

11th Full Meeting – 2nd November 2015
Garwnant Visitor Centre

In Attendance

Bob Keep – Caerphilly CBC (BK)	Mark Soanes – Call of the Wild (MS)
Jet Moore – Adventure Beyond (JM)	Judith Harvey – BBNPA
Gary Mapletott – The Bushcraft Academy	David Hassard – Maesylade
Rich Hill	Emyr Rees – Atlantic College
Alad Davies – Expeditions Wales	Tom Partridge – Atlantic College (TP)
Zoe Anthony – Miskin	Fred Wright- Interactivities
Cheri-lee Birch – Miskin (CB)	Simon Fenton – Gower Adventures
Chris Evans – Waterfall Ways	Gary Evans – Hawk Adventures (HA)
Lisa Boore – Parkwood Outdoor	Dan Thorne – Woodlands
Gerwyn James – MOD	Riki Phillips – Mynydd Outdoor Adventure
Rhys Pinner – URDD	Richard Doyle – Ynys Hywel
Neil McMullen – Blue Ocean Activities	Gavin Clifford – Antur Ltd
Eoghan Powell – Carreg Adventure	Cilla Withers – Plas Pencelli
Lee Garbit – Quest (LG)	Laura Thomas – BBT
Nick Winder – Tirabad	Paul Dann – NRW
Matt Woodfield – SWOAPG (MW)	

1. Welcome:

Mark Soanes opened the meeting as temporary SWOAPG Chairman, thanking everyone for attending and NRW for allowing us to use the Garwnant visitor centre.

Apologies:

Ade Thomas	Chris Peirce	David Windebank
Will Kilner	Steffan Davies	Dave Phillips
Juliet Parker Smith	Stuart Martin	Paul Donovan
Geoff Haydn	Matt Rees	Owen Hayward
Kevin Walker	Mike Smith	
Andy Lamb	Graham Harvey	

2. Introduction to SWOAPG and Update:

Membership stands at 227, with 57% signed up to the Environmental Charter.

A reminder was given from the coordinator about the land for sale at Dinas and the decision not to look at purchasing.

A new Wales Wide Environmental Charter is in the pipeline, its development will only be on use if it is backed by large bodies and funders who can help make it a success from a training and marketing perspective. We will update you as this develops.

3. Rules and References

The changes to the concordat's enforcement policy were voted in by members after a description was given by Paul Dann (NRW) of the changes and the success we have had with them this season.

4. The History of Dinas

A short presentation was given by Ruth Coultard from BBNPA on the Dinas area and its long and interesting past. For more information on the history of this popular venue then contact the coordinator to book on to the History of Dinas workshop on February 19th.

For more information on the restoration works planned for the gunpowder works at Dinas then email Ruth.Coulthard@beacons-mpa.gov.uk for the newsletter.

A copy of her presentation can be found [Here](#).

5. Welsh Language in the Outdoors:

Bethan Jones, coordinator at menter brycheiniog a maesyfed, gave a short talk on developing the use of Welsh in outdoor delivery, following on from a project in North Wales which has been a real success.

A copy of her presentation and the report can be found [Here](#).

If you are interested in getting involved with training or employing a local Welsh speaker then you can contact Bethan on bethan.jones1@powys.gov.uk.

TP asked them for support in translating document for us, they agreed.

Rhys Pinner from URDD offered his support to providers in respect to Welsh language. He can be contacted on rhyspinner@urdd.org.

6. Group Funding:

The Coordinator gave an update on the group's financial position, which is favorable for the next 2 years. We have a small income from some project work for the Beacons and Carmarthenshire, as well as support from VW through WATO.

7. Welsh Government Access review and update:

5600 responses were received by Welsh Government on the green paper, they are all being reviewed and a summary document is due out in December. SWOAPG did not put a collective response in as member views vary across the sector, but around half of the members attending said that they had put in their own response.

8. Workshops 2015-16:

Thanks to funding from Visit Wales we are running a series of workshops and code of conduct training sessions over winter and spring. The Dark Skies workshop and Mellte run through that have already run have been a success, the Bushcraft Environment, History of Dinas, Geology and code of conduct sessions are following over the next few months. To book on contact the coordinator, for more information see the website.

9. Access to Tunnels:

An update on the Rhonda Tunnel was given by Zoe Anthony (Miskin). The tunnel group are looking for funding, local partners to work with and see an end game of charging for use of the tunnel to make the project sustainable.

As part of this project Sustrans have received money to review all other tunnel usage in South Wales, with the aim of creating more access. Thank you to those that did feedback to them any tunnels that you use. If you have not yet done this please contact gwyn.smith@sustrans.org.uk with where you use and if you can, number people taken, its value to your organisation, the jobs it supports etc. as this all helps to build an evidence base for future secured access.

10. Focus for Coming Year:

Suggestions from the floor were requested for any focus members would like to see for the coming year.

10.1 GE mentioned the upcoming Year of Adventure in Wales which we should all be focused on. Some members have not been receiving industry newsletter on this however.

AP – MW to send out info on YoA to all L2&3 members

10.2 BK requested a coasteering workshop. NCC are the best people to coordinate and run this.

AP – MW to pass on request to local NCC rep – Tony Rees

10.3 LG suggested a joint training day with local MRTs in the waterfalls area.

AP – LG to contact MRTs and coordinate an event. MW to support and communicate with group.

10.4 JM said we need to be more on the ball with access. Suggested an access subgroup that could deal with issues as they arise in the area.

AP – MW to invite appropriate members to join the access subgroup

10.5 CB requested Disability Training. External bodies are best placed to deliver this.

AP – BK to coordinate a disability training event. MW to support and communicate with group.

TP finished the discussions with a comment on how the group seems to have forgotten its original spirit and has become too reliant on its coordinator. He reminded people to share training opportunities, spreading the costs for all involved.

11. Steering Group Nominations:

No Steering Group Members stood down, although some were happy to if needed. One name was suggested from the floor and as we have no constitutional limit on the size of the steering group they were accepted on. The new SG member is Simon Neelan from Atlantic College

12. AOB

12.1 A new “no canoeing” sign has appeared on the river Taff by the Greggs put in. NRW have no knowledge of this. Canoe Wales are about to employ an access officer.

12.2 TP passed on a message from the NRW staff at Garwnant – if visiting with groups please contact the visitor centre in advance, they’d like to book people in so that they know how much the site is used for groups and will be able to advise on any planned works or closures.

Contact Aled Hopkins (Education, Learning and Sector Skills Team)

Mobile: 077483 36629 Email: aled.hopkins@naturalresourceswales.gov.uk

12.3 CB highlighted the issues of overcrowding when climbing at Dinas Rock. It was suggested that speaking to other instructors will solve this issue as we should all be willing to share this resource. If staff on the ground are not helpful or friendly, then contact the organisation they work for as this is not acceptable. Organisations represented at the AGM agreed with this approach.

12.4 GE proposed a vote of thanks to John Cliff who is stepping down as the Senior inspector for AALS in Wales after being in post since the start of licensing. John has been a real asset to the area and he will be missed. The role has now been taken on by Owen Hayward from North Wales - ohayward@aals.org.uk.

The next full meeting will be in October or November 2016.

This meeting and the ongoing development and support for the SWOAPG is made possible by funding from:



Croeso Cymru
Visit Wales



A REPORT TO DEVELOP WELSH LANGUAGE OPPORTUNITIES WITHIN THE OUTDOOR INDUSTRY IN BRECKNOCKSHIRE AND RADNORSHIRE



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Attachments

- i) Brecon, Llanwrtyd Wells and Llandrindod Wells Field Work Questionnaire
- ii) Outdoor Providers Questionnaire
- iii) School and Organisations Questionnaire

Executive Summary

1.0 Background.

- 1.1 Menter Bro Dinefwr was commissioned to undertake a piece of research work on behalf of 'Menter Iaith Brycheiniog and Maesyfed' who were operating on behalf of a partnership that was established to investigate the outdoor sector in South Powys.
- 1.2 The aim of this report is to give an overview of the current situation with regard to the provision of outdoor training through the medium of Welsh in South Powys, as well as the opportunities that exist for people to take part in activities through the medium of Welsh.
- 1.3 The report collates relevant data to enable the client to benchmark the present Welsh medium provision through a detailed review, and it creates a foundation on which to consider actions and supporting objectives for a 5 year development plan, in accordance with the client's wishes.
- 1.4 The aim of this report is to enable 'Menter Brycheiniog a Maesyfed' and the partnership to work towards conveying a vision to introduce more Welsh into the outdoor industry in South Powys and doing so on a firm foundation.
- 1.4.1 Within this report there are a number of elements that could be used to develop a detailed report to develop some or all of the suggestions and recommendations it contains. These include:
- A general overview and a review of the number, location and type of outdoor provision that currently exists in South Powys.
 - A SWOT study that verifies the need and the potential to develop an interest in the outdoor sector, increase the number of regular participants, and increase the use of the Welsh language within the sector.
 - Suggestions on how to achieve the above in a practical way that would be relevant for the client.
 - A detailed Action Plan, that illustrates the full costs and the strategic priorities

Methodology

The work of formulating the report was divided into three main sections,:

1) Collating evidence on areas relating to the report to include the provision within the outdoor sector by undertaking desktop research, to include organisations that provide services through the medium of Welsh, local schools and schools that were noted in the wider plan (areas of South Wales or those within the Communities First areas) and any other important strategic partner.

2) Conduct a SWOT study of the condition of the Welsh language within the outdoor sector by working with key partners that provide or make use of the outdoor services through a series of telephone calls, and face to face work.

3) Analyse the information based on the evidence collated by outlining the main challenges and opportunities by formulating conclusions that will be useful when considering developing a detailed action plan.

The Main Conclusions and Action Points

Introduction

In considering all the factors in this report, it is obvious that there is a very strong justification in the need to develop a bilingual workforce, in creating more opportunities to take part in outdoor activities through the medium of Welsh as well as formalising the provision of Welsh medium activities in South Powys. As well as providing more opportunities for primary schools, secondary schools and local youth work providers in the area, we strongly believe that there is an opportunity to develop an excellent scheme that would raise awareness, empower and create opportunities that would be suitable for attracting clients of all ages and from every part of South Wales, as well as developing partnerships with organisations on a national level. South Powys, due to its geographical location, offers opportunities to attract audiences from all directions with an appealing landscape that is both unique and beautiful. With an effective and realistic work plan we feel that South Powys offers a great deal and by developing a specific linguistic plan we believe that the Partnership has a unique opportunity to develop a project that will contribute substantially to the local area.

3.1 The Main Conclusions

The North Wales Outdoor Partnership has seen a significant increase in the number of young people working in the outdoor sector through the development of a specific plan to raise the percentages of Welsh speakers who are employed in the outdoor sector. With a clear strategy and commitment from local partners, a partnership in south Powys could also certainly create the same impact. With regard to benchmarking, the number of providers who can offer activities through the medium of Welsh is very small, with the majority of those relying on specific contractors to provide the work, or staff who happen to be able to speak Welsh and are confident enough to use it. In discussing this with local companies and providers it became apparent that bilingualism was not being offered in a proactive way but rather on an ad hoc basis in responding if a need arose. This raises the question whether these providers are aware of the possible value of the Welsh language to their businesses with regard to a provision for the County's Category 1 and 2 schools and those providers who are conducting specific language projects. This is an element that has become more evident during the research work.

Finding 1

As is true of the areas in the north, Powys has a rich landscape and natural resources that are used by local people as well as by agencies from outside the local geographical area. In undertaking the research work, it became obvious that outside ownership was problematic with regard to the Welsh language, with a number of centres in South Powys being managed by organisations in England, including other local authorities. As a result, the awareness of the Welsh language and its importance to life and local communities is lost or is ignored and therefore the language isn't generally considered as a marketing resource by these groups.

Recommendation

There should be a close working relationship with owners to try and ensure that they see an additional value in promoting a provision of Welsh language activities (if this is possible). This can be done through raising their awareness that 100% of the Category 1 and 2 schools that were questioned stated that they were supportive and considered language choice when deciding on locations to receive training and to hold outdoor activities. We would also propose developing a language quality mark campaign within the sector and rewarding providers for their linguistic efforts, for example sustaining a bilingual website, developing and monitoring a language policy and being able to provide services and activities through the medium of Welsh. A number of business standard mark projects have been developed by many of the Language Initiatives across Wales and it would be possible to develop a suitable template for the outdoor sector with the aim of cross border working.

Finding 2

The area is convenient to the motorway with the potential of attracting business from partners who are located within the areas of several different local authorities and which includes a number of youth organisations, educational organisations and partners that are specifically connected to developing and promoting language skills. The leisurely and social nature of some of the activities also make it suitable to target older age groups who are willing to travel to gain access to services, including Welsh learners.

Recommendation

We would propose developing a specific marketing plan aimed at schools, as well as community and educational organisations encouraging them to make use of local providers who provide services through the medium of Welsh. We would also suggest developing a network and a database of organisations who would wish to hold Welsh medium activities so that there is a way of conveying information about activities that are available through the medium of Welsh.

Finding 3

As a result of the research that was collated, a number of primary schools as well as community organisers felt that they did not have the budget to take children and young people on additional trips. Amongst the primary schools 100% of them went on outdoor trips once or twice a year with 12% going occasionally and 0% regularly. The main reasons for not doing more outdoor activities was the lack of funds, distance from the specific activity or a lack of time or/and link to a specific work programme. It should also be noted that the term 'outdoor' is interpreted very differently by nearly every school and organiser, therefore there is some work that needs to be done to ensure that schools are aware of all the possibilities and possible activities that are available within the sector.

Recommendation

We would propose working with the Welsh Sports Council to develop a partnership to facilitate access to small grants for travelling, participation and training to ensure that there are sufficient funds available to enable the children/young people to take part in outdoor activities through the medium of Welsh on a regular basis. The possibility of developing specific projects with the schools should be considered with the aim of including outdoor activities as the responsibility of an individual member of staff within each school. We also consider that a campaign is needed to raise awareness to avoid a misinterpretation of the term 'outdoor' to mean any sport that isn't under cover.

Finding 4

In order to ensure additional 'linguistic' value the partnership would need to work closely with the providers of linguistic services such as the Language Initiative, local Young Farmers Groups, the Urdd and Colleges and Universities. Contacting similar groups throughout South Wales should also be considered in order to share information and to help those agencies to make use of the services that are available.

Recommendation

These organisations should be contacted early in the new financial year to ensure that they consider the outdoor sector in their yearly work programmes. Helping these groups to attract funding would also offer more opportunities to work together as their resources are scarce with only a few language initiatives (mainly in the North) having a specialism and interest in the outdoor sector. Once again, a small grant from the Sports Council of Wales as well as the grant pots Gwirvol and Awards for All, Millennium Stadium Fund etc would offer good opportunities for collaboration and to get these agencies to consider the outdoor sector in their programmes and to consider South Powys as a suitable location for providing these activities.

Finding 5

In order to set a baseline for any action, and to measure the effect of any prospective project it is proposed that this document should be used just as a basis for collating timely data and as a snapshot of the present situation. Over time, the partnership will need to update the information that has been collated here in order to ensure that it is relevant particularly when considering applications for funding in the future.

Recommendation

To update this document on a quarterly basis to ensure a clear picture of the present situation.

Finding 6

On the whole, there is a positive attitude towards the Welsh language with many of the providers questioned happy to try and provide services through the medium of Welsh through freelance staff. Although some did suggest that this would be a considerable amount of extra work for them but were happy to assist. This positive attitude is essential when considering developing a workforce and raising awareness of the Welsh language in the sector as it would mean that some of the providers would have been happy to promote the fact that they are able to offer services through the medium of Welsh. The general feeling was that the providers were not proactive when considering the Welsh language.

Recommendation

We would propose working with self-employed providers and local businesses to try and promote the advantages of the Welsh language and to build on this positive basis. A structure should be established to try and make the best use of local resources by sharing the details of good and qualified staff. It is also proposed that a database of quality freelance staff in the Welsh language is developed or that a central cloud system is established that would enable freelance staff to upload their CVs for consideration by potential employers.

Finding 7

Opportunities to make use of the Welsh language in the outdoor sector as an individual is scarce, with the Welsh language provision being peripheral through one or two providers who are 'proactive' in offering bilingual services. An individual who would wish to have a full service through the medium of Welsh would only be able to do this through a specific provider. Providers who could offer core Welsh language services were very scarce.

Recommendation

We would propose therefore that the partnership should work with local providers to introduce them to the advantages of providing services bilingually with the aim of planting the seed of possibly establishing a Centre of Outdoor Activities through the medium of Welsh in South Powys – the first of its kind in Wales. As part of a prospective plan, providers would be given the opportunity to be a part of the Centre with the Centre promoting their business in a proactive way.

This sense of being a part of something bigger could stimulate more proactive procedures within these companies with regard to recruitment, developing language policies and developing specific marketing opportunities. In considering developing a project of this kind, consideration should also be given to capital funding opportunities and on Asset Transfer developments within local authorities. During a period when local authorities throughout Wales are looking to realise their assets perhaps there are opportunities to take ownership of a building that would be suitable to promote all outdoor activities through the medium of Welsh. Consideration should also be given to the following capital grant sources, if there was an opportunity to develop such a plan:

The Big Lottery – People and Places

CFP – Community Facilities Programme

Aggregates Levy

Finding 8

One huge gap that has come to the fore is the lack of a 'proactive offer' across the sector. Although there are Welsh language and bilingual services available from some providers we didn't feel that enough was being done to promote or to encourage people to take up this choice. The principle of the 'proactive offer' is currently being mooted by the Language Commissioner and is a way of developing confidence and to empower the customer to make a language choice during the first point of contact. We feel that this type of attitude is essential to ensure that service users are able to action their rights to speak and communicate in Welsh.

Recommendation

We would propose arranging sessions to introduce Welsh to the Managers and staff of the centres in order to discuss the possibility of developing a bilingual website and policy regard a telephone greeting and receiving emails. If possible a session could be arranged with the staff of the Commissioner's department and ensuring that the business receives attention in the press for doing this.

Finding 9

As it is a relatively low number of providers who offer horizontal bilingual services there is a need to be sensitive to ensure that the provider doesn't lose work as a result of any new provision or strategy that takes their core work.

Recommendation

We would propose that this Provider is a part of the planning process and is included in the implementation process as they have experience of operating bilingually and have the necessary expertise to push the language agenda. The changes that are proposed across the board should be done sensitively.

Finding 10

It appears that getting young people to take an interest in the outdoor sector is a considerable challenge as face to face research has proved that local young people have more of an interest in the traditional sports such as football, rugby and to an extent cricket and athletics. This is possibly because of the high profile and the image of those sports but also because young people are used to playing these sports from a very young age. The norm is to take part in football and rugby whereas a significantly smaller percentage take part in climbing, mountaineering, canoeing and outdoor sports.

Recommendation

We would propose trying to raise the profile of these sports on a local and national level and a simple way of doing this is to get young people to take part in them and to raise the participation levels as noted in the brief. We would suggest a specific campaign in order to target all the youth clubs of the area, young farmers and clubs and Welsh organisations to take part in specific activities and to try and get national attention and a familiar name to promote this. The activity should appeal to a cross-section of ages including children, young people, adults, couples and older people. Specific attention should be given to primary school children to ensure that they have the same opportunities to take part in outdoor activities as early as possible. The commitment of all the partners including the schools is essential to the success of any campaign such as this.

Finding 11

The outdoor activities sector could be a catalyst for the development of Welsh speakers as the sports leaders of the future. In order to prepare them it is essential to ensure that these children and young people have an opportunity to take part as early as possible and to have opportunities to develop within the sector.

Recommendations

We would therefore propose that a close working relationship should be established with local providers, activities organisers and specific officers within schools in order to offer participation opportunities as well as standard training to develop the capacity of potential leaders. We would also recommend that there should be a budget to provide a subsidy to sports leaders who choose to train through the medium of Welsh.

Finding 12

Young people's use of the Welsh language outside school is low with a number of young people being honest enough to admit that the language isn't very relevant to their social lives and that it is considered to be the language of the school or an official language. Efforts should be made to try and change this attitude by offering a wide range of opportunities to use the Welsh language socially. This type of comment isn't unfamiliar and therefore it is an example of how the Menter Iaith and other initiatives in the area play an important part in working to develop aspects of the language hand in hand with Welsh language developments in the outdoor sector. There is a need to increase the Welsh language provision for children and young people, such as activities during school holidays and any community opportunities to practice the language and normalise the Welsh language. This means that 'language' agencies have an important role to play to promote the work of the partnership and to support the campaign.

Recommendation

There should be a close working relationship with the providers of language services in order to ensure that the Welsh language is linked with any activities within the outdoor sector. Normalising the Welsh language is going to be advantageous to a number of partners and therefore close collaboration should ensure that the mentrau's strategic plans include modern activities such as outdoor sports. We would also suggest that a regional stakeholders group should be developed that includes staff from language organisations and the local schools to ensure a regional input, as well as the County Language Forum.

Finding 13

It should be ensured that the Welsh language is mainstreamed into strategies and programmes relating to economic development and community regeneration including employment projects. This scheme could therefore be a pilot to increase the number of Welsh speakers within one important area of employment in a rural area. Building on the North Wales Outdoor Partnership model this plan could be used as a basis to increase the number of Welsh speakers within the outdoor sector.

Recommendation

We would propose a discussion with the Local Authority to secure funding to pilot a trial project to see whether the number of Welsh speaking staff and volunteers within the outdoor sector can be increased. We would also suggest contacting partners who would have an interest in a cross border project to share good practice and to learn from each other.

Finding 14

As communication methods change, there is a need to ensure that bilingualism and opportunities to use the Welsh language are frequently publicised. This approach is essential in considering social networks such as Facebook and Twitter and the networks that are specifically used by young people.

Recommendation

We would propose that any potential project should include a strong element of promoting bilingualism through traditional marketing methods as well as through social media. We would suggest developing a Facebook and Twitter account for any potential projects to engage with a wider network of Welsh speakers.

Finding 15

There is a need to work closely with providers who work in the private sector and self employed employers to raise awareness of the Welsh language from the viewpoint of creating and growing business.

Recommendation

We would propose developing a campaign together with a specific business pack based on the advantages of providing services bilingually and presenting them to providers as part of the award plan noted earlier.

Finding 16

There is a need to increase the opportunities for jobs in the sector by demonstrating the additional value that the Welsh language offers with regard to enabling local young people to work in the sector. A supply of freelance workers with bilingual skills should be developed to fulfill the need that will be created by targeting service users. It should also be ensured that employers, as well as organisations in the public sector, understand the value of appointing staff with bilingual skills.

Recommendation

It should be ensured that a representation from the project works closely with school career officers and attends career sessions within schools to promote opportunities to work in the sector. The role as broker should also be undertaken to ensure that

young people who need to go out on periods of work experience are able to do that with local businesses and that they can undertake the work through the medium of Welsh.

Finding 17

There is a need to ensure a status for the Welsh language, to promote a language choice and to market Welsh and bilingual services within the sector. This is true of the public sector, the private sector as well as voluntary organisations. The lack of confidence that Welsh speakers possess is a common feature and consequently there is a need to ensure that there is an appropriate environment for them to use their Welsh.

Recommendation

The group should work very closely with officers from the local authority to ensure that any organisation that receives public money is aware that they have a duty to operate bilingually. It should also be ensured that individuals who want to have access to Welsh language services are able to have that right. These providers should also be introduced to the work of the Language Commissioner and the work of local groups who promote the Welsh language.

Finding 18

There is a need to create a balance between the need for services and the ability of the supplier to meet this need. There needs to be a balance between developing the workforce, developing bilingual providers and developing clients who are going to use Welsh medium services.

Recommendation

We would therefore propose a follow-up to the detailed action plan to ensure that the need increases as well as the providers' ability to meet the need. It is therefore important to engage with schools, clubs and any potential customers within the local, regional and occasional catchment, to ensure that the plan is effective and self sufficient. **It should also be looked at**

Finding 19

A long term effective programme cannot be developed without a substantial initial investment.

Recommendation

We would propose that the partnership looks for funding to employ at least one person to drive the plan forward. There are a number of components to the work that encompasses marketing, influencing, developing and monitoring the work programme as well as an awareness of the local area and working with a cross

section of people of every age and ability. A number of contributors noted 'funding' as a problem, therefore the individual needs to be confident in trying to attract funding as this will be a way of satisfying many of the problems and it will give people an opportunity to engage with the outdoor industry, perhaps for the first time.

The individual will need to possess a variable skills set and therefore should be employed on a grade as a Co-ordinator or Manager on the NJC scale.

A salary on a level of SO2/PO 34 £28,636 - £28,922 should be considered to ensure that a member of staff of sufficiently high standard is employed who will possess the necessary skills set to develop the plan to its full potential. With additional costs such as national insurance, pension, travelling costs, office costs, office equipment and telephone, funding in the region of £45,000 should be considered for a period of a year. Please see the job description in appendix 1.

The constitution of the group should also be looked at, the employment options within the membership of the partnership and the following funding sources before a decision is made on how to move forward with the detailed plan:

Brecon Beacons Sustainable Development Fund

The Rural Development Plan

Powys Community Covenant – The Army Fund

The Big Lottery Fund – People and Places

Community Facilities Fund (CFP)

We would propose developing a structure and timetable demonstrating when and how this money can be drawn with a proposal to contact the grant providers to obtain information regarding the timetable of the funds.

Conclusion

In considering all the factors, I strongly believe that there is a demand and need to establish a structure that will enable more Welsh medium activities in the outdoor sector in South Powys. We believe that there is also a sufficient demand to develop a strategy for developing more volunteers and staff who have the potential to develop services through the medium of Welsh. The essential element is that the Partnership receives sufficient assistance to realise this vision. In our opinion the main priorities are securing an appropriate member of staff with sufficient skills to develop this work in the short term and to develop a sustainable role for the future.

We believe that the most effective way of doing this would be:

- 1) To ascertain and apply for funding to employ an individual on the basis of the pilot plan (9-12 months)
- 2) To ascertain and apply for funding to employ an individual for a period (12-48 months)
- 3) Aim to create an income to support a post (48+ months)

Part 1 Collating evidence – The Welsh language and the present outdoor provision;

1.1 Introduction

1.1.1 The aim of this report is to give a comprehensive picture of the state of the outdoor sector in South Powys by identifying gaps in the present provision and discovering opportunities to develop new Welsh medium services within the area. It offers a snapshot of the present situation, examines opportunities through a SWOT study and following completion it will help the client decide whether there is a way of alluding to the fact that there is a case for developing more Welsh medium outdoor activities in South Powys.

1.2 Methodology

The work of putting a report together was separated into three main areas as follows:

1.2.1 Collating evidence by undertaking desktop research about the present outdoor activities and the partnerships that are available and operate in South Powys. This included statistical information and information about agencies and Welsh medium providers as well as the outdoor sector.

1.2.2 Following the initial research a SWOT study was carried out of the outdoor sector's present state with regard to the Welsh language. This was done by conducting a number of telephone discussions with the main stakeholders, which included key local individuals and representatives of some of the main outdoor sector organisations, as well as numerous discussions with various residents of the area.

1.2.3 Through a combination of desktop and SWOT studies, a list was drawn up of the main findings as well as recommendations for further development, as well as the main challenges and opportunities in summarising these conclusions that would be of assistance to the group.

1.3 The Area

1.3.1 This report contains a description of the "South Powys" area. In looking at the boundaries of the area we have included the Brecknockshire and Radnorshire areas in this study. However, we are totally satisfied that opportunities exist cross border, certainly in the North of the County as well as specifically in the counties of Carmarthenshire, Glamorgan and Ceredigion.

Generally, we have interpreted South Powys as being the areas noted on the map, and including the following natural centres noted on the map such as Ystradgynlais, Brecon, Crickhowel, Talgarth, Hay, Llanwrtyd Wells, Builth Wells and Presteigne.

Where a provider is located outside this geographical area, we have clearly noted this to avoid any confusion with regard to the report's findings.

MAP OF POWYS SHOWING THE SOUTH POWYS AREA



1.3.2 We felt that people were naturally drawn to particular areas but that generally people were drawn to Ystradgynlais, Brecon, Llanwrtyd Wells, Builth Wells and Llandrindod Wells as well as the other areas noted above. This is probably due to the rural nature of the County, with people drawn to the most populated areas to get access to services. Although this is true, large parts of the area are very mountainous with the Brecon Beacons National Park in itself a natural draw with a high volume of tourists visiting this area. This is worth noting as it appears that it belongs to more than one area or provider including outdoor organisations that are located the other side of Offa's Dyke and outside the borders of the County.

South Powys is divided into the two County Municipal areas that is, Brecknockshire and Radnorshire. The highest point in the County is Pen y Fan which is about 886

meters in height. Pen y Fan itself attracts a high number of walkers every year and is a national attraction of a high standard.

1.3.3 According to the 2011 census the percentage of the population aged 65 and over in Powys was the highest ever seen in any census, that is 23% - a total of 30,200 with the population growing by 5.3% between 2001 and 2011. This is significant but also offers opportunities within the sector from the perspective of attracting people who are a little bit older.

1.3.4 To a large extent, the area's economy is based on agriculture and tourism with small local businesses and self-employment also at the fore. The public sector is also an important employer in the area with the Local Authority – Powys County Council an essential employer.

1.3.5 There are 91 primary schools, 13 High Schools and 3 Special Schools, with the Southern part of the County within reach of a high number of Welsh medium schools that are located in the South Wales Valleys.

1.3.6 Of these schools there are two schools in South Powys that have a Welsh stream. A number of Brecon residents have access to Welsh medium education at Ystalyfera High School.

1.3.7 129,083 people live in Powys with 18.6% able to speak Welsh and 6.7% are able to understand Welsh. Although this figure is relatively low, it emphasises the need to attract Welsh speakers from outside the County and beyond.

1.3.8 Powys has the third largest rural population (87%) amongst all the local authorities in Wales and England following the Scilly Isles and North Norfolk.

1.3.9 Powys has the highest population (28%) living in rural hamlets and individual dwellings amongst all the local authorities in Wales and England.

Proportion of people (aged 3 and over) able to speak Welsh, by local authority, 2011



As the above map demonstrates, Powys borders Ceredigion and Carmarthenshire that have a high percentage of Welsh speakers. To the South West is the gateway to the valleys where once again there are a number of schools that provide Welsh medium education. It is also important to remember that North Powys borders Gwynedd that has a very high percentage of Welsh speakers. The capital of Wales is less than an hour away from Brecon, with populated towns such as Neath, Port Talbot, Ebbw Vale, Merthyr Tudfil and Bridgend considerably closer, with the city of Swansea about 45 minutes away. There is therefore a potential to reach very large audiences of Welsh speakers, if there was a specific reason for attracting them to South Powys.

1.3.8 The area's economy is based to a large extent on agriculture and tourism with small local businesses and self employment very prominent. The public sector also has an important contribution to make towards employment. There are increasingly a high number of outdoor and leisure providers in the area and a number of strategic partners who work within the sector. Powys has a totally unique resource in the Brecon Beacons National Park that attracts a high number of tourists to the area, and it's easy to understand that attraction.

1.4 Unique Natural Environment

The mountains, hills, rocks, rivers and lakes of Mid Wales are high quality outdoor destinations. Brecon Beacons Park is at the geographical heart of Wales with fairly easy access to the M4 and therefore to the areas with a high and concentrated population as noted above.

These unique and high quality resources present tremendous opportunities that appeal to those who travel to the area and are frequently the reason why they visit the area.

1.5 Economic Effect

The Outdoor sector can offer jobs that aren't within the scope of other sectors, i.e. jobs that promote health and well being, sustainable jobs with a good salary that are located in the countryside. At a time when traditional countryside jobs, particularly in agriculture and forestry are facing more of a threat, the outdoor activities sector is demonstrating a good level of participation.

For those who want to stay in their local areas working in the outdoors, the industry is one of the few opportunities that exist to be able to do so.

Unfortunately, according to the information that has been collated, very few Welsh speaking young people are part of the sector at the moment. As a result there are very few Welsh speaking trainers and front line staff employed by outdoor businesses. In South Powys, the norm is that non Welsh speaking people own these businesses and usually provide services through the medium of English.

Research undertaken with a sample of providers showed that only a small percentage of managers in outdoor centres were fluent Welsh speakers. Although support staff do essential and valuable work in the sector, it is important to note that in general, training and management jobs offer a better salary and need a higher level of experience and qualifications.

1.6 The Cultural Context

It is essential that local communities are able to contribute to this essential sector of the rural economy and ultimately to formulate its future.

This research has shown clearly that the sector depends on people who have moved into the area.

If local Welsh speakers don't contribute constructively to the sector, we will face a number of significant problems. There is already some evidence of this as is demonstrated in a report that was commissioned recently for the outdoor sector in the North East. They include:

An Anglisisation of Welsh place names – the lack of local connection means the loss of a number of original names for peaks, valleys, and streams, or the mutilation to create easier versions for incomers.

A loss of an opportunity to enrich the experience of 'outdoor' visitors by presenting a local culture, language and heritage in a constructive way.

Local people have a greater feeling of alienation as they witness their areas being used for leisure purposes by tourists but yet feel that they have no control or connection with the sector. This can be very apparent amongst young people.

The influence of parents or teachers is essential with regard to deciding on participation in outdoor activities, as they are generally less accessible than other sports. A number of young people will grow to be adults without having any connection with the sector, and will possibly nurture negative attitudes towards outdoor activities without understanding them properly. They won't develop an interest in the sector and therefore will lose out on work opportunities within the sector due to a lack of experience/qualifications. They will grow to be teachers and parents and the circle will continue. This is true of the sector generally and also is even more relevant with regard to the connection of the Welsh language and the sector.

There is a need to act positively and proactively in terms of linking the Welsh language to the sector and in developing good quality outdoor activities that are truly bilingual.

1.7 Health and Well Being

The natural environment of South Powys gives local people the opportunity to take part in outdoor activities that promote health. Outdoor activities develop fitness and reduces stress as well as providing an opportunity to socialise and chat. Doing more exercise is an excellent way of meeting people and reduces loneliness.

Unlike traditional sports where injuries can restrict people's participation by the time they reach middle age, it is possible to enjoy outdoor activities like walking and water sports when someone is a little older. This information is key in transferring positive messages to parents, prospective parents and teachers. If these activities are introduced to young people during their time in school, there is a possibility that local people will live active and healthy lives from their early childhood to old age. This life long engagement in outdoor leisure will create a significant opportunity to have a positive influence on the health of local people and in considering the local demographic, the way in which people of every age engage with outdoor activities. People of every age can take part, without any more expenditure than the cost of equipment and transport.

1.8 Education and Life Long Learning

Education and outdoor activities are particularly effective in promoting a healthy lifestyle, raising self confidence and developing individual skills or to work as part of a team. Within life long learning, learning these life skills are especially essential for the old and the young. Within the formal education curriculum, they contribute directly to developing Personal and Social Education and the wider Key Skills that are at the heart of the education strategy, 14-19 Learning Pathways, and the Welsh

Baccalaurate. Over 80% of the young people who were asked, felt that they had grown as a person by taking part in outdoor activities through the Duke of Edinburgh award.

Exciting activities and an environment that inspires means that outdoor education is perfect for engaging with people to ensure that they learn and develop on a personal level. Teachers talk about the positive effects on standards of achievement for all pupils of every academic ability when they return to the classroom. Those taking part return with additional skills, unique experiences and more confidence in their own ability.

1.9 What is unique about South Powys?

The area is unique with regard to location and opportunities to develop Welsh language services in a climate that is relatively English in nature. The present Welsh language provision is fairly small although the geographical location makes it a perfect location to reach new regular audiences.

Due to the lack of awareness of the Welsh language as a marketing tool, south Powys has a very low baseline, with a small nucleus of providers that operate through the medium of Welsh. There is therefore an opportunity to work on an intense basis with these few providers to try and develop a new structure of mainstreaming Welsh services.

The geographical distance of South Powys makes it possible to attract freelance outdoor leaders to the area to try and provide temporary activities through the medium of Welsh. Indeed SWOAPG – South Wales Outdoor Provider Group notes that over 200 members provide outdoor activities across south Wales, with a number of the providers using the Brecon Beacons regularly as a provider centre because of the local facilities but also because of the unique landscape.

One element that is totally essential is the good will that is shared with members of the partnership which includes the Language Initiative, a private company 'Sbri Cymru' the National Park, Duke of Edinburgh Award and the local authority. This determination to approach the hurdles that exists with regard to the language within the industry is essential and ensures that a supportive network has been created to locally develop the Welsh language. ffit

1.10 How does it fit with the Countryside Code

The Countryside Code was launched in 2004 and it concentrates on the following themes:

Respect other people

Protect the natural environment

Enjoy and make sure that you are safe

South Powys certainly gives people of every age an opportunity to enjoy the natural environment and therefore the client's plans feed into this vision. What is perhaps currently missing is the ability to do this through the medium of Welsh, with the wishes of Welsh speakers to take part in Welsh medium activities on the periphery. It is important with any increase in the sector that the language is also included to ensure that the developments include the wishes and rights of Welsh speakers.

1.11 How does it fit with 'Climbing Higher'

Climbing Higher (The Government's Strategy for Sports and Physical Activity) refers to Creating an Inclusive Wales.

The Strategy recognises that we live in an unequal society, where people who live in poorer communities are less likely to take part in sports and physical activity. This plan aims not only to target tourists but also local people, and specifically Welsh speakers, a sector that has an under provision with regard to the language. It is therefore important to remember that Welsh speakers have rights and that the Welsh language has an equal status here in Wales.

1.12 Providers in the Outdoor Sector in South Powys

The definition of 'outdoor' work and 'outdoor education' can be ambiguous as a number of activities that appear to be connected to the sector are in truth peripheral. It was decided therefore to follow the AALA definition that is the Licensing Authority for Adventure Activities that defines any activity within the four following areas, Caving, walking, climbing and water sports. Whilst investigating, 200 providers were found across South Powys who are on the SWOAPG list. These are a combination of private businesses, individuals, organisations and centres that were being run by agencies or local authorities. A number of organisations operate outside of South Powys and it is estimated that over 50 of these are based within the boundary of South Powys.

The outdoor sector has grown rapidly with the number of members of SWOAPG having increased during the last two years. However, we would guess that there are more but in order to try and make use and sense of the sample, we have decided to base our statistics on a sample of 30 to compare services and their attitudes towards the Welsh language. The simple reason for this was the lack of time to contact each one and to have a response from them. However, we contacted a sample by using the information on their website as a basis for the collection of fair data.

Out of a sample of 30, 10% had a bilingual website. 34% were able to provide basic Welsh language outdoor activities if needed and 5% answered the phone with a bilingual greeting. Although 34% were able to provide outdoor activities through the medium of Welsh, those who were not able to provide services were happy to refer us to local providers, with 'Sbri Cymru' being specifically suggested on a number of occasions. The main reason for the low percentage is the over-dependance on the owners/managers to do the activities themselves or that they have to rely on freelance qualified staff and therefore it would depend whether those individuals were able to speak Welsh. Also some of the providers were located in England and therefore they were not able to answer on behalf of the specific locations.

Below is an outline of some of the providers to demonstrate the different types of agencies that are available locally.

1.12.1 Sbri Cymru

Specialists in the outdoor sector that offers outdoor activities in Welsh and English for people of every age including local people and those who visit the area. The company is located at Pen-y-cae, Swansea which is outside South Powys but it advertises that it undertakes residential work in the Brecon Beacons Activities Centre in Brecon.

Every element of the work can be offered bilingually including:

Sbri Cymru's website is bilingual and communication can be done bilingually at any time. Sbri Cymru has been earmarked as one of the main strategic partners for any prospective plan as they have the resources to be able to substantially contribute to developing a plan that can tie in the language with outdoor activities.

They provide residential activities as well as activities for groups of young people, adults and families. With regard to developing the 'Interactive Offer' strategy, Sbri Cymru was the agency most likely to be able to develop a plan of this kind. In dealing with the partners of Sbri Cymru, it was observed that they possess totally open and positive attitudes towards the Welsh language.

1.12.2 Tirabad Outdoor Centre, Llangamarch

Very experienced and professional providers in the outdoor sector that offers outdoor activities through the medium of English only at the present time. The Manager isn't Welsh speaking but after explaining the type of service that I would like to receive he was keen to point out that he was able to provide freelance workers who had some Welsh speaking skills. With regard to attitude, he was very happy to try and provide Welsh medium activities if he was able to get qualified staff in the sports that we requested as well as time to prepare.

The Tirabad Centre's website is in English only with the Trustees based in Southern England, which perhaps explains the lack of awareness of the importance of the Welsh language and the 'proactive' approach. However, the staff were very friendly and were keen to assist me in trying to get Welsh speaking providers.

1.12.3 Plas Pencelli, Brecon

Plas Pencelli is an outdoor centre which is located on the slopes of the Brecon Beacons. It is owned by Swindon Local Authority and yet again the website isn't bilingual which probably reflects the fact that it is owned by an English agency. They are very experienced in the sector and have been established for over 40 years. They have a provision specifically for youth groups and colleges. Plas Pencelli isn't able to provide activities for Welsh speakers as such.

1.12.4 Storey Arms Outdoor Education Centre

The Centre is at the foot of Pen y Fan and is able to provide activities through the medium of Welsh through a resource of freelance staff. Their website is bilingual and members of staff have a positive attitude towards the Welsh language although they did not know exactly what activities they could provide with their present staff resource. The building is owned by Cardiff Council and is open for anyone to use.

1.12.5 Black Mountain Activities

The Provider is able to offer some services through the medium of Welsh through freelance staff although a high percentage of the activities are undertaken through the medium of English only. In the past, they did have members of staff working for the company who could speak Welsh but the provision depends on the staff that are available. The company offers land based activities as well as water based and white water rafting. Once again although the website wasn't bilingual and it wasn't possible to communicate through the medium of Welsh over the phone the attitude of the member of staff was totally positive.

1.12.6 Hampshire Mounteering Centre

No response was received from the Hampshire Mounteering Centre but the Centre is owned by Hampshire County Council. They provide a great number of activities but once again their website is in English only which is to be expected as it is one of a number of centres which is in the ownership of a Local Authority from England.

1.12.7 Manor Adventure

An international company that has locations in England, Scotland and France as well as Powys. The activities that they offer vary from land based activities and water based activities. They don't advertise that they are able to provide services through the medium of Welsh and they weren't able to promise to provide bilingual services as they were unclear about the language levels of their staff.

1.12.8 Llangorse Multi Activity Centre

The Centre offers indoor and outdoor climbing activities, a bmx track as well as riding activities. They are able to get bilingual staff so that they are able to meet local demands and prospective customers but once again they were unsure how many of their staff were able to speak Welsh. Their attitude was very professional and they were very happy to help in any possible way.

1.12.9 Kevin Walker Mountaineering Activities

Kevin Walker has been mountaineering professionally since 1978 and is an example of an individual running a business in the area. He is located in Crickhowell, in the Brecon Beacons.

He offers high quality and professional training, and tends to work with small groups with the work connected to mountaineering on the whole.

Conclusions about the Welsh language provision

In looking at the small sample noted above, it is obvious that there are a number of different types of provision available with a variety of organisations, individuals, trade businesses and centres connected to the sector and therefore this explains to an extent the lack of consistency with regard to the language. Out of a sample of 30 only three of the individuals answered the phone and conducted a conversation in Welsh which represents 10%. 4 of the Managers were able to speak Welsh which is 13% and when asked about Welsh speaking staff 19% employed Welsh speaking staff regularly. Out of the 30 there were 22 who could use freelance Welsh speaking staff to provide activities, which is an average of 73%.

For information, it was noted that it would not be possible to conduct many of the less familiar sports in Welsh as they were provided by one or two specific members of staff. In the instances where that member of staff was not able to speak Welsh that activity was not available bilingually. With regard to general attitude the majority of the providers were very positive and were keen to help me. I feel that the main barrier that the companies have to be able to operate bilingually is the lack of awareness that the service is going to be of use and in some cases the lack of funding to appoint staff and to an extent a lack of information about the language skills of staff.

1.13 Local Participation Levels

The surveys conducted by the Welsh Sports Council of Wales measure the participation in sports amongst the general population and collates evidence about participation in outdoor activities.

However, it is obvious that more work needs to be done to refine the present methodology to assess in detail how many take part on a regular basis rather than a one off activity.

Statistical evidence collected in Brecon, Llanwrtyd Wells and Llandrindod Wells over a period of three days shows that only a small percentage of those who were asked took part in outdoor activities in their leisure time and even less who did that regularly.

24% out of a sample of 50 people (age 11-25)

28% out of a sample of 50 people (age 25-65)

9% out of a sample of 50 people (age 65+)

78% stated that they would welcome more opportunities to do outdoor activities with 32% stating that they don't do these activities because of time and 24% due to cost. 22% had no reasons. With regard to the Welsh language only 18% stated that they were aware that there were opportunities to do activities through the medium of

Welsh locally, with only 2% able to name a company who provided Welsh language opportunities.

1.14 Survey of School Sports – Sports Council for Wales

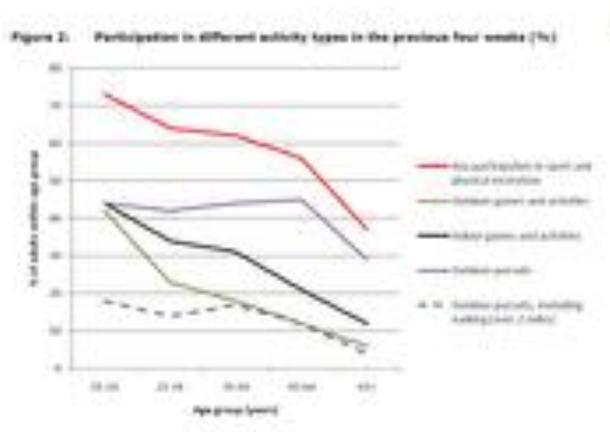
The Sports Council revealed an increase of nearly 50% in the number of children in Wales who regularly take part in sports and physical activity. In obtaining the opinion of 110,000 children in Wales, from nearly 1000 schools, the Survey of School Sports in Wales is the biggest survey of any kind of young people in the United Kingdom, and it is believed that this is the largest survey of its kind in the world.

As well as demonstrating that the number of young people who take part in sports or physical activity three times or more a week has increased from 27% in 2011 to 40% in 2013, the survey also revealed the following:

- 92% of children enjoy physical education
- Boys (44%) were still more likely to take part on a regular basis in sports and physical activity than girls (36%); although the figures had increased for the two sexes, the gap continues to be static
- Children from ethnic minority communities or the poorer and most underprivileged communities, were less likely to take part in physical activities on a regular basis.
- Taking part in sports and physical activities that are enjoyable and full of fun is key in order to encourage the participation of children and young people.

In South Powys 65% of the pupils indicated that they enjoy sports in school with 62% indicating that they enjoy sports outside of school.

83% of the pupils took part in sports in a club environment outside of school, and 73% of the pupils were confident about trying new activities without worrying. In comparing the high percentages here with the low results relating specifically to outdoor activities it is obvious that the outdoor sector has a lower percentage of participants than the traditional sports.



The above graph demonstrates that although the participants in games and outdoor activities is decreasing considerably outside the age group 15-24, the percentage

Mountain Leader Training UK is willing to help establish training networks so that experienced people can give training on a voluntary basis. Once again a similar strategy as well as the experience of local providers is essential to raise awareness and interest in the outdoor sector.

1.17 Employment and Training

There are a number of jobs in the outdoor sector and they aren't restricted to training posts only. Outdoor centres need manager, housekeeping, cooking, support and accountancy posts. Self employed workers and outdoor centres use the services of web designers and leaflet creators etc for marketing. Visitors need somewhere to stay, eat and shop, which in turn creates jobs in places to stay, hospitality and shops, all of which are connected to the sector and depends upon it.

The sector itself needs some governance with regard to professional and commercial bodies. There is a lively outdoor trade journalism with writers, photographers, film makers, designers, editors etc providing information material and entertainment for those who use the outdoors.

Hand in hand with this are a number of jobs maintaining and managing the countryside sectors that have developed to meet and or manage the demand from outdoor users, such as wardens in the National Park and the National Trust. There are jobs connected with outdoor activities in local government, Countryside Council for Wales, the Environment Agency, BCC, the Sports Council, Higher Education colleges or Further Education.

There are some training opportunities available through Further Education colleges and Outdoor Centres. Unfortunately, only a few possess the appropriate background to benefit from these opportunities. Education providers and local training could benefit from this strategy and work together to provide a clear path for young people who want to work in the sector.

1.18 Secondary School Findings

Of the 5 local schools who took part in the research 100% of them provide some experience of outdoor activities for their pupils.

With regard to the frequency of the provision 80% of the schools were providing the provision regularly i.e. weekly or monthly. 20% were providing the provision once a year and 0% were providing nothing at all. 20% provided Welsh medium activities according to demand but they admitted that the provision wasn't always available.

100% of the responders stated that they would like to increase their provision. 80% referred to the importance of the Duke of Edinburgh Award.

When they were asked what were the barriers to increasing the provision, the schools responded as follows: 20% lack of funding to buy assistance or equipment, 20% lack of time in the curriculum, 40% concern about safety/high level of responsibility and lack of transport and funding.

100% of schools believe that their pupils would benefit from regular outdoor activities. The teachers demonstrated a strong understanding of the possible advantages. The main advantages noted were self-confidence, team work/social skills, environmental awareness and the development of a life long interest.

1.19 Secondary School Findings – Wider catchment

4 schools from South West Wales responded to the questionnaire.

Of these schools 75% of secondary schools were providing some experience of outdoor activities for its pupils.

With regard to the frequency of the provision only 50% of secondary schools were providing the provision regularly i.e. weekly or monthly. 50% therefore were providing the provision once a year with 0% providing none at all.

100% of the responders stated that they would like to increase their provision, with 100% also supporting opportunities to have outdoor activities through the medium of Welsh.

1.20 Primary School Findings

70% of the 17 primary schools who responded stated that they did provide some sort of outdoor provision.

Of those who did provide a provision, 68% provided a provision during school hours, 0% provided a provision outside the curriculum and 68% provided a provision during residential visits.

There is a clear tendency to make the most of the provision for pupils in years 5 and 6 which is understandable due to the nature of some of the sports.

With regard to the frequency only 40% of schools provided this provision regularly. The remaining 24% provides a provision once a year.

The main barriers to increasing the provision was a lack of time in the curriculum, safety/responsibility concerns, lack of funding, lack of specialism in the school and lack of transport.

Schools were also asked what would help them to be able to provide more. The main factors noted were, more money, being able to go to local qualified outdoor leaders/centres, training for teachers, and transport costs.

100% of schools believe that their pupils would benefit from undertaking outdoor activities. The main advantages noted are: team work, health/fitness and environmental awareness.

100% of the schools agreed that a more local Welsh medium provision would help them to provide more outdoor opportunities.

1.21 Health and Physical Activity Levels

In 1998 only 28% of Wales' population of adults was doing enough physical activity to meet the health recommendations (Welfare in Wales 2002).

Obesity is on the increase in Wales. A clear connection has been made between obesity, diet, way of life and lack of exercise. There is an obvious connection between obesity, heart disease and type 2 diabetes.

The population of Wales is ageing, which means that there will be more pressure on the primary care services – perhaps those services won't be affordable in the long term.

1.22 Key Language Partners

1.22.1 Menter Iaith Brycheiniog a Maesyfed

Menter Brycheiniog was established in 1999 and since 2006 the Menter has been operating in Radnorshire as well as Brecknockshire. The Menter offers advice and information, and is responsibly for arranging and promoting activities through the medium of Welsh.

The essence of the Menter's work is community development across Brecknockshire and Radnorshire in order to increase the use of the Welsh language amongst the communities of south Powys. To achieve this the Menter has been working within three specialist work areas that is:

- Children and young people
- Families
- Community

The Menter is part of Powys County Council with one member of staff employed by the council as the Co-ordinator of the Menter. The Menter is funded by grants from the Welsh Government and Powys County Council. The Menter makes use of centres in Llandrindod Wells and Brecon for office work.

The aim of the work programme and the Menter's strategy is to meet the needs of the Brecknockshire and Radnorshire communities with regard to the Welsh language and to fulfill the Welsh Government's language strategy 'A Living Language, A Language for Living'. Menter Iaith Brycheiniog a Maesyfed works with children and young people who are able to speak Welsh and therefore their connections are invaluable when trying to target this age range to take part in outdoor activities on a regular basis.

1.22.2 Partner IAITH Aman Tawe

'Partner Iaith' Aman Tawe promotes the Welsh language and it operates across the borders of Carmarthenshire, Neath Port Talbot and Powys. It is a joint scheme between the local Mentrau Iaith's and Wales Government with the aim of promoting the Welsh language across unique language areas where there are higher

percentages of Welsh speakers. The 'Partnership' has members of staff who work to achieve specific language aims. Every area has a number of 'powerhouses' that include a number of local volunteers. The campaign responds to a number of requirements and local demands and are led by people from the area. A number of activities have already been arranged in the Ystradgynlais area to promote the Welsh language. The scheme has staff who work specifically with young people and who look for opportunities to take them on outdoor trips.

1.22.3 Urdd Gobaith Cymru

Urdd Gobaith Cymru is a movement that was established in 1922 to provide opportunities for children and young people to learn and socialise through the medium of Welsh. It provides a variety of activities across the whole of Wales and there is a specific branch in South Powys. It gives the young people of Wales an opportunity to live active lives through the medium of Welsh by learning to respect each other and the people of the world. It welcomes Welsh speakers and learners. Development officers work in every area to ensure that a full programme of activities is offered to children and young people.

50,000 children and young people in Wales are members of the Urdd.

A third of all the Welsh speakers between 8 and 18 are members.

Over 3,000 of the members are between 16 and 25 years of age.

South Powys is the Urdd's largest area in Wales. There are Urdd groups in several primary schools and nearly every secondary school, and there is a new group located in Brecon. The Urdd arranges trips on a regular basis to the Urdd Camps at Llangrannog and Glan Llyn and have also arranged a number of trips abroad on an annual basis. The Urdd's Director has already expressed support for this scheme and has called for more opportunities to use Welsh locally.

1.22.4 Welsh for Adults Centres

Welsh for Adults Centres provides opportunities to learn Welsh for those who would like to learn the language and through their website they are able to advertise a number of courses for a range of different levels. They are very active in the Brecon area and the courses are managed by Coleg Powys. They provide day and evening classes, and courses that are run on weekends and during holidays. Welsh for Adults promote informal learning and in other areas of Wales learners have arranged a number of different activities such as walking trips and leisure activities. This opportunity to work with adults who are learning Welsh would be an opportunity to get new business to the group.

1.22.5 County Forum

South Powys has a language forum which includes a number of organisations and bodies (e.g. Merched y Wawr, Yr Urdd, Mudiad Ysgolion Meithrin etc) who work within the Welsh language sector. The forum meets every 3 months to discuss the

latest developments and to see where we can work together and develop new language projects.

One of the forum's main responsibilities is to renew the language profile document for Brecknockshire and Radnorshire. The aim of this document is to map the present state of the language in the area and to report on the use of the language within local communities. If you know of any group or organisation that meets regularly and hold their activities through the medium of Welsh we would be glad to hear about them.

1.23 Other Strategic Partners

1.23.1 The Local Authority – Powys County Council

Powys County Council was established as an United Authority during the local authority reorganisation in Wales in April 1996. Powys is the largest county in Wales and extends to 5,179 square kilometers and is about a quarter of the surface area of the country. It is a very rural county with the majority of the land being high ground. Within its present borders there is a wide variety of social, cultural and linguistic traditions based often on the nature of the different types of communities in the County. This is partly due to its size and because the county forms the majority of the border between Wales and England. 18.6% of Powys' population is able to speak Welsh but, as is the case in a number of other united Authorities in Wales, there is a considerable difference in the percentage of Welsh speakers within the different communities. Two of the areas with the most Welsh speakers are the Upper Swansea Valley and Bro Ddyfi. The County has wonderful landscapes, from the dramatic mountains of Brecon Beacons to the fluid hills of Radnor Forest to the Berwyn hills in the north, as well as some of the most beautiful river valleys in Britain – Hafren, Wye and Usk – sweeping through its dramatic landscapes.

The local Authority implements a Language Policy.

1.23.2 Brecon Beacons National Park

The Park lies between the towns of Llandeilo, Llandovery, Brecon, Hay-on-Wye, Pontypool and Merthyr Tudfil. The National Park was formed in 1957.

The centrepiece of the park are the high mountains of the Brecon Beacons. In the west of the park there is the Fforest Fawr and Black Mountains, an expansive moorland and in the east the other side of the Brecon Beacons are the mountains of the same name the Black Mountains on the border with England.

There are number of walking routes and biking lanes. It has a landmass of 1344 km². A number of waterfalls can be seen in the park, including Henrhyd Falls which is 27 meters high. In the Ystradfellte area, there are a number of well known caves, such as Ffynnon Ddu cave.

1.23.3 Duke of Edinburgh Award

At the moment there are over 275,000 young people undertaking the Duke of Edinburgh Award in the United Kingdom with over 20,000 in the whole of Wales.

The award in Wales is conducted in schools, youth clubs, colleges, universities and in the workplace and are supported by employed staff.

The Duke of Edinburgh centre is located in Brecon and there are a percentage of English only speaking staff which means that the responsibility for the Welsh medium work lands on the shoulders of two members of qualified staff.

1.23.3 South Wales Outdoor Activities Provision Group (SWOAPG)

SWOAPG is an organisation that includes over 2000 members who provide outdoor activities across South Wales. They transfer information to members and work to develop a network of local providers. In moving ahead SWOAPG will be an important partner in developing and promoting the Welsh language amongst the sector.

In this section there are a large number of strategic partners who are essential to the process of formulating a programme of work, as these partners have a great deal of skills, resources and specialism. In developing the action plan it will be essential that every partner does their best to support the plan and it is expected that the partnership will promote any potential plan through this network.

Part 2

2.1 Welsh Networks and their contribution to the Outdoor Sector

The strength and power of the Welsh language, as well as its weaknesses, can be measured in its use, its status and the function given to it within local social patterns. Examples of community decline can be seen in South Powys, which are common across the whole of Wales, such as the closure of schools and the reduction in rural services, as well as a lower number of Welsh speakers that use the language on a daily basis.

However, it is encouraging to see strong Welsh youth organisations operating in the area, such as the Young Farmers Clubs, the Urdd Groups and groups that are connected to the local Menter Iaith and the powerhouses that have been established by the Aman Tawe Partnership. The Outdoor Partnership is also very supportive of the Welsh language and have committed to try and feed the language into the outdoor sector, which proves that there is considerable local support for the Welsh language.

There are examples of networks that exist between different agencies and the County forum is a good example of this. In order to feed the provision in the sector it is important to make use of these networks and partnerships in order to ensure that there are enough speakers who are able to make use of the Welsh language and that there are enough providers to meet the demand.

It is important therefore

Primary schools within and outside of South Powys
Secondary Schools within and outside of South Powys
Colleges within and outside South Powys
Community groups such as the Urdd, Mentrau Iaith, Clybiau Gwawr, walking groups
Youth clubs
Young farmers
Individuals and tourists

The Urdd groups are located in the schools in the area and these provide valuable opportunities for children to socialise and take part in activities through the medium of Welsh outside the classroom.

A new lively group has recently been established in Brecon.

2.2 The General Opinion – Informal Question Session

The area has a wide range of groups and organisations that are Welsh speaking as noted above and who are very successful in the area. On the other hand, it is true to say as is common throughout the country by now, that English is the main language of a number of activities in the area, and the outdoor sector is one of the sectors that provide activities almost completely through the medium of English. In collating

comments from local people in the towns of Brecon, Llandrindod Wells and Llanwrtyd Wells the following conclusions came to the fore when questions were asked about the Welsh language, the outdoor sector and their opinion about improving the situation:

“Not many people speak Welsh”

“Although people are able to speak Welsh, they choose not to - confidence?”

“Welsh speakers have a tendency to turn quickly to English particularly when speaking to learners”

“My Welsh isn't good enough...it isn't correct enough, and I don't use it much”

“Everyone can speak English anyway. If I want to go canoeing it's likely that I'll be able to communicate in English”

“We need to change our culture in Powys – from the top to the bottom”

“Speaking Welsh is important – We have the right to speak Welsh and to receive services in their mother tongue.”

“A number of older people have retired and moved into the area and although a number are supportive, they aren't learning the language and therefore contribute towards the Anglicisation.

“The area is very English, the outdoor sector is very English. We depend on people visiting the area. There aren't a high number of local young people.”

This conclusion reflects a cross-section of opinion of a variety of people with regard to sex, colour and age and is very similar to what would be expected from a mixed audience across Wales. There are positive and negative comments as well as a fair reflection of how people feel. A number of these differences result from people's attitudes and are based on their experiences and personal background.

One strong element that emerged was that the areas of South Powys aren't able to depend on their local population to support Welsh language activities. Nearly everyone agreed that there is a need to expand the catchment and to try and attract more people to the County. This was a general opinion and perhaps reflects the fact that there is a need to work regionally or even nationally to be effective with regard to promoting activities through the medium of Welsh, and therefore this leads us to try and develop a vision for attracting new audiences.

2.3 Informal Opportunities for Learners

Regular activities are held by the local Welsh for Adults Centres, who have the responsibility for providing informal opportunities for learners. There is a national network of people who want to meet and take part in various activities and there are

several groups throughout Wales who arrange walks etc. The Mentrau Iaith in several areas support the Centres and connect Welsh speakers with learners and there is a permanent network that meets regularly in Brecon. This group would be ideal as a new audience to develop Welsh medium outdoor services and with new groups of learners committing to the courses on a yearly basis, there is continuity and an opportunity to build a new sustainable audience.

2.4 Opportunities in the Education field

2.4.1 Welsh in Education Strategic Plan

Powys County Council's vision for education is to develop an effective integrated learning and community foundation of the highest standard, with a wide range of learning opportunities through the medium of Welsh and English, that would enable every learner in Powys to develop their skills to the highest level.

The local authority's aim reflects and develops the Welsh Government's vision for Welsh medium education, that is to develop an education system and training in Powys that

1. responds in an effective and planned way to the increased demand for Welsh medium education;
2. reflects the needs of the various communities in Powys;
3. leads to an increase in the number of people of every age and background who are fluent in the Welsh language and can use the language with their families, in their communities and in the workplace.

2.4.2 Primary Schools

There are 91 primary schools in Powys, and it could be argued that every one of these schools are able to make use of the Welsh language in some way.

Category 1 Schools

Ysgol y Bannau, Brecon, Carno School, Ysgol Dafydd Llwyd, Newtown, Ysgol Dyffryn Banw, Llangadfan, Ysgol Glantwymyn, Ysgol Gymraeg Dyffryn y Glowyr, Ysgol Llanbrynmair, Ysgol Llanerfyl, Ysgol Pennant, Pen-y-bont-fawr, Ysgol Pontrobert

Category 2 Schools

Ardwyn Infant School, Welshpool, Builth Wells Primary School, Dolafon Primary School, Llanwrtyd, Dyffryn Trannon Primary School, Llanfair Caereinion Primary School, Llanfyllin Primary School, Llanrhaeadr-ym-Mochnant Primary School, Maes-y-dre Primary School, Welshpool, Rhayader Primary School, Rhiw Bechan Primary School, Tregynon, Sennybridge Primary School, Trefonnen Primary School, Llandrindod Wells.

Category 1 schools could tie-in the sessions into the work of the national curriculum whilst in the English schools the activities could be a part of the Language Awareness projects, which is similar to the work that is being done by the Aman Tawe Partnership.

2.4.3 Secondary Schools

South Powys has 9 Secondary Schools which are: Brecon High School, Builth Wells High School, Crickhowell High School, Gwernyfed High School, John Beddoes High School, Llandrindod High School, Maesydderwen High School and Penmaes High School. Of these, only two of the schools have Welsh streams.

2.4.4 Coleg Powys

Coleg Powys has four campuses located in Newtown, Brecon, Ystradgynlais and Llandrindod Wells. The College also has a varied provision within community centres across the County. The college offers a variety of opportunities to learn including full time, part time and evening courses for a cross section of students from school leavers to adult learners. The courses vary from leisure to CGC, BTEC National Diplomas and Degrees.

The College drew up a Welsh Language Scheme in 2011 and it contains specific targets to be achieved. As is common in this sector, apart from a few constructive examples, the Welsh medium provision in the Further Education sector is rare. The college should be targetted in trying to develop this plan as it targets those who would be likely to receive training in the sector. The potential of working with other Further Education Colleges should be considered such as Gwent College, St David's Catholic College, Cardiff and Vale College, Coleg y Cymoedd, Merthyr Tydfil College, Penybont College, NPTC Group, Coleg Iâl Wrecsam, Coleg Sir Gâr, Pembrokeshire College, Coleg Ceredigion, Grŵp Llandrillo Menai and Coleg Cambria in order to offer packages connected to leisure through the medium of Welsh. It should be remembered that not every one of these will see the advantage of using South Powys as a centre as there is provision available more locally.

2.5 The use of the Welsh language by Young People and the Provision for them

2.5.1 County Council Youth Centres and Workers

Powys County Council has an active youth department that works in the following areas to provide the usual youth services such as:

Youth Councils; participation schemes; community action plans; Duke of Edinburgh Award; accredited programmes; youth clubs; drop in centres; information transfer plans; music, dance and leisure plans; detached / outreach work. The Welsh provision is relatively low and there is an explanation regarding this below.

2.5.2 There are generally huge problems with regard to having core bilingual services, as a high percentage of the youth workers are non Welsh speakers or aren't confident enough to use the Welsh language when providing services. The ethos of the clubs is dependant on on the attitudes and convictions of those who are running them and their grasp of the Welsh language, rather than any specific policy relating to the Welsh language. Local people tend to run them, therefore influencing the language used during the activities is a tough nut to crack, particularly when remembering that the 'youth service' is the priority of the workers. There is a potential to try and develop a Welsh medium workforce and services to

2.5.3 Organisations such as the Mentrau Iaith and the Urdd work in partnership with officers from the local authority to offer opportunities to take part in some activities through the medium of Welsh and bilingually but these services should be offered as an integral part of the County Council's services, as part of their Welsh medium provision. The same example should be followed in considering the outdoor sector.

2.5.4 It also appears that Gwynedd youth services operate totally bilingually, which is a good example for other local authorities throughout Wales. As the outdoor sector and youth work go naturally hand in hand we feel that the same values regarding the rights of the users should be on an equal footing. We therefore suggest establishing a resource of qualified youth workers who are able to provide outdoor services through the medium of Welsh.

2.6 Youth and Sports Clubs

Several voluntary youth and sports clubs are held in the area, such as football, rygby, hockey, netball, darts, snooker, badminton etc but other than the provisions of Welsh organisations such as the Urdd, Young Farmers and the Mentrau Iaith, English is the main language used in these clubs, although a percentage of the attendees are fluent Welsh speakers. The majority operate through the medium of English with regard to administrative arrangements and also committees. This is another element that could be considered when developing a workforce and a resource of trainers who can speak Welsh.

2.7 The Economy, Tourism and Community Regeneration

2.6.1 Tourism provides 12% of the total employment opportunities in Powys and contributes £615 million to the local economy.

2.6.2 Economic Development Services

In Powys, economic development funds, projects and policies are managed by the Community and Economic Regeneration department of the County Council. These include: the Glasu LEADER+ programme of business connect advice and training services to the Powys Business Development Grants enterprises to the places of work to rent for small businesses at Antur Gwy Enterprise Centres (Builth Wells) and

Welshpool to Developing tourism and marketing at Tourist Information Centres (10 are managed by the Council) to Tourist Attractions (e.g. Judges Lodgings, Offa's Dyke Centre) to European Matters and funding programmes to the agricultural food projects fund.

2.8 Local, National and Regional Strategies and Plans

There are a range of strategies and programmes regarding economic development and regeneration ongoing within the area. Below is an outline of the main ones that affect Powys.

2.8.1 Unitary Development Plans

Every authority in Wales has to prepare an unitary development plan for their area. Social, cultural and heritage matters including the well-being of the Welsh language are areas that are dealt with in these plans. The demand for a Welsh speaking workforce and to develop more Welsh language services.

2.8.2 Community Strategies

The Local Authority Act 2000 places a duty on united authorities in Wales to prepare a community strategy to promote the economic, social and environmental well being of areas and contribute to fulfilling sustainable development. The Community Strategy provides a strategic framework for all the other plans and strategies that are relevant to the unitary council areas. There are specific references to the language within the Community Strategies for these areas.

2.8.3 Powys Regeneration Strategy

In June 2011, Powys County Council published a new Regeneration Strategy for the Council. This is a main strategy that places regeneration in the centre of everything that the County Council does and the aim is to achieve regeneration through working in partnership with both the private and public sectors. The strategy concentrates on nine main themes that reflect the strategic needs of the County, that is the Environment and Place, Education and Skills, Economy, Health and Community Well Being, Quality Service Provision, Renewable Energy, Research and Development, Local Culture, Creative Industries, Tourism and the Young People's Needs Strategy.

2.8.4 Rural Development Plan Wales 2007-2013

In Powys, the Powys Regeneration Partnership manages the Rural Development Plan for the County. The Partnership was established in 2000 to oversee development, management and implementation work on the current Objective 2 and Objective 3 programmes in the County. This is the only partnership that deals with Powys only and which has a specific focus on economic and regeneration matters.

2.8.5 Spatial Plan

The Wales Spatial Plan provides a framework for future collaboration between the Welsh Government and its partners to achieve sustainable economic growth across Wales. The whole area in question in this report comes under the Mid Wales Spatial area.

In the report People, Places, Future, that is the 2008 update of the Welsh Spatial Plan, it was noted as follows about the Mid Wales Area (point 15.48):

“The Welsh language has a significant role to play in our communities and should be promoted as a positive attribute to the area. A key priority will be to develop the Area in accordance with Iath Pawb’s vision of creating a modern bilingual society.”

2.8.6 Welsh Government

The Welsh Government considers its strategy for economic development Wales: A Vibrant Economy (WAVE), as a key document for Wales. This will substantially influence the work sub-regionally and the spatial plans. It offers several key priorities for economic development. Other strategies are also relevant:

The strategies Extending Entitlement and 14-19 Pathways specifically deal with the high proportion of young people 16-18 years old that are without qualifications, are not working, learning or receiving training.

2.8.7 Wales Environment Strategy

The Wales Environment Strategy notes the way in which the environment is at the centre of all economic and social activities. It reinforces the importance of sustainable development and in particular that Wales has to respond to climate change.

2.8.8 Tourism

The Visit Wales website does not contain much information about the language, culture and music of Wales, although it should be a resource for visitors to be able to see and take part in traditional activities and to have a taster of Welsh culture and the Welsh language. Outdoor activities are promoted extensively but once again an opportunity is missed to use the language, culture and linguistic heritage of Wales as a marketing tool which offers unique features, particularly in an area such as Powys.

2.9. Social Statistics

Generally, it is felt that it is very difficult to gain access to horizontal Welsh services in the area and the outdoor sector was no different. Some felt that it was a lack of staff, lack of confidence and the lack of a Welsh ethos that were to blame with one or two individuals noting ‘immigration’ as one of the reasons. We have not succeeded

in proving this point but the fact that many of the centres and activities are managed from England perhaps explains why they didn't feel as if the Welsh language was an integral part of the business. However, many of the providers did possess a very positive attitude, therefore every possible opportunity should be grasped to act upon this positivity and to try and turn this attitude into action.

2.10. The Main Challenges

Ensure long term sustainability of the Welsh language within the outdoor sector and convince providers of the need to employ Welsh speaking staff.

Develop an audience of prospective customers to ensure a demand for Welsh speaking services and the ability for an equal provision through the medium of Welsh, particularly in considering the need to attract people to South Powys rather than depending on the local population.

A commitment from educational establishments to make use of the service on a regular basis particularly those who have to travel to the area and charge for doing so.

Develop and sustain children and young people's interest in the sector and offer affordable opportunities to connect with the sector outside school.

Many of the providers lack Welsh language skills and therefore it is more difficult to offer services through the medium of Welsh.

Lack of staff who are able to speak Welsh particularly within unfamiliar sports.

Convince owners (particularly those who are based in England) to improve Welsh language services and their core provision when they don't have regular use from Wales.

Need to demonstrate to young people that there is a value to the Welsh language with regard to job opportunities and the labour market.

Funding – In order to develop a high impact project, sufficient funding will be needed to operate effectively as well as securing a person with the specific skills to undertake the work.

APPENDIX ii Questionnaire for Outdoor Activity Providers

NAME OF THE COMPANY:

DAY:

TIME:

INTERVIEWER:

I am ringing on behalf of Menter Bro Dinefwr and Trywydd and I am representing Menter Iaith Brycheiniog and Maesyfed and South Powys Outdoor Partnership.

I am ringing regarding a piece of work that we are undertaking to help the partnership and to develop more local activities through the medium of Welsh. (5 minute discussion)

Language greeting: Welsh / English

1. Is the company able to provide outdoor activities through the medium of Welsh?

If so, what activities? If no, why?

2. Can the Manager of the Centre speak Welsh?

3. Do you have coaches are fluent in Welsh?

If so, would they be confident providing training through the medium of Welsh?

4. Do you have support staff who are able to speak Welsh?

5. What barriers are there with regard to providing activities through the medium of Welsh?

6. If support was available would you consider arranging more outdoor activities.

7. Would you welcome more support to provide Welsh medium activities?

APPENDIX 3 Schools and organisations Questionnaire

NAME OF SCHOOL/ORGANISATION:
INTERVIEWER:

DATE:

TIME:

I am ringing on behalf of Menter Bro Dinefwr and Trywydd and I am representing Menter Iaith Brycheiniog and Maesyfed and South Powys Outdoor Partnership.

I am ringing regarding a piece of work that we are undertaking to help the partnership and to develop more local activities through the medium of Welsh. (5 minute discussion)

1. Does the school provide outdoor activities?

If they do, where and with whom? During school hours or extra-curricular?

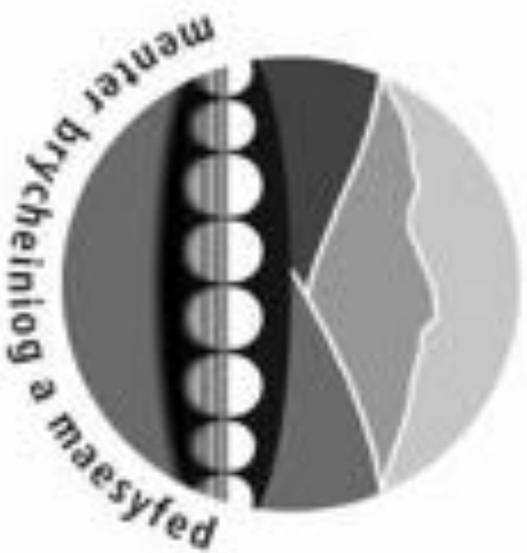
2. Are these activities available through the medium of Welsh? Do you need the activity to be through the medium of Welsh?
3. How often do you arrange outdoor activities (weekly, monthly, termly, yearly)
4. What barriers are there with regard to arranging outdoor activities?
5. If help was available would you consider arranging more outdoor activities. Would you like to increase your provision?
6. Do you think your pupils benefit from outdoor activities? Would you welcome more opportunities to have more outdoor activities through the medium of Welsh?

APPENDIX iv) Job Description

JOB TITLE:	Language Services Co-ordinator within the Outdoor Sector	GRADE: NJC SO2/PO 34
DEPARTMENT:	Tourism and Leisure	SALARY: £28,636 - £28,922
RESPONSIBLE TO:	South Powys Outdoor Partnership	HOURS: 37½ hours a week
ALLOCATION OF POST:	100% - Brecknockshire and Radnorshire – South Powys	
MAIN LOCATION OF WORK:	Brecon	
MAIN AIM OF POST:	<ol style="list-style-type: none"> 1. Mainstream the Welsh language into the Outdoor sector by developing an environment for creating a Welsh speaking workforce. 2. Ensure that those who need Welsh language services are able to obtain the provision in South Powys. 3. Collaborate to try and develop South Powys as Wales' first bilingual outdoor centre. 	
MAIN RESPONSIBILITIES:	<ul style="list-style-type: none"> • Work closely with the private and public sector to raise awareness of the Welsh language and the potential to use it as a marketing tool for a new market of prospective users. • Work with the providers of Welsh language activities in South Wales to encourage them to build outdoor activities into their work programmes • Market the work of providers who are able to provide a bilingual provision and try to attract business to the County. • Work with local schools to develop a resource of staff and volunteers who are able to speak Welsh and who have an interest in working in the outdoor sector. • Promote the sector and the provision specifically amongst the Communities First areas and look towards the areas of South Wales to expand business. • Raise awareness amongst people of every age about the advantages and opportunities within the industry. • Develop networks and a support system with primary schools and community groups who want to make use of Welsh medium activities and assist them with funding. • Develop a marketing plan and a Quality Mark award to raise the status and offer an additional value to businesses who want to provide some activities through the medium of Welsh. • Identify funding to develop the work programme within the first year. • Work with the partnership to identify and apply for funding for the 3 year plan. • Develop and encourage groups and organisations in the area to make use of Welsh medium services. • Work with all the partners noted in order to increase the opportunities at grass roots level to use the Welsh language. 	
GENERAL RESPONSIBILITIES	<ul style="list-style-type: none"> • Follow a specific marketing strategy to raise awareness of the plan and to win business for the sector • Promote the aims and objectives of the partnership 	
PREPARED BY :	Owain Glenister	DATE: 30/03/2014



Developing Welsh Medium Opportunities in the Outdoor Activities Sector



Fan Y Big



More Welsh language opportunities for local people

Increase in use of language in an informal context

Language acting as an economic driver – creating a market and jobs

More people offering Welsh language services



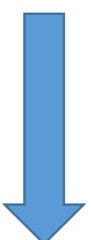
Opens up a new market – over 36,000 pupils in Welsh medium secondary education in 2014-15

More flexibility – offering choice to your target market

Builds upon a USP for local businesses – distinguishes outdoor experiences in Wales

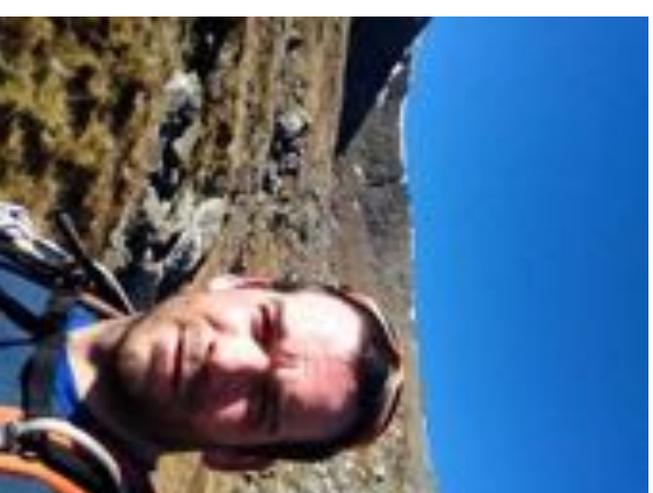


5%



25%

Increase in number of people in Outdoor Activity sector over 10 year period with Welsh language skills.





Giving young people Outdoor Activity Qualifications

Young people have more
interest and involvement
in the sector –
increased take up

Young people with Welsh
language skills now also
have skills they can use in
the workplace

Confidence to set up their
own Outdoor Activity
business, adding to the
area's reputation for
Adventure Tourism

Wider pool of potential
employees for Outdoor
Activity providers



Giving Outdoor Activity
Providers Welsh
language training

Gives a broader understanding
of the social, cultural and
historic contexts of the area,
improving client experience

Increases skills of pool of
employees for Outdoor
Activity providers

Could lead to gaining a
reputation as an area/
centre offering large
range of activities
bilingually - USP

Opens up more potential
markets, e.g. Welsh
medium schools

Next Steps?

Survey of
Welsh
language skills

Attending and
supporting
training

Support for bid
to RDP

Working with
person employed
to increase Welsh
language offer
locally



A history of the Dinas Area

And an introduction to

***Explosive Times: a project to conserve
and celebrate the Gunpowder Works***

An Iron Age Fortress



Supporting a sizeable population
from 400 BC!



Brecon Beacons
NATIONAL PARK

One of Britain's breathing spaces

A Place for Study



Scientific and Natural Beauty



John H. Strickland



Alfred Russel Wallace

"I cannot call to mind a single valley that comprises so much beautiful and picturesque scenery and so many interesting and special features."



**Brecon Beacons
NATIONAL PARK**

One of Britain's breathing spaces

Silica – Sandstone Gold



- Founded by William Weston Young in 1820
 - Best Firebricks in the World!
 - Survived until 1965



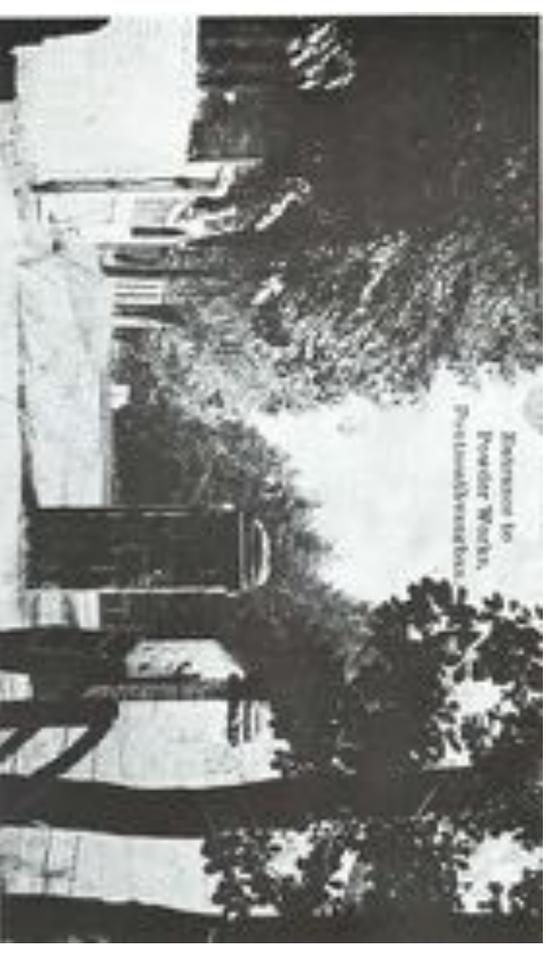
Brecon Beacons
NATIONAL PARK

One of Britain's breathing spaces

Glyneath Gunpowder Works



- Established in 1857
- Impossible but ideal location
- Historically very significant
- Closed & destroyed in 1931
- Bought by NPA in 1990s and designated as a SAM

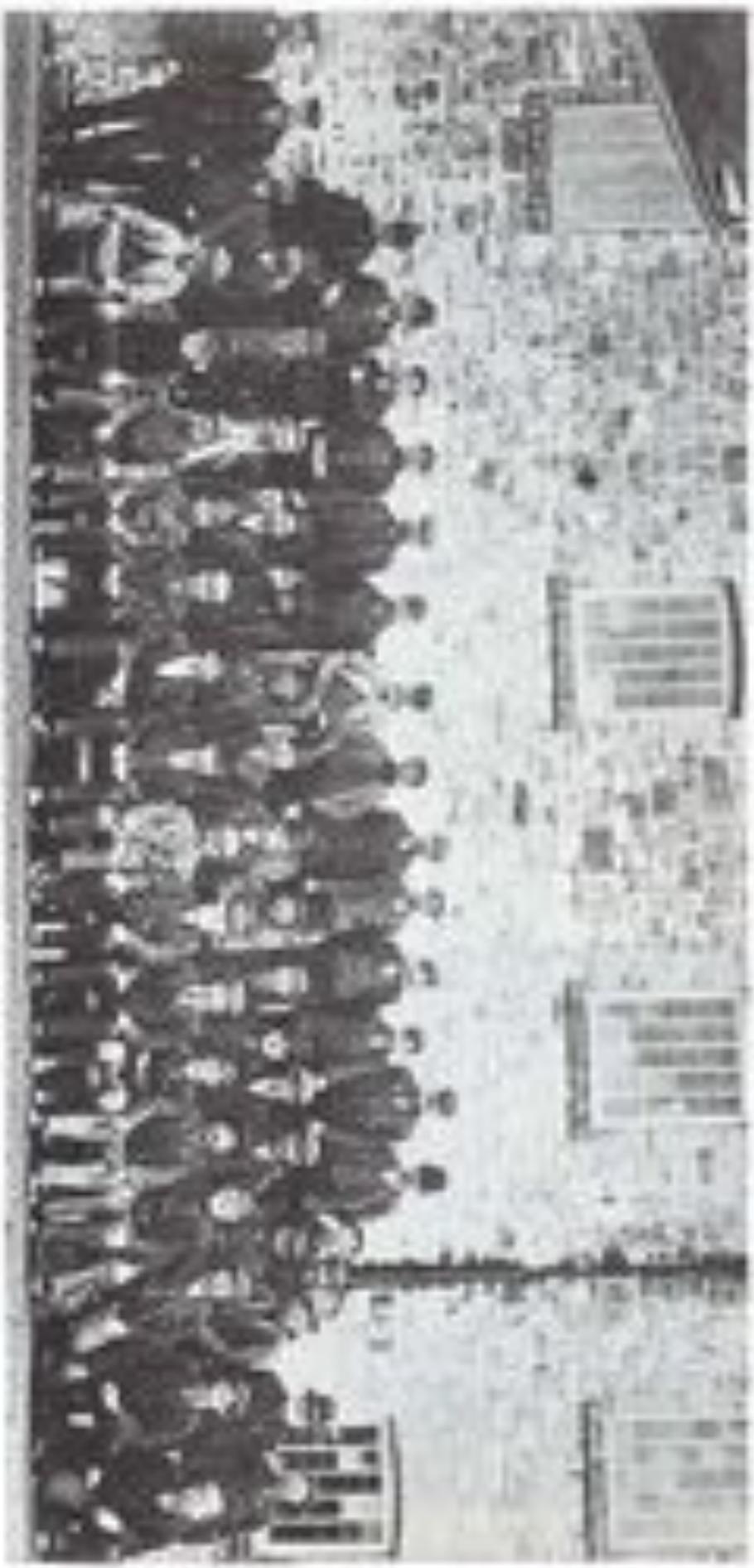


Brecon Beacons
NATIONAL PARK
One of Britain's breathing spaces

Large scale industry



Part of the local community



The members of the Powder Works, c. 1890

(Back row, left to right): James Harris, Joshua Rogers, David H. Morgan, Tom Thomas, Thomas Cole, Ben Owen, - Charles, William Williams, - Worsley, A. Cotton, Charles Kemm, John Lloyd, - Cotton, William Mann,

Francis Lloyd, Kate Ross, David Harris

(Middle row, left to right): David Thomas, Harry Paul, Ben Thomas, William Thomas, Thomas Ross, Herbert Kemm, John Lewis, Thomas Thomas, David Williams, William Ross, John Harris, W. Handley, Peter Williams, Henry

Brown, - Manning, George Williams, - Mann, George Knecht, John Thomas, Wendell Davis

(Front row, left to right): George Lloyd, Thomas Williams, William Morgan, Thomas Williams, Francis Owen, Lewis Mann (first manager), William Ross, Richard (Manager), Thomas Mann (Foreman), - Richard, Walter Jones, Thomas Mann, David Ross, William Knecht, John Owen, John Jones

Explosive Times!



- £1.1m project to conserve & celebrate the works and outstanding heritage
- Heritage deteriorating at concerning rate
- Since 2012 upper access has been closed
- Specialist intervention required
 - outside remit / funds of all interested parties
- Softwood planting is impacting on the monument



Brecon Beacons
NATIONAL PARK

One of Britain's breathing spaces

The opportunities



- Take advantage of recent investment
- Funds from other sources are reducing
- Opportunity to re-establish a sense of pride & therefore care for the SAM
- Chance to significantly improve the biodiversity
- Spread visitors throughout waterfall country and invest in local businesses



Brecon Beacons
NATIONAL PARK

One of Britain's breathing spaces

Project Aims



- Stabilise and conserve the built heritage
- Develop an ambitious visitor experience and education programme
- Reconnect the local population and maximise benefits for them
- Significantly enhance natural heritage
- Create range of skill-building opportunities
- Create a long term management solution



**Brecon Beacons
NATIONAL PARK**

One of Britain's breathing spaces

Improving the Natural Heritage



- Large scale removal of non-native species – hopefully with traditional methods
- Baseline surveys to identify biodiversity hotspots for improvement
- Creation of PAWS plan



Brecon Beacons
NATIONAL PARK

One of Britain's breathing spaces

Improving the Visitor Experience



- Bring the site to life!
- Dedicated new exhibition
- Digital walking trails & app
- Thematic seating and sculpture
- Sensitive signage and illustrations
- Online resources, podcasts & newsletters
- Education programmes



Brecon Beacons
NATIONAL PARK

One of Britain's breathing spaces

Skills Development



- Community archaeology
- Work experience programme
- Volunteer Scheme
- encompassing historical research, archaeology, conservation works, species monitoring
- Community and local youth groups



Brecon Beacons
NATIONAL PARK

One of Britain's breathing spaces

Supporting local businesses



- Create local business alliance
- Resource packs for local businesses
- Training events
- Investment in village halls
- Investigate local gifting scheme



Brecon Beacons
NATIONAL PARK

One of Britain's breathing spaces

The Budget



- Total project size £1.1m
- HLF grant £717.5k
- Other funds raised to date £32k
- Funds to raise £55k



Brecon Beacons
NATIONAL PARK

One of Britain's breathing spaces

Timescales



- Development Stage 12 months
- May 2016 - development of Stage 2 application – revisiting original plans
- June 2016 submission - decision around Oct 2016
- Stage 2 works – scheduled 2 ½ years
- Scheduled end date March 2019



Brecon Beacons
NATIONAL PARK

One of Britain's breathing spaces

Development Stage Works



- Until July 2016
- Surveys / species monitoring
- Create detailed conservation scheme design
- Creation of volunteering, activity, education, access, monitoring and evaluation and other associated plans
- Fundraising
- Development of Stage 2 bid



Brecon Beacons
NATIONAL PARK

One of Britain's breathing spaces

Keep in touch



- We'd love you to be involved
- Public meetings planned
- Social media updates
- Development of volunteering and education schemes

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Brecon Beacons
NATIONAL PARK

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