

## A Vibrant Culture and Thriving Welsh Language

A place that promotes and protects culture, heritage and the Welsh language and which encourages people to participate in the arts and sport and recreation.

### Current position and actions

Communities struggle to create a sense of caring for the place and each other through collaborative, voluntary action. The pressures of modern life mean finding time to be part of the local community and support its collective development is at a premium. Local activists bemoan the lack of wider community ownership of local issues and action to address them.

Although there has been a considerable fall in the number of Welsh speakers in the area in recent decades, there are a large number of people who understand some Welsh in a passive way but would consider themselves to be Welsh speakers. This provides a challenge in encouraging them to change that passive knowledge into active usage at whatever ability. Building on the successful hosting of the National Eisteddfod in 2014 actions to promote use of the language in town centre businesses and workplaces can be rolled out in rural area settings.

### Proposed Interventions

**Time Credits Programme** - Explore potential expansion of Time Credits Programme in Rural area wards – increases people volunteering to address local priorities in return for discounts for use of town centre facilities e.g. Llanelli Town Partnership – Street buddies project – an asset based approach to micro local community development.

**Promoting use of the Welsh language** – A focused and structured use of the Welsh language in implementing the whole place plan through:

Use of the community halls/hubs for improving learning and practice of the language;

Active recruitment of Welsh speaking volunteers in implementing the plan interventions e.g. community shops network, street buddies, bus information.

**Partners** – Carmarthenshire County Council, Spice, Llanelli Town Council, Llanelli Business Improvement District, Menter Cwm Gwendraeth Elli, primary schools (Ysgol Dewi Sant, Ysgol y Ffwrnes, Ysgol Brynsierfel) and Ysgol Gyfun y Strade Secondary School.

**Measures of progress** – Improved use of the language and increased volunteering.

**Local priorities** – Time Credits initiatives in new areas, areas with high proportion of Welsh speakers.