

WELSH LANGUAGE STRATEGY, 2024-29



TRAFNIDIAETH CYMRU
TRANSPORT FOR WALES



Shwmae, Su'mae?

Lowri Joyce, Welsh Language Strategy Lead



Do you want to start a conversation in Welsh but unsure how to begin (or worried about whether you should)? Do you want to see and hear more Welsh? Do you think it's important more people learn and use the language?

At Transport for Wales, we're Welsh first and foremost. We want it to be a central part of people's travel experience. Whether it's the daily commute, a day trip to the beach or travelling to see Wales play rugby (or football). TfW is intrinsically Welsh – and proudly so.

We're upgrading our network to ensure you see and hear Cymraeg and English (in that order) everywhere. TfW has always been a bilingual organisation. As we develop our presence in Wales, we want to go a step further to demonstrate our pride in the language.

Our passengers should be able to access the language of their choice. We're committed to ensuring the Welsh language is treated equally to and no less favourably than English. This applies across our organisation, both externally and internally.

Technology plays a pivotal role in expanding our use of the Welsh language. It offers us an opportunity for us to innovatively incorporate language choice into all our areas of our business and across different modes of travel.

We're aligned with the Welsh Government's Cymraeg 2050 vision. That means normalising the Welsh language and increasing its use. The key themes of this vision are being implemented throughout our activities. We're growing the number of Welsh speakers and increasing the use of Welsh. We're creating favourable, supportive conditions. This will positively impact our people, our customers, and our communities.

This strategy outlines what our priorities are and what the outcomes will be achieved over the next five years. It will ensure we provide assurances on what progress is being made, through both case studies and performance indicators, throughout the journey.

We cannot take this journey alone. TfW is always keen to hear your feedback, your ideas and any areas for improvement.

Mae'r Gymraeg yn perthyn i ni i gyd!



Background

We want to be Wales's favourite way to travel. Using and celebrating the Welsh language is integral to that mission. It ensures we contribute to sustaining a vibrant culture and thriving Welsh language now and for future generations.

The Welsh Government has set a goal of having a million Welsh speakers by 2050. To achieve this, the whole nation has to be part of the journey. This includes fluent Welsh speakers, Welsh speakers who are reluctant to use the language, new speakers who have learned the language and also those who do not consider themselves to be Welsh speakers.

Travel and transport is one area where people can experience, be exposed to and contribute to the Welsh language. At TfW, everyone has a part to play, and we want everyone to contribute to realising our ambition. The Welsh language should be an integral element of all aspects of everyday life. It is many people's first (and first choice) language and they should be able to use it on our services.

Language is always evolving and we're open to new ideas about integrating Welsh across our network. This strategy is a dialogue. We want to hear people's feedback, respond to and implement it.



Guiding principles

Welsh first and for everyone

Welsh speakers should always feel comfortable using the language. We'll build our services around this fact, ensuring Welsh speakers can get where they want to go as easily as English ones.

Embedding Welsh in everyday life

Using Welsh should just be the norm. We'll include it in everyday activities and discussions.

Increasing the number of Welsh speakers

We're always seeking to increase the use of Welsh at TfW. Everyone who wishes learn or improve is supported to do so.



What we'll do

For our people

- Ensure our staff have the right tools and resources to use the Welsh they have and develop these skills further.
- Identifying roles within the business that would benefit from having stronger Welsh language skills.
- Increasing the use of Welsh within internal processes and activities on a day-to-day basis, normalising everyday usage.
- Creating relevant bilingual roles and language specific responsibilities.
- Providing a framework for those who are not confident with the Welsh language, providing support and resources to ensure standard compliance.
- Offering all internal employee services and computer support bilingually.

For our customers

- Treat Welsh and English equally in terms of language preference and provision.
- Ensuring a fully bilingual infrastructure, such as visual and audio announcements, customer facing systems, bilingual wayfinding and signage.
- Increase spoken Welsh in station announcements and ticket office services.
- Increase in Welsh language as the language preference on communication tools such as mailing subscriptions.
- Identify and mitigate any barriers and difficulties in accessing Welsh services.
- Introduce a process to reduce errors in Welsh language signs, translations and announcements.

For the culture

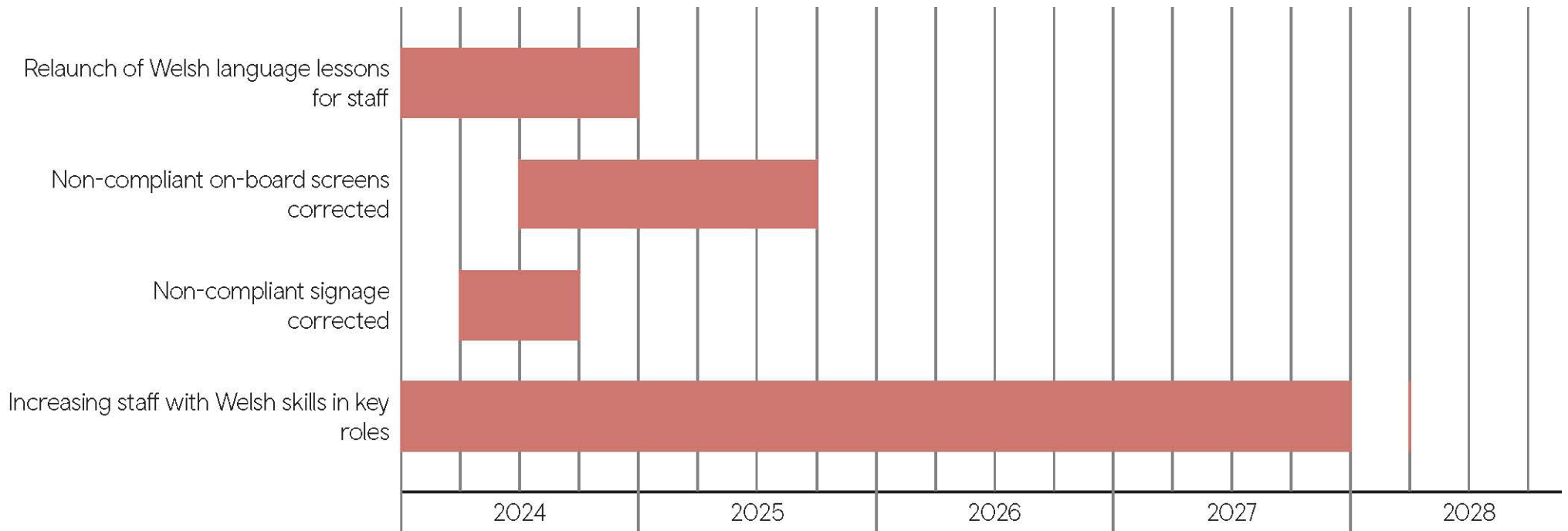
- Work closely with partners to support language endeavours such as careers advice to school children and supporting local community groups.
- Support significant cultural events such as the Eisteddfod.
- Key involvement in the development of future (sector-specific) Welsh Language Standards.
- Ensure all contracts meet Welsh language requirements.
- Ensure people can feedback in Welsh and ensure we can process this feedback accurately.





When we'll do it

We'll regularly monitor and report on these milestones as part of the strategy implementation. Progress will be publicly published in TfW's Annual Report and Transport for Wales' executive leadership meetings.



Conwy



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