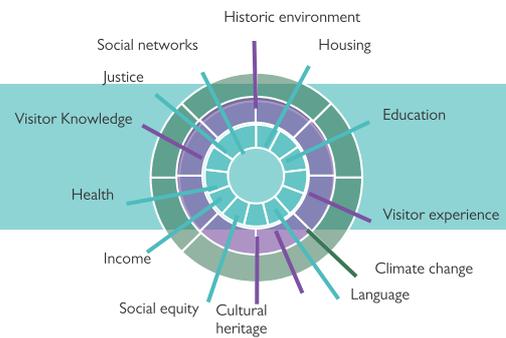


We will celebrate the Welsh Language within the Park by telling the story of its significance and encouraging its use in all that we do.

Welsh is one of the oldest languages in Europe. It has shaped the culture and identity of the Welsh Nation and is intrinsically linked to the landscape and communities of the National Park. In this policy we are seeking to assert the significance of the language to the region's culture, heritage and identity; encourage its use in the daily lives of our residents and visitors and ensure that the language is valued by all regardless of levels of fluency and culture of origin.



Why this is important

The Welsh language is a vital part of what makes Wales unique.

Within the Park we know the landscape via the Welsh names that define the towns, village, rivers, hill tops, streets and places. Although pockets of Welsh speaking communities remain in the West of the Park, the area on the whole has lower rates of Welsh speaking and knowledge of Welsh than the Welsh average.

Legislative and policy changes of the past fifty years have worked to help support the language and its use, however the Welsh language remains threatened by the structural dominance of the English language. Knowledge of Welsh enriches understanding of Welsh heritage and sense of belonging, the levels of Welsh speaking within the communities of the Park create a deficit a kin to disadvantage and this must be addressed.

How the policy will be implemented

Promote understanding, enjoyment and protection of the Welsh language and culture – we will develop the National Park Brand as a mark associated with supporting the use of the Welsh Language within the region. We will develop the ambassador programme to create Welsh language champions to promote the language and its cultural value.

Provide opportunities for Welsh learners in the area – we will with partners develop a range of resources about the park for Welsh learners. We will develop a programme of 'walks for learners' using both self-guided trails and guided trails targeted specifically at Welsh learners to engage in the Park and its history whilst improving Welsh skills and understanding.

Protect Welsh place names - working with the Historic Environment Partnership we will develop a programme of research and promotion centring on the Welsh place names within the Park looking at their cultural and historical significance. We will develop multiple channels to disseminate the findings of the research.

What success looks like

Welsh language will be celebrated within the region.

Welsh language learners will feel like the Park is a friend helping them on their language learning journey.

Non-speakers will have more knowledge of the language and the role it plays in shaping the park as a place, they will value the language as something special to cherish.

How we will measure progress

We will look to the number of people within the region reporting knowledge of Welsh, success will be recognised as an increase in this figure.