

Welsh Language and Culture Strategy 2026-2030

Purpose

Itec Training Solutions Ltd (Itec) is committed to promoting and developing the use of the Welsh language and celebrating Welsh culture across all aspects of our provisions.

We recognise our responsibility to support learners, employees and employers through our active offer approach, with Welsh language opportunities promoted proactively. Supporting the development and use of Welsh in learning, work and everyday life.

This strategy sets out our commitment to and provides the framework through which we will strengthen Welsh language provision, increase opportunities to use Welsh, develop workforce capability and confidence, and ensure Welsh language and culture are embedded within our organisation, services and learner experience.

This strategy will be reviewed bi-annually and updated as required to ensure continued alignment with Welsh Government, Medr and organisational priorities and objectives.

Vision

Our vision is to create a learning and working environment where the Welsh language and Welsh culture is visible, valued and used. We aspire to create a culture where:

- Welsh is promoted as a valuable skill for employment, learning and personal development.
- Learners, employees and employers can engage with our services bilingually.
- Every learner has the right to discuss and access Welsh language opportunities throughout their learning journey.
- Welsh language opportunities are accessible and actively promoted.
- Welsh culture is recognised and celebrated.
- Individuals are supported to develop and use Welsh at a level appropriate to their abilities and aspirations.

Aims

- Increase percentage of employees able to use Welsh in their role.
- Increase learner awareness of Welsh language learning opportunities.
- Increase demand and number of learners undertaking Welsh-medium and bilingual learning.
- Increase the volume of bilingual learning materials and resources available.
- Improve learner and employer satisfaction relating to Welsh language provision.
- Demonstrate positive contribution to Cymraeg 2050 and Medr Welsh Language Condition objectives.

Strategic Commitments

We recognise that Welsh language skills can enhance employability, support career progression and contribute to meeting employer and community needs across Wales. Through this strategy, we aim to increase awareness of the value of bilingual skills and support learners, employees and employers to benefit from Welsh language opportunities.

In support of our vision and national Welsh language priorities, we will:

- Increase opportunities to use Welsh naturally and confidently in learning, employment and day-to-day interactions.
- Supporting Welsh language opportunities for learners, including those from under-represented groups, including learners with disabilities, additional learning needs and those from disadvantaged backgrounds.
- Support learners, employees and employers to develop, maintain and improve their Welsh language skills.
- Strengthen Welsh-medium and bilingual learning, assessment, support and resources.
- Deliver an active offer that promotes Welsh language opportunities throughout the learner journey.
- Promote Welsh language and culture across all programmes, services and organisational activities.
- Increase workforce confidence, capability and capacity to support Welsh language development.
- Work with employers to promote the value of Welsh language skills and increase workplace opportunities to use Welsh.
- Contribute to the ambitions of Cymraeg 2050, the Medr National Plan for Welsh and the Medr Welsh Language Condition.
- Monitor impact and continuously improve Welsh language provision and outcomes.

Strategic Context

This strategy aligns with the national priorities and expectations established by:

- Cymraeg 2050, the Welsh Government's ambition to reach one million Welsh speakers and increase the daily use of Welsh.
- Medr Strategic Plan 2025-2030, particularly Strategic Aim 5, which seeks to increase demand for and participation in learning and assessment through the medium of Welsh.
- Medr National Plan for Welsh, which seeks to strengthen Welsh-medium provision, support learner progression, develop workforce capacity and increase opportunities to use Welsh throughout the tertiary education sector.
- Medr Welsh Language Condition, which requires providers to take all reasonable steps to promote and encourage the use of Welsh, increase participation in Welsh-medium education and support learners and staff to develop and use Welsh language skills.

- Well-being of Future Generations (Wales) Act 2015, which promotes a Wales of vibrant culture and thriving Welsh language.

Together, these frameworks guide our approach to promoting Welsh language skills, increasing Welsh-medium participation, supporting employee and learners' Welsh language skills and embedding Welsh language and culture throughout our provisions.

Active Offer Principle

In line with the expectations of the Medr Welsh Language Condition, Welsh language opportunities will be actively promoted and not solely provided upon request. We will:

- Inform learners of their Welsh language options at enrolment and throughout their programme.
- Promote Welsh-medium and bilingual opportunities through learner reviews and employer engagement.
- Ensure Welsh language services are visible across our centres, systems and communications.
- Encourage learners, employees and employers to use Welsh whenever they wish to do so.

Strategic Priorities

Priority 1: Leadership and Governance

Provide strong leadership, accountability and oversight for Welsh language and culture development across the organisation.

- Welsh Leadership Group meet bi-monthly and oversee implementation, performance and continuous improvement.
- Appoint a minimum of two Welsh Language Champions annually to promote Welsh language and culture across the organisation.
- Senior leaders to demonstrate visible commitment through use of Welsh greetings, bilingual updates and promotion of Welsh language opportunities.
- Welsh language review included within annual self-assessments
- Provide regular Welsh language performance updates to senior leadership.

Priority 2: Learner Experience and Delivery

To take all reasonable steps to ensure learners are aware of and able to access Welsh-medium and bilingual learning, assessment and support opportunities where available throughout their learning journey.

- Identify learner Welsh language skills and preferred language on sign up/induction.
- Actively inform all learners of their right to receive elements of learning, assessment, reviews and support through Welsh where available.

- Record and monitor learner demand for Welsh-medium and bilingual provision.
- Support learners to develop and progress their Welsh language skills from their individual starting point and encourage increased use of Welsh throughout their programme.
- Provide Welsh-medium and bilingual materials, learner resources, assessment opportunities and learner support wherever possible.
- Encourage and facilitate opportunities for learners to undertake assessment and learning activity through the medium of Welsh where available.
- Incorporate Welsh language and culture into learning and learner reviews.
- Promote the benefits of bilingualism and Welsh language skills, including digital Welsh language resources and Prentis-laith.
- Signpost learners to Welsh language learning opportunities and resources that support ongoing development.
- Learners will be consulted annually on Welsh language provision through surveys, focus groups and learner forums.

Priority 3: Workforce Capability and Confidence

Develop a workforce with the skills, confidence and capacity to support Welsh language development.

- Active promotion of Welsh language learning opportunities, support employees to complete Welsh language training appropriate to proficiency level and maintain central Welsh Language CPD SharePoint.
- Maintain quarterly Welsh language skills audit for all employees.
- Issue laith Gwaith resources, including badges, lanyards.
- Ensure all recruitment advertising is bilingual and identifies Welsh language requirements or desirability.
- Consider workforce Welsh language capability as part of workforce and succession planning to identify opportunities to increase Welsh language capacity and meet learner demand.

Priority 4: Employer Engagement

Work with employers to increase opportunities for learners to use Welsh in the workplace and promote the value of bilingual skills.

- Promote benefits of Welsh language skills to employers.
- Discuss Welsh language requirements and opportunities as part of employer onboarding and learner reviews.
- Encourage employers to provide workplace resources and opportunities to use Welsh in the workplace.
- Encourage employers to recognise and promote the value of Welsh language skills within their workforce development and recruitment practices.
- Share Welsh language resources and support available to employers, as required.
- Monitor employer demand for Welsh-medium and bilingual provision.

Priority 5: Welsh Language and Culture

Promote Welsh language and culture as an integral part of learner, employee and employer engagement.

- Employee Welsh Forum; bi-monthly to encourage confidence, peer learning and sharing of good practice.
- Promote and raise awareness through internal communications, as appropriate (Employee and Wellbeing Newsletters), highlight local opportunities and events.
- Promote awareness through social media and digital channels.
- Encourage employees to use Welsh greetings and conversational Welsh in interactions with learners, employers and colleagues.
- Recognise and celebrate learner, employer and employee achievements through newsletters, case studies, social media and centre displays.
- Maintain annual Welsh language and awareness events calendar including events such as Shwmae Su'mae Day; Dydd Miwsig Cymru; St David's Day; Welsh Language Music Day; Eisteddfod activities where appropriate.
- Share good practice and examples of successful Welsh-medium and bilingual delivery across the organisation.

Priority 6: Systems and Resources

Ensure systems, communications and resources support bilingual service delivery.

- Bilingual intranet site, with relevant resources, templates and guidance.
- Ensure key learner and employee documents are available bilingually.
- Maintain a clear and accessible translation request process.
- Utilise systems to record learner Welsh language preferences and Welsh-medium delivery activity.
- Ensure website and relevant marketing materials support bilingual access.

Priority 7: Partnerships and Collaboration

Work with partners to strengthen Welsh language provision and share good practice.

- Collaborate with organisations such as Coleg Cymraeg Cenedlaethol, the National Centre for Learning Welsh and local initiatives.
- Support local, regional and national Welsh language campaigns.
- Ensure Welsh language activity supports Cymraeg 2050, Medr priorities and Welsh Government requirements.
- Share effective practice with subcontractors where applicable.
- Ensure subcontractors understand and support Welsh language expectations, learner entitlements and the aims of this strategy.

Monitoring and Measuring Success

Delivery of this strategy will be supported by a Welsh Language Action Plan which will contain priorities, actions, ownership and timescales. Progress against the Welsh Language Strategy and Action Plan will be reported annually to the Senior Leadership Team and Board of Directors, including key performance measures and learner feedback. Progress will be monitored through:

- Welsh language capacity across the workforce.
- Welsh language workforce confidence and competency skills survey.
- Learners' Welsh language skills on start.
- Number of learners requesting and receiving Welsh-medium or bilingual support.
- Learner and employer feedback and survey results.