outlines compliance with the standards, progress made towards the objectives, and how, in collaboration with partners, promoted the Welsh language and facilitated the use of the Welsh language more widely in the county borough.

2. Introduction

A public survey based on Bridgend County Borough Council's draft Welsh Language Strategy objectives was completed over a six week period between 10 May 2021 and the 18 June 2021. The survey was available to complete online on the consultation page of the council's website and paper copies were made available upon request. The survey was available in English and Welsh. Residents could request a paper copy or another alternative format by telephone or email via the Consultation and Engagement Team.

In total, there were 19 questions which required a reply from respondents. All survey responses offered the option of anonymity. The council's standard set of equalities monitoring questions were also included with the survey, this is recommended good practice for all public facing surveys carried out by the council.

The content of the consultation remains available online in closed consultations.

Comments regarding the consultation were also invited via social media, letter, email and phone call.

3. Promotional tools and engagement methods

This section details the specific communications and engagement methods used to reach people and encourage them to share their views during the consultation period.

3.1 Social media and govDelivery



Facebook Twitter and Instagram have been widely used to promote the consultation.

The Welsh Language Strategy Consultation was promoted on the council's corporate Facebook, Twitter, Instagram and LinkedIn social media channels throughout the consultation period to raise awareness of the consultation and to encourage citizens to share their views on the proposals.

Information was posted in both English and Welsh 24 times, reaching 19,400 people with 46 shares, 4 comments, 26 reactions and 141 link clicks through to the consultation webpage.

In June 2020 the local authority implemented a new digital communications platform called govDelivery. govDelivery sends messages directly to residents' email inboxes in the language of their choice. There are currently 36,987 English subscribers and 228 Welsh subscribers from Bridgend County Borough signed up to receive weekly update emails.

The Welsh Language Strategy Consultation was included in 3 weekly English and Welsh bulletins. This generated 258 link clicks through to the consultation webpage.

3.2 Local press

Details of the consultation were sent as part of press releases emailed to local and national press at the start of the consultation (10 May 2021) and towards the end of the consultation (11 June 2021). They also featured in 7 news updates (12 May, 14 May, 19 May, 21 May, 26 May, 11 June and 16 June) and were supported with social media messages throughout the live period.

3.3 Internal communications

Internally, details of the consultation were published within the Bridgend's weekly staff messages three times (20 May, 3 June, 17 June).

3.4 Community engagement

Details of the consultation were shared with members of the Welsh in Education's Strategic Plan Forum, Welsh-medium schools across the county borough, council members, staff and other key stakeholders.

Details of the consultation were discussed with WESP Training and Apprenticeship Strategy sub-group on 10 May 2021 as well as members of the WESP meeting on 16 June 2021. There were a total of 30 attendees in these meetings.

3.5 Draft Welsh Language Strategy objectives 2021-2026 survey

The survey contained 19 questions which required a reply from respondents.

The survey was available on the council's website and surveys were readily available in English and Welsh. Alternative formats were available on request.

4. Response rate

In total, there were 473 interactions. The response rate has been divided into several areas including: consultation survey responses, interactions in meetings and social media interactions:

- 439 survey responses were received in total (all online submissions);
- During the consultation period, there were four comments on the social media channels;
- The Consultation and Engagement team engaged with 30 members of the WESP Forum and the WESP Training and Apprenticeship Strategy sub-group.

5. How effective was the consultation?

The data collection methods, which included the online survey and a paper survey were developed using plain English to maximise understanding. These response methods were designed to give a consistency to the survey across multiple platforms.

6. Headline figures

- 36% of respondents said they could speak Welsh fluently, 29% said they could speak Welsh a little, 23% said they could not speak Welsh at all and 12% said they could speak Welsh fairly well

- 36% of respondents said they could read Welsh fluently, 26% said they could not read Welsh at all, 23% said they could read Welsh a little, and 14.5% said they could read Welsh fairly well
- 33% of respondents said they could write Welsh fluently, 32% said they could not write Welsh at all, 20% said they could write Welsh a little, and 14.5% said they could write Welsh fairly well
- 15% of respondents said they access all services in Welsh, 19% said they access some services in Welsh and 33% said they choose not to access services in Welsh
- 70% of respondents either strongly agreed (49%) or agreed (21%) with Objective one: Promote the use of the Welsh Language within the workforce
- 73% of respondents strongly agreed (52%) or agreed (21%) with Objective two: Increase awareness of the Welsh Language Standards and opportunities to use Welsh within Bridgend County Borough Council
- 76% of respondents either strongly agreed (61%) or agreed (15%) with Objective three: Support and promote the Welsh in Education Strategic Plan (WESP)
- 74% of respondents either strongly agreed (52%) or agreed (22%) with Objective four: Promote the use of Welsh Language and culture in town centre businesses and charities
- 69% of respondents either strongly agreed (49%) or agreed (20%) with Objective five: Encourage statutory participation and engagement through the Welsh Language
- 73% of respondents either strongly agreed (58%) or agreed (15%) with Objective six: Implement the new Welsh Language early years settings in Bridgend County Borough

7. Question and analysis - consultation survey

Section seven of the report looks at the questions asked in the consultation survey – with 439 respondents in total.

7.1 Language to complete the survey.

Respondents to the consultation survey were initially asked in which language they would like to complete the survey. Overall, 974% of respondents selected English with 26% selecting Welsh.

Language	#	%
English	324	74
Welsh	115	26
Total	439	100.0

7.2 Draft Welsh Language Strategy objectives 2021-2026 survey

Respondents were asked to complete an about you section and were given an overview of the draft Welsh Language Strategy objectives for the council:

- **Objective one:** Promote the use of the Welsh Language within the workforce

- **Objective two:** Increase awareness of the Welsh Language Standards and opportunities to use Welsh within Bridgend County Borough Council
- **Objective three:** Support and promote the Welsh in Education Strategic Plan (WESP)
- **Objective four:** Promote the use of Welsh Language and culture in town centre businesses and charities
- **Objective five:** Encourage statutory participation and engagement through the Welsh Language
- **Objective six:** Implement the new Welsh Language early years settings in Bridgend County Borough

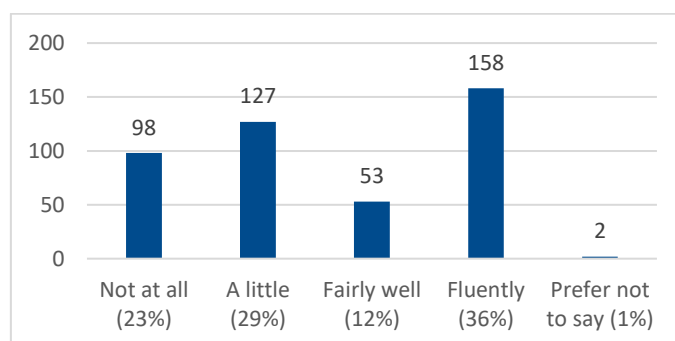
They were asked to tell us if they agreed with the objective and given the opportunity to comment on each objective.

7.2.1 About you

7.2.1.1 Are you able to speak/read/write Welsh?

Are you able to speak Welsh?

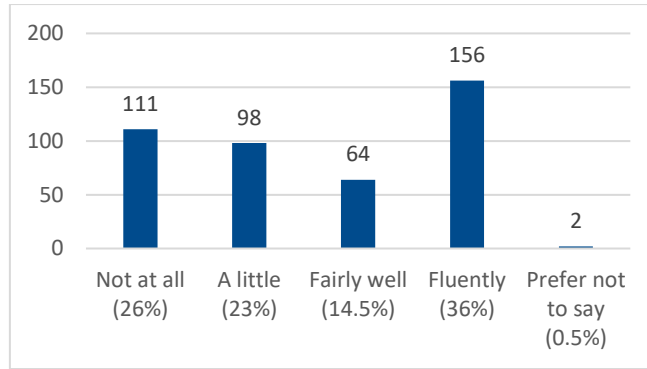
There were 438 responses to this question.



36% of respondents said they could speak Welsh fluently, 29% said they could speak Welsh a little, 23% said they could not speak Welsh at all and 12% said they could speak Welsh fairly well. 1% of respondents chose prefer not to say.

Are you able to read Welsh?

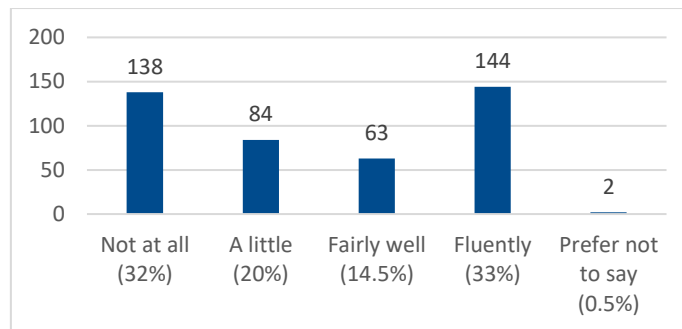
There were 431 responses to this question.



36% of respondents said they could read Welsh fluently, 26% said they could not read Welsh at all, 23% said they could read Welsh a little, and 14.5% said they could read Welsh fairly well. 0.5% of respondents chose prefer not to say.

Are you able to write Welsh?

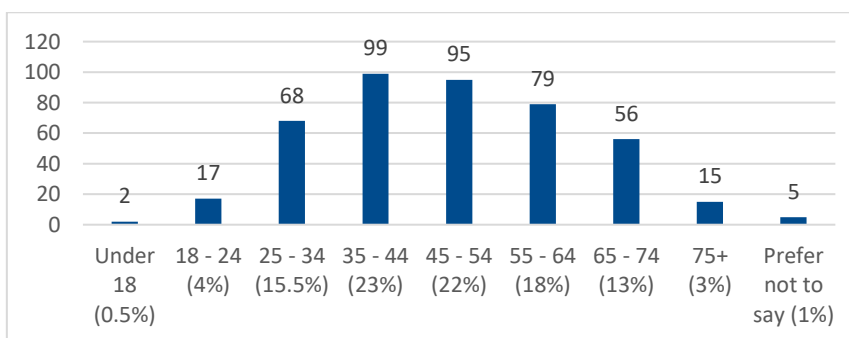
There were 431 responses to this question.



33% of respondents said they could write Welsh fluently, 32% said they could not write Welsh at all, 20% said they could write Welsh a little, and 14.5% said they could write Welsh fairly well. 0.5% of respondents chose prefer not to say.

7.2.1.2 Please select your age category

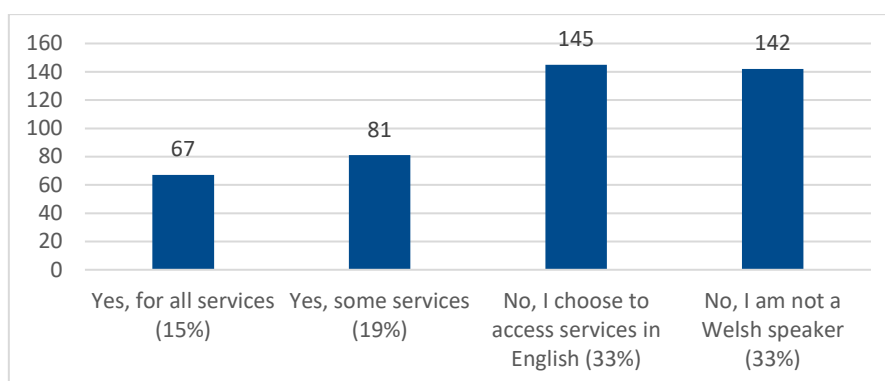
There were 436 responses to this question.



23% of respondents were aged 35-44, 22% were aged 45-54 and 18% were aged 55-64.

7.2.1.3 Do you access council services in Welsh?

There were 435 responses to this question.



15% of respondents said they access all services in Welsh, 19% said they access some services in Welsh and 33% said they choose not to access services in Welsh. 33% of respondents said they were not a Welsh speaker.

If no, I choose to access service in English please tell us why

121 comments were made in relation to this question and have been themed in the table below:

Theme	Number of responses
Lack confidence using Welsh/ am a Welsh learner and is a second language	67
Unsure of Welsh when discussing technical or important issues	12
We waste far too much time and money on Welsh/ everyone understands English	11
Was unaware I could/ Welsh is rarely available and English is usually the default language used	8
Easier/quicker to use English	7
I speak English	5
There are members of the family that do not speak Welsh	5
When I have attempted to use Welsh have been told a Welsh speaker is not available	2
Don't want to be difficult	1
Could never see the benefit of speaking or learning Welsh	1
I don't use services often	1
My choice	1

The most popular responses were lack confidence using Welsh/ am a Welsh learner and is a second language followed by unsure of Welsh when discussing technical or important issues and then we waste far too much time and money on Welsh/ everyone understands English.

If yes, some services please tell us why

52 comments were made in relation to this question and have been themed in the table below:

Theme	Number of responses
I use Welsh when it is available/ not all services are available in Welsh	25
Lack confidence using Welsh/ am a Welsh learner and is a second language	13
There are members of the family that do not speak Welsh	4
Easier/quicker to use English	3
Formal writing used by the Council can be difficult in Welsh	2
Some services are worse in Welsh	2
Don't really access the council services	1
I prefer spoken Welsh but written English	1
If documentation is in English it is easier to discuss in English especially if specific jargon is used	1

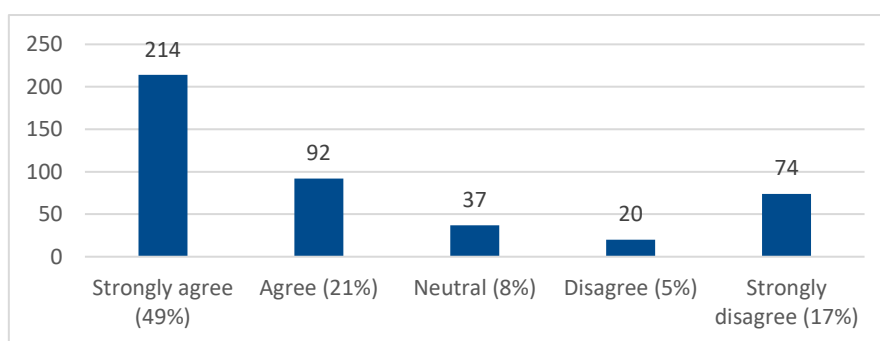
The most popular responses were I use Welsh when it is available/ not all services are available in Welsh followed by lack confidence using Welsh/ am a Welsh learner and is a second language and then there are members of the family that do not speak Welsh.

7.2.2 Objectives

7.2.2.1 Objective one

Objective one: Promote the use of the Welsh Language within the workforce

There were 437 responses to this question.



70% of respondents either strongly agreed (49%) or agreed (21%) with this objective. 8% gave a neutral response and 21% of respondents either disagreed (5%) or strongly disagreed (17%) with this objective.

119 comments were provided by respondents on this objective and these have been themed and are detailed in the table below:

Theme	Number of responses
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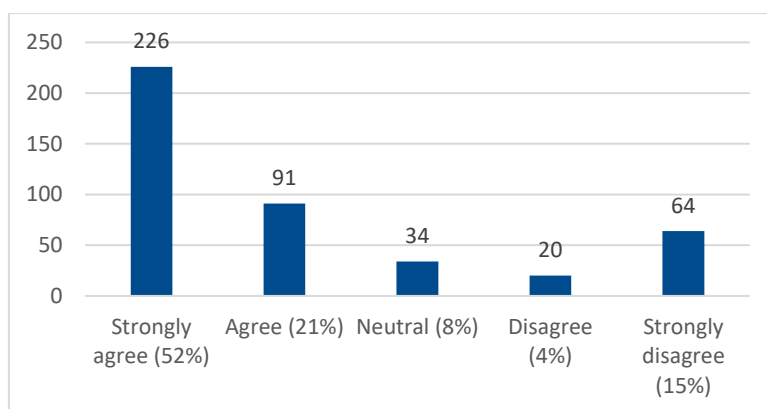
Waste of money and resources/unnecessary as everyone uses English	40
Agree with proposal: we should promote the Welsh language	20
This should be a choice, not forced on people	18
Agree with proposal: all staff should have equal opportunity to learn Welsh through training/lessons	9
Promoting Welsh encourages discrimination against those that speak English	5
Other languages are more widely spoken in Bridgend i.e. Polish	4
Welsh language skills and development should be encouraged and promoted	4
More opportunities for staff to socialise using the Welsh language	3
Should strive to employ more Welsh speaking staff/have a Welsh speaking member of staff in each department	3
More support for fluent Welsh speakers to brush on skills	2
More promotion is needed	2
Should focus more on Welsh education	2
Corporate messages should be bilingual	1
Individuals who wish to learn and use Welsh should pay for it	1
I think more businesses in the Borough should be encouraged to promote Welsh	1
It would not be on my list of priorities	1
There is a negative environmental impact in producing bilingual resources	1
Using two languages will result in confusion	1
Welsh should be the first option so people recognise it straight away	1

The most common themes were waste of money and resources/unnecessary as everyone uses English followed by agree with proposal: we should promote the Welsh language and then this should be a choice, not forced on people.

7.2.2.2 Objective two

Objective two: Increase awareness of the Welsh Language Standards and opportunities to use Welsh within Bridgend County Borough Council

There were 435 responses to this question.



73% of respondents strongly agreed (52%) or agreed (21%) with this objective. 8% gave a neutral response and 19% of respondents either disagreed (4%) or strongly disagreed (15%) with this objective.

79 comments were provided by respondents on this objective and these have been themed and are detailed in the table below:

Theme	Number of responses
Waste of money and resources/unnecessary as everyone uses English	34
Agree with proposal: we should promote the Welsh language and culture	16
More clubs, events, flags, promotion of heritage, parent and child groups and Welsh for adults	7
Promoting Welsh encourages discrimination against those that speak English	4
It is important that both languages are treated equally	3
This will help encourage the use of Welsh in the county and raise the profile of the Welsh language	3
More use of 'iaith gwaith' and orange Welsh badges in places like shops	2
Need more Welsh medium education in the borough	2
Need high level BCBC staff to speak Welsh	2
People already know about the Welsh standards so no need to raise profile	2
Promote partner organisations and activities i.e. Menter, Awen, Eisteddfod activities	2
In order to emphasise our culture and language ensure ALL street names/signs are bi-lingual with Welsh first	1
Welsh cultural activities are awful	1

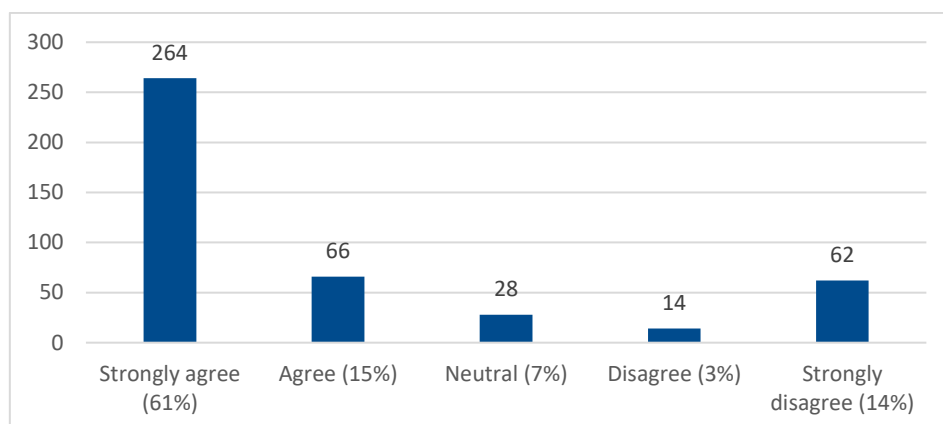
The most common themes were waste of money and resources/unnecessary as everyone uses English followed by agree with proposal: we should promote the Welsh language and

culture and then more clubs, events, flags, promotion of heritage, parent and child groups and Welsh for adults.

7.2.2.3 Objective three

Objective three: Support and promote the Welsh in Education Strategic Plan (WESP)

There were 434 responses to this question.



76% of respondents either strongly agreed (61%) or agreed (15%) with this objective. 7% gave a neutral response and 17% of respondents either disagreed (3%) or strongly disagreed (14%) with this objective.

119 comments were provided by respondents on this objective and these have been themed and are detailed in the table below:

Theme	Number of responses
Agree with proposal: Expanding Welsh Medium Education, Meithrin to adulthood, is the best way to encourage the use of the language	29
Waste of money and resources/unnecessary	21
More support/opportunities for adults and parents to engage and learn Welsh	16
There is not enough Welsh language provision across the county i.e. should be accessible in all communities including Blaengarw, Bridgend, Porthcawl and Pencoed	16
Education should focus on more useful subject/ the English language	13
Welsh medium education needs more funding	5
Consider relocating the Welsh secondary school so it is more accessible	4
This should be a choice, not forced on people	4
Put efforts into foreign languages	3
Will promote division	2
Will promote division	2

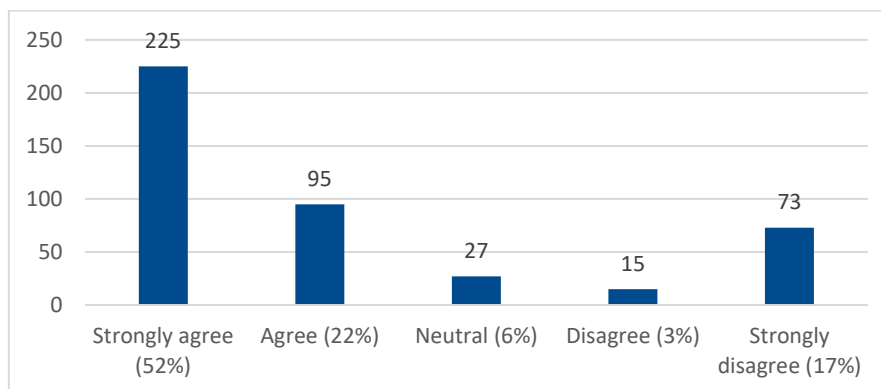
I would suggest creating secondment opportunities within Welsh Medium schools for learners to develop their skills in a practical setting before returning to their own schools. Encourage mentorship by Welsh speaking schools and the sharing of resources.	1
No point as young people will move out of Wales	1
There needs to be more support for practitioner's confidence using the Welsh language	1
Totally support the Welsh Language	1

The most common themes were agree with proposal: Expanding Welsh Medium Education, Meithrin to adulthood, is the best way to encourage the use of the language followed by waste of money and resources/unnecessary.

7.2.2.4 Objective four

Objective four: Promote the use of Welsh Language and culture in town centre businesses and charities

There were 435 responses to this question.



74% of respondents either strongly agreed (52%) or agreed (22%) with this objective. 6% gave a neutral response and 20% of respondents either disagreed (3%) or strongly disagreed (17%) with this objective.

89 comments were provided by respondents on this objective and these have been themed and are detailed in the table below:

Theme	Number of responses
Waste of money and resources/unnecessary	25
Agree with proposal: will promote Welsh language and culture	18
This will add additional costs and resources for businesses	10
Tourists do not speak Welsh	5
What are the advantages?	5

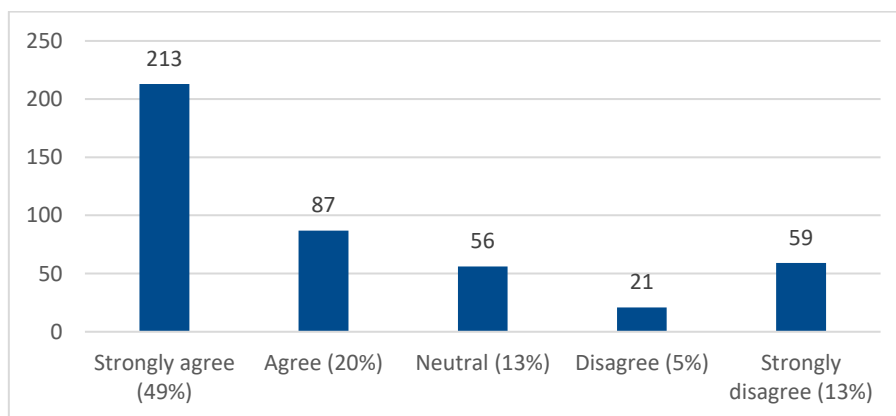
Agree with supporting the promotion of Welsh products and services	4
Everything should be bilingual in any case as we are in Wales.	4
This should be a choice	4
People find bilingual signs distracting and can be dangerous	2
Encourages tourism	2
Give workers badges o show they can speak Welsh	2
This should not be the responsibility of the Council	2
Duplication of resources is bad for the planet	1
English should be prominent	1
I would like a space in Bridgend such as a cafe where Welsh can be promoted. An event space is a possibility too	1
Offer incentives for business to promote the language, lower rent etc	1
More Welsh-medium education is needed	1
Welsh place names should be more commonly used, especially in tourist areas to increase the profile of the language.	1

The most common themes were waste of money and resources/unnecessary followed by agree with proposal: will promote Welsh language and culture and then this will add additional costs and resources for businesses.

7.2.2.5 Objective five

Objective five: Encourage statutory participation and engagement through the Welsh Language

There were 436 responses to this question.



69% of respondents either strongly agreed (49%) or agreed (20%) with this objective. 13% gave a neutral response and 18% of respondents either disagreed (5%) or strongly disagreed (13%) with this objective.

67 comments were provided by respondents on this objective and these have been themed and are detailed in the table below:

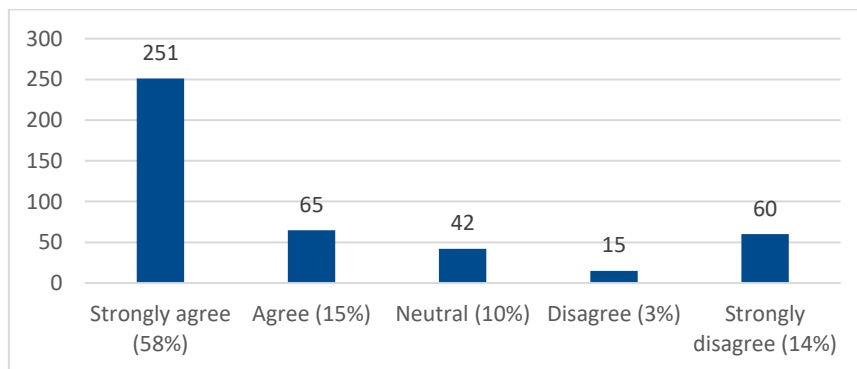
Theme	Number of responses
Disagree with proposal/waste of money and resources/unnecessary	31
Agree with proposal: would be interesting to hear feedback and BCBC should listen and act on feedback	19
This should be a choice, not 'statutory'	6
BCBC should capture whether residents wish to receive correspondence in Welsh or English	3
I am not certain that I understand the intention of this objective	2
Does this refer only to public consultations on Welsh language issues, or to all council matters?	1
I am disheartened how much time is spent on this and how little is spent on foreign languages	1
More needs to be done to allow adults who are learning to speak Welsh to use the language every day	1
People should be able to speak English fluently	1
More Welsh-medium education is needed	1
Welsh centric	1

The most common themes were disagree with proposal/waste of money and resources/unnecessary followed by agree with proposal: would be interesting to hear feedback and BCBC should listen and act on feedback and then this should be a choice, not 'statutory'.

7.2.2.6 Objective six

Objective six: Implement the new Welsh Language early years settings in Bridgend County Borough

There were 433 responses to this question.



73% of respondents either strongly agreed (58%) or agreed (15%) with this objective. 10% gave a neutral response and 17% of respondents either disagreed (3%) or strongly disagreed (14%) with this objective.

88 comments were provided by respondents on this objective and these have been themed and are detailed in the table below:

Theme	Number of responses
Waste of money and resources/unnecessary	16
Education should focus on more useful subject/ the English language	14
Why only these areas? Llynfi valley, Pontycymer, Maesteg, Blaengarw and Porthcawl is not included	13
Agree with proposal: there should be more Welsh-medium education available	11
The early years are key to introducing the Welsh language and ensuring growth and awareness	11
Funding per pupil should be equal between Welsh and English education/encourages discrimination against non welsh speakers	5
This should be based on family choice	4
Welsh-medium education that is available needs better promotion	4
Will need to involve and support parents	3
Career pathways could be promoted wider than the two educational institutions mentioned	2
It's important that children are speaking Welsh as something natural and not a lesson to learn in school	2
If you do want to increase this then you need to actively reward practitioners/those who have learnt Welsh as a second language	1
I also think that some of these areas could have flying start provision	1
This will take a long time to implement	1

The most common themes were waste of money and resources/unnecessary followed by education should focus on more useful subject/ the English language and then why only these areas? Llynfi valley, Pontycymer, Maesteg, Blaengarw and Porthcawl is not included.

7.2.2.7 Do you have any other comments about these objectives or proposals for other objectives?

Finally respondents were asked if they had any other comments about these objectives. 157 respondents provided comments and these have been themed and are detailed in the table below:

Theme	Number of responses
Waste of money and resources/unnecessary	46
There needs to be more Welsh-medium education available across the county	26
Agree with proposals: we need to promote the Welsh language and culture	22

Theme	Number of responses
BCBC needs to respect the Welsh language, invest in, appoint Welsh speaking staff and support staff who want to learn Welsh	11
There should be more support for learners and more courses available	11
All street names in Wales should be Welsh and all signage bilingual	8
This should be a choice, not forced on people	8
There should also be opportunities to promote other languages/support multiculturalism	5
Should not prejudice non Welsh speakers.	4
Welsh should not be promoted over English	4
Ask people their language preferences and only communicate with them in their chosen language	3
People should receive all services bilingually	2
The use of the Welsh language needs to be promoted in every day conversations	2
A lot of people speak Welsh but consider themselves non Welsh speakers because of lack of confidence and practice	1
Advertise in shops and promote Welsh products	1
Should focus on BSL	1
This council has an appalling record in ignoring the wishes of the electorate	1
We need less government not more	1

The most common themes were waste of money and resources/unnecessary followed by there needs to be more Welsh-medium education available across the county and then agree with proposals: we need to promote the Welsh language and culture.

7.3 Equalities monitoring

7.3.1 How would these proposals affect you because of your: Gender, Age, Ethnicity, Disability, Sexuality, Religion / belief, Gender identity, Relationship status, Pregnancy, Preferred language?

114 comments were provided by respondents and these have been themed and are detailed in the table below:

Theme	Number of responses
Not at all/no negative impact	36
Positive impact: promote the use of Welsh	22
Would prefer to use the English language/would not like to have to learn or use Welsh language	15
Discriminatory towards English speakers	7
Preferred language/language choice	6

Theme	Number of responses
Waste of money and resources/unnecessary	5
Age: too old to start learning a new language	4
I do not have particular characteristics/is not relevant to me	4
Discrimination towards BSL/would not be able to lip read Welsh language	2
Give everybody a choice	2
It wastes my time i.e. listening to bilingual messages and reading bilingual emails	2
They would enhance any/all characteristics	2
Adverse impact on the grounds of ethnicity	1
All of the above	1
Is this a real question?	1
Increase cost of publications of bilingual literature	1
My gender identity	1
Me, because of age, disability and beliefs.	1
My son had to move from a Welsh school to English because of the lack of help for his disability	1

The most common themes were not at all/no negative impact followed by positive impact: promote the use of Welsh and then would prefer to use the English language/would not like to have to learn or use Welsh language.

7.3.2 We would like to know your views on the effects that the guidance would have on the Welsh language, specifically on opportunities for people to use Welsh and on treating the Welsh language no less favourably than English. What effects do you think there would be? How could positive effects be increased, or negative effects be mitigated?

158 comments were provided by respondents and these have been themed and are detailed in the table below:

Theme	Number of responses
I think it would be a positive effect and could encourage people to learn Welsh if they don't already speak it and encourage those who do to use it more	49
Welsh is treated more favourably than English and discriminates against English speakers and causes division	18
Waste of money and resources/unnecessary	17
Welsh should be encouraged socially, in businesses and support and courses offered for people to use/learn the Welsh language	17
There needs to be promotion of Welsh language and culture to combat resistance and a culture change	12

Theme	Number of responses
BCBC should promote the Welsh language, let the public know if Welsh speaking staff are available and support staff who want to learn Welsh	8
There needs to be more Welsh-medium education	8
This should be a choice and not forced on people	7
Welsh and English need to be treated equally	7
There will be no benefits to this	4
Welsh would be treated on an equal basis with English and raise the status of the language	4
Everything needs to be translated/bilingual	3
Street names should be Welsh only/ all road signs should be bilingual	2
Don't understand this question. You need to be more clear	1
Negative impact on deaf son	1

The most common themes were I think it would be a positive effect and could encourage people to learn Welsh if they don't already speak it and encourage those who do to use it more and then Welsh is treated more favourably than English and discriminates against English speakers and causes division.

7.3.3 Please also explain how you believe the guidance could be formulated or changed so as to have positive effects or increased positive effects on opportunities for people to use the Welsh language, and on treating the Welsh language no less favourably than the English language, and ensure there are no adverse effects on opportunities for people to use the Welsh language.

108 comments were provided by respondents and these have been themed and are detailed in the table below:

Theme	Number of responses
Waste of money and resources/unnecessary	20
Welsh should be encouraged socially, in businesses and communities to encourage people of all levels and ability	14
There should be more opportunities to use and learn Welsh and more courses offered	12
BCBC should employ more Welsh speaking staff and support staff who want to learn Welsh	11
Welsh and English need to be treated equally	10
I think it would be a positive effect and could encourage people to learn Welsh if they do not already speak it and encourage those who do to use it more	8
This should be a choice and not forced on people	8

Theme	Number of responses
There needs to be promotion of Welsh language and culture to combat resistance and a culture change	7
Welsh is treated more favourably than English and discriminates against English speakers	7
There needs to be more Welsh-medium education	5
I am struggling to answer this question	2
All communication should be bilingual	1
Naming roads/streets in Welsh only will result in people using a little Welsh daily.	1
Menter Bro Ogwr could help with this.	1
Residents should be asked language preference to prevent duplicating documents	1

The most common themes were waste of money and resources/unnecessary followed by Welsh should be encouraged socially, in businesses and communities to encourage people of all levels and ability and then there should be more opportunities to use and learn Welsh and more courses offered.

7.4 Qualitative responses

7.4.1 Social media comments

Additional responses from social media comments (4) received during the survey's live period are detailed below:

Comment	Number of responses
Maybe change your name to the Welsh version to start with.	1
I am implying that you change the name from Bridgend to Pen Y Bont Ar Ogwr (as part of your Welsh strategy). That would be a good start instead of using the English version. There is also a Bridgend in Scotland!	1
The lowest percentages of Welsh speakers are in Bridgend (17%)	1
Of course the Welsh language should be promoted. I know a little bit, but I chose to put my son in a Welsh school so he would have better opportunities. I hear many speaking Welsh. I didn't have the opportunity when I was young.	1

8. Conclusion

Using statistical analysis, based on a confidence level of 95% a sample of 439 survey completions is considered to be robust to a maximum standard error of $\pm 4.752\%$. Therefore, we can be 95% confident that the responses are representative of those that would be given by the total adult population, to within $\pm 4.752\%$ of the percentages reported.

This means that if the total adult population of Bridgend had taken part in the survey and a statistic of 50% was observed, we can be 95% confident that the actual figure lies between 45.248% and 54.752%.

8.1 Equality Impact Assessment

The Full Equality Impact Assessment will be completed alongside the Five year Welsh Language strategy action plan which will be made available to Cabinet Equalities Committee in November 2021.

8.2 Welsh Language Five year strategy action plan

The feedback from this consultation will be used to work with service areas within the council to develop the Welsh Language five year strategy action plan which will be presented to Cabinet Committee Equalities in November 2021.