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**The Implementation of the Welsh Language**  
**within National Governing Bodies of Sport in Wales**

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## LIST OF ABBRIVIATIONS

<u>CONCEPT</u>	<u>ABBREVIATION</u>
Welsh Assembly Government	WAG
Sport Council for Wales	SCW
Welsh Rugby Union	WRU
Welsh Hockey Union	WHU
Welsh Gymnastics	WG

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## ABSTRACT

The 'Welsh Language Act 1993' passed by the UK Government states that every public body within Wales must provide their services bilingually to the public. This act covered services such as Post Offices, the Driving and Vehicle Licensing Agency as well as Leisure Centres and other sporting services. The National Governing Bodies for sport in Wales were also included under this Act. In 2003 the Welsh Assembly Government published a *laith Pawb* action plan to reiterate their aims to 'create a truly bilingual Wales' (*laith Pawb*, 2003). The aim of this research was to discover what the National Governing Bodies have achieved in attempts to create the 'bilingual Wales' mentioned in *laith Pawb* (2003).

In this qualitative research, semi-structured interviews were conducted with key personnel from three National Governing Bodies in Wales who held different sporting profiles. These sports were the Welsh Rugby Union, Welsh Hockey Union and Welsh Gymnastic. Three other key personnel were interviewed, the Senior Officer of the Welsh Language from the Sport Council for Wales, the Senior Sport Policy Development Manager from the Welsh Assembly Government and the National Sport Development Manager from the URDD. The semi-structured interviews were all recorded and transcribed to which themes were highlighted and compared against each other and against the schemes and documents found in the literature review.

The results from the interviews showed that the Sport Council of Wales used their position as the main sponsors of smaller National Governing Bodies influencing their attitudes towards the use of the Welsh language. This showed more change in facilitating the Welsh language within their organisation. In contrast, it was found that larger organisations who were considered to be complex found it harder to change and implement the Welsh language on all levels of their organisation.

The findings show that change towards the implementation of the Welsh language is being done and that the Sport Council of Wales are clearly working from the bottom up, in regards to size and complexity of National Governing Bodies within Wales.



# **Chapter I**

## **Introduction**

## 1.0 Introduction

The purpose of this study is to find out the attitudes of the National Governing Bodies of sport in Wales towards the Welsh Language within their sport. The National Governing Bodies (NGB) themselves will be looked who are considered as the implementers of the Welsh Language Act (1993) on the grassroots level as well as the implementers on the political level, such as the Welsh Assembly Government and Sport Council Wales.

## 1.1 Background and Rationale

Over the past decades the Welsh Language status has grown from strength to strength and the United Kingdom Government passed an act in 1993 that legally insisted that the Welsh language would be treated on an equal basis as the English Language in Wales. In 2003 the Welsh Assembly Government (WAG) published a National Action Plan for a Bilingual Wales named 'Iaith Pawb'. Within the Action Plan the WAG set out their aim clearly in their Action Plan to create 'a truly bilingual Wales, by which we mean a country where people can choose to live their lives through the medium of either or both Welsh or English' (Iaith Pawb, 2003). The WAG has ensured that the 'Mainstreaming' of the language will be a permanent cross cutting agenda of its work and will be factored into policy development across all department and Assembly Sponsored Public Bodies, (ASPB's).

'The Assembly Government will mainstream consideration into the policy- making processes of all Assembly Ministerial portfolios...the commitment to mainstreaming Welsh language issues will extend to all 'ASPB's' (Assembly Sponsored Public Bodies)... We shall encourage the mainstreaming of Welsh language issues in those organisations which work in partnership with the Assembly Government in implementing Assembly Government Policy in Wales.' Iaith Pawb (2003).

Therefore as a result the 'Mainstreaming' principle will follow grants awarded by WAG and its partners including Sport Council for Wales, (SCW). As the SCW receives grants from the WAG and

therefore awards grants to the majority of Welsh NGB's to which some are totally reliant on this public money for their survival, this research is to see if the attitudes NGB's have towards 'Mainstreaming' of the Welsh language .

## 1.2 Aims and Objectives of Research

The aims and of objectives of this research is to gain a view of the implementation of the Welsh language throughout NGB in Wales and how NGB have responded to facilitating the language. To gain this view, the specific research objectives are the following:

- I. Identify the awareness the NGB have towards the Welsh Language Act (1993) and The Mainstreaming strategy.
- II. Identify the importance placed on the implementation of the Welsh language within the organisation and how they respond to it.
- III. Highlight any barriers or resistance experienced by the NGB in an attempt to facilitate the Welsh Language.

## 1.3 Framework of Research

With data collected from semi-structured interview which includes questions that will encourage samples to discuss the mainstreaming of the welsh language, its purpose within the organisation and their views on the Welsh language within sport in Wales. The samples will be influential people within the NGBs as well as influential people in other organisations or agencies effecting the mainstreaming of the Welsh language. The data gathered through this method will provide enough evidence to discuss the mainstreaming of the Welsh language through the NGB in sport in Wales.

# **CHAPTER III**

## **Methodology**

### 3.1 Primary Purpose of the Study

The primary purpose of this study is to research into NGB with different sporting profile within Wales and establish their implementation of the Welsh language within their organisation as a result of the Welsh Language Act passed by the UK government in 1993. The research will investigate into how the NGB's have changed and modified its perspective and attitude to facilitate the Welsh language in different aspects of their organisation. In addition the research enquiry will seek and require the NGB's to provide information to establish whether they have adhered to the practices and processes established and mandated by the SCW and the WAG in their Welsh Language schemes.

### 3.2 Theoretical Underpinning of Methods

When looking at undertaking research methodology, the two main styles are quantitative and qualitative enquiry. Academics constantly debate against each other when critiquing both methods. Denzin and Lincon (1994) argue that qualitative research can only offer a general picture where as quantitative research is more illustrative where as Babbie (1998) offers that some research topics are most amenable to qualitative examination, others to quantitative. Cited in Silverman (2002) respected researchers (Denzin, 1970; Shwartz and Jacobs, 1979; Hammersley and Atkinson, 1983) believe that quantitative research such as 'experiments, official statistics and survey data may simply be inappropriate to some of the tasks of social science'. Indeed, critics have argued that quantitative methods strip context from meanings (Gephart, 1999); where the aim of qualitative research is to extract rich, in-depth and details information (Burns, 2000). Below, an illustration (Figure 3.5) from Burns (2000) compares qualitative and quantitative research methods.

<b>Comparison of qualitative and quantitative methods</b>	
<b>Qualitative</b>	<b>Quantitative</b>
<p><b>Assumptions</b></p> <p>Reality socially constructed</p> <p>Variables complex and inter-woven; difficult to measure</p> <p>Events viewed from informant's perspective</p> <p>Dynamic quality to life</p> <p><b>Purpose</b></p> <p>Interpretation</p> <p>Contextualisation</p> <p>Understanding the perspectives of others</p> <p><b>Method</b></p> <p>Data collection using participant observation, unstructured interviews</p>	<p>Facts and data have an objective Reality</p> <p>Variables can be measured and identified</p> <p>Events viewed from outsider's perspective</p> <p>Static reality to life</p> <p>Prediction</p> <p>Generalisation</p> <p>Casual explanation</p> <p>Testing and measuring</p>

Figure 3.5 Comparison of qualitative and quantitative methods (Burns 2000)

The aim of the research is to obtain information on the attitudes of the National Governing Bodies towards the use of the Welsh Language within each of their organisation and effect of change that it had within. As described in Figure 3.5 (Burns, 2000) in order to measure and quantify the research data, semi structured interviews will be conducted and a qualitative research method will be adopted.

### 3.3 Interview Design

It is suggested by Oppenheim (1992) that a useful set of interviews can greatly broaden and deepen the original plan of the research, produce new dimensions of study and suggest many new ideas and hypotheses. The subjects engaged in the interviewing process were intentionally selected for their rich information recourse. The primary respondents of the research outcomes will be influential members of three different NGB in Wales. The National Development Manager from the Welsh Hockey Union, the Chief Executive Officer of Welsh Gymnastics and a Regional Performance Manager from the Welsh Rugby Union were all interviewed for the research. Key exponents and facilitators of the Sport Council for Wales (Welsh Language Senior Manager), Welsh Assembly Government (Sport Policy Development Manager) and the Urdd Gobaith Cymru (National Sport Manager) were also interviewed. The NGB's were selected to give a balance between different types of sporting profile and the magnitude of size of the organisation in Wales.

Semi structured qualitative interviews were employed to determine the views of the NGBs. The rationale behind semi structured interviews approach is that it allows the interviewer to probe beyond the answers given by the interviewee (May, 2001). May (2001) comment is supported by Dawson (2002) who writes that semi-structured interviews are possibly the most common interview technique used in qualitative research, enabling the researcher to compare and contrast information gathered from all interviews carried out in this study. By asking the same questions to all the interviewees, it gives the researcher scope to ask for clarification or elaboration on a specific topic or given answer. Burns (2000) describes semi structured interviews as 'rather than having a specific interview schedule or none at all, an interview guide may be developed for some parts of the study in which, without fixed wording or fixed ordering of questions, a direction is given to the interview so that the content focuses on the crucial issues of the study'. May (2001) Dawson (2002) and Burns (2000) views are similarly supported by Holsten and Gubrium (1997) who states that 'to find out about another person's feelings, thoughts or actions believe that they merely have to ask the right

questions and the other's 'reality' will be theirs'. These key indicators outlined above are the basis behind the choice of semi structured interviews typology being chosen to extract data for this research.

An e-mail will be sent out initially to the contacts requesting an interview, please refer to Appendix A for the Interview Request letter. After confirming availability each respondent will be contacted and informed of the interview schedule and purpose of the study through an information sheet and a copy of the question which will be asked in the interview before hand (please refer to Appendix A for Information sheet). May (2001) emphasises the important of the interviewee understanding of what is expected of them and to also inform them of the nature of the research enquiry. To insure there wouldn't be an impingement on the interviewee's working schedule and for their own convenience, the date, location and time was arranged by them. Each interview will last approximately 30 minute and at the end of the interview the interviewee will be able to make any other further comments that they may feel that's relevant to the study. The interviews will be recorded with the approval of each participant prior to the interview with the understanding that all data would remain in confidence and confidentiality; this was reinforced by a consent form that was designed by the researcher for this study which can be found in Appendix A.

#### 3.4 Participant Selection

A random selection approach to the sampling for this research was considered, however a purposive method of sampling was undertaken on account that the subjects selected to undertake the interview process, were drawn from a specific sample group. Saunders et al suggested that 'purposive sampling.....will best enable you to answer your research question(s) and to meet your objectives' (Saunders et al., 2003).

A view further endorsed by Patton, (2002) who states that;



“In-depth information from a small number of people can be very valuable, especially if the cases are information rich. Less depth from a large number of people can be especially helpful in exploring a phenomenon and trying to document diversity or understanding variation.”

The three key personnel interviewed from the NGB's were carefully chosen to give a balance between the different types of sport with contrasting and distinct profiles within Wales. Three further personnel were also interviewed, a member of the WAG, as the main sponsor of the implementation of the Welsh Language Act, a member from the Sport Council for Wales, as the administrator who acts on behalf of the WAG to implement and put the strategy of the scheme into action. And also a representative from the Urdd will be interviewed. The Urdd is a Welsh Youth Movement who organises activities for children and young people across Wales through the medium of Welsh ([www.urdd.org](http://www.urdd.org)). The objective was to source meaningful research data through the interview process with key influential figures within each of these organisations that are responsible to comply with the Welsh Language act (1993).

The sampling selection and size was in relation to the research objectives and purpose, and what can be done with available time and resources.

### 3.5 Primary Data Collection

In order to gather data in relation to the attitudes of the NGB's towards the Welsh Language interviews will be conducted. Interviews fall under the qualitative method of research and Burns (2000) purports that the 'task of the qualitative methodologist is to capture what people say and do as a product of how they interpret the complexity of their world, to understand events from the viewpoints of the participants'. This quote by Burns (2000) is supported by Holsten and Gubrium (1997) who notes that the aim of interviews, as qualitative research, is to find out about another person's feelings, thoughts or actions.

### 3.6 Interview Procedures

The interview schedule was sent out prior the interview date by e-mail (see Appendix A for Information Sheet) thus making the sample aware of the procedure. The interview was tape recorded on a Dictaphone to which the interviewee was fully aware before the recording began. As the interview took place, to accompany the transcript made after the interview, the interviewer made notes of any comments by the interviewee that stood out.

Questions will be designed before the interview to extract the relevant information from the interviewees (Holsten and Gubrium, 1997) and also probing questions will be designed for each main question. Probing questions are designed on the predicted answers given by the personnel interviewed (Burns, 2000).

### 3.7 Pilot Study

Gill and Johnson (1991 p.89) describes a pilot interview as 'a trial run-through to test the research design with a sub-sample of respondents who have characteristics similar to those identifiable in the main sample'. The pilot interview was conducted with an academic member of UWIC sport management staff. The pilot interview served many functions, mainly to provide an opportunity to assess the validity of the questions and the reliability of the method of data collection (Saunders et al, 2000; Bryman, 2001). A pilot interview also provides an opportunity for the interviewer to build confidence when conducting an interview.

The positives taken out of conducting a pilot study were significant. The twenty minute interview and in addition the ten minute feedback session highlighted shortcomings of the pilot interview with the interviewee giving useful recommendations to the interviewer. A mind mapping analysis provided constructive ideas which aided the interview process. When conducting the pilot interview, the overall ambience was comfortable with the interviewee commenting that there was no intimidation of any sort in the interview. The questions did demand open answers with the probing

questions delving deeper into the interviewee's opinion. The main aspect highlighted was the natural flow of the interview with a reorganisation of the questions. This feedback benefited the future interviews. Transcripts of the Pilot Interview can be found in Appendix B.

Questions were reviewed post pilot interview and redesigned to be more appropriate. Questions were reorganised and rearranged in order to lead into a smooth transaction. This cognitive and practical process is supported by Janesick (2004) who indicates that 'the pilot study allows researchers to test and refine certain questions.'

### 3.8 Validity and Reliability

Silverman (2000) simply quotes validity as 'another word for truth'. As a qualitative study, Silverman (2000) continues to reassure that validity isn't only an issue for qualitative but for other research also. Quantitative researchers do not hold the 'golden key' to validity and should not assume that they have a simple solution to the question of validity. Fielding and Fielding (1986) cited in Silverman (2000) confirms this statement stating that 'the act of analysis is an interpretation, and therefore of necessity a selective rendering. Whether the data is collected are quantifiable or qualitative, the issue of the *warrant* for their inferences must be confronted.'

A researcher must ask the question 'How valid is it? Does the test measure what I want it to measure?' (Burns, 2000) and this reinforces that validity is not constricted to one type of research. Therefore to place validity in context of this research it must be asked if the questions in the semi structured interview will draw the information required to answer the research question.

Burns (2000) compares the differences between reliability and validity as both are often mistaken for each other. Using the analogy of a twelve inch ruler manufactured at a wrong length, Burns (2000) states that due to all the rulers being incorrect, and the results being consistent, this made the ruler reliable. The ruler, being one inch too long, meant that it was not valid as a twelve inch

ruler as it didn't measure correctly what it was designed for (Burns, 2000). This analogy can clearly be transferred to a research study.

Silverman (2005) suggests that when 'people's activities are tape recorded and transcribed, the reliability of the interpretation of transcripts may be gravely weakened by a failure to transcribe apparently trivial, but crucial, pauses and overlaps'. When considering reliability in the context of this research, it must be taken into consideration. When analysing the data, answers given by the sample will be played to the analyser to reinforce any meaning or undertone shown.

Patton (2002) describes the limitation that the significance of the findings are connected to the researchers, credibility, competence, thoroughness, and integrity.

### 3.9 Data Analysis

As there is no one way of analysing qualitative data and the procedure selected are largely dependent on the research question and the nature of the data itself (Henwood & Pidgeon, 1995). Patton (2002) suggests one way of analysing data known as *inductive analysis*. Inductive Analysis consists of discovering patterns, themes and categories in one's data. The findings emerge out of the data, through analyst's interactions with the data. Scanlan et al. (1989) gives an outline as to why inductive content analysis would be used 'Content analysis organises the raw data into interpretable and meaningful themes and categories'.

During data collection notes were made under questions asked by the researcher to highlight any key comments made by the sample that stood out. Following the interview the data gathered was transcribed and matched up to the notes taken from the interview to reinforce the data transcribed. The transcriptions of all six interviews can be found in Appendix D.

Tables were drawn up to analyse the themes that emerged within the transcription of the semi structured interviews to which they would then be compared. The raw data was organised into meaningful themes and categories to which was identified during the review of literature process.

When the coding process develops and patterns emerge within the data analysis Marshall and Rossman (1999) identifies that the researcher should search for linkages among them. 'Writing up notes or transcribing tapes and simply listening to the conversations assists the important analytic stage of becoming familiar with the data.' (May, 2001). These tables of themes identified from the interviews can be found in Appendix E.

# **CHAPTER IV**

## **Results and Discussion**

#### 4.1 Introduction

This discussion will initially focus on the common themes which arose from the six interviews conducted. Six interviews with key individuals within organisations were held, three were with NGBs with different sport profiles within Wales, Welsh Rugby Union (WRU) Welsh Gymnastic (WG) and Welsh Hockey Union (WHU). Three of the interviews were conducted with members of organisations who have different responsibilities and influences on the creation and implementation of the strategies within the NGBs, SCW, WAG and the Urdd. For confidentiality purposes the interviewees have been given a number reference ranging from 1 to 3 for the NGBs and 4 to 6 for the creators/implementers of the policies. All the interviews can be found in order in Appendix D.

Key themes were identified between the review of literature and the interview transcriptions. Quotes were extracted from the transcriptions and placed into relevant themes within the tables. Quotes were then compared against each other within the themes and also compared against literature that was reviewed in the initial stages of the research.

#### 4.2 Awareness of the Welsh Language

Within the *Iaith Pawb* document published by the WAG in 2003 it is stated that one of their aims is to increase the language awareness and people's confidence to use Welsh in every aspect of their lives. The Sport Policy Development Manager for the WAG (subject six) supports what is said in the *Iaith Pawb* (2001) stating in his interview that 'if people want to access any services whether it's the local post office, their education or if it's to access sporting provision at their local leisure centre or local club then it has to be provided in the language of their choice'. The SCW, the national organisation responsible for developing and promoting sport in Wales ([www.sports-council-wales.org.uk](http://www.sports-council-wales.org.uk)), are also committed to ensure that all partners and staff are awareness of the Welsh Language increases (*Welsh Language Scheme*, 2007) which coincides with the aims published in *Iaith Pawb* (2003).

All subjects who were interviewed were aware of the Welsh Language Act (1993) and the mainstreaming strategy by the SCW in one way or another. Subject One was 'generally aware of what the Sport Council are trying to do in terms of Ceri Thomas' role and our links with him to develop it'. Subject Three stated that they were 'aware of the Welsh Language act but I am not aware of the mainstreaming strategy by the Sport Council for Wales'. Awareness of the Welsh Language within organisations is further confirmed by subject two who states that he is aware of the Welsh Language Act although 'what the actual detail of it all is I'm not entirely sure'. All three subjects from NGB's of Sports within Wales offer a broad opinion towards their awareness of the Welsh Language Act within their organisations. Subject Five, the Welsh Language Development Officer (WLDO) for the SCW, explains that his 'role is to make the staff aware of what mainstreaming means and that it's not all negative and that generally it would enable ourselves and our funded partners better at developing sport if we are able to operate bilingual'. As Subject Five has identified that his role is to create awareness of the Welsh Language and it's mainstreaming with the partners that his organisations works with, it can be seen to be successful with all subjects identifying their awareness of the Welsh Language act and the SCW mainstreaming strategy. Although a reoccurring critique is that the NGB are not aware of the details of the Welsh Language Act (1993) or the mainstreaming policy of the SCW. Black and Gregerson (2008) suggest that if change is to be seen within an organisation, a clear direction and destination must be given as the absence of direction and destination clarity will result in lack of motivation. With the NGB's unaware of the strategy for mainstreaming by the SCW this could be used further in the discussion as to the reasoning behind the possible lack or slow response to change within organisations within Wales.

The NGB were asked of their knowledge of activities within their organisations conducted under the Welsh Language. This question and its answers by the subjects' crosses boundaries with a number of other themes in the research, as it can be identified as an indicator of the awareness of Welsh language within their organisation. WG (Subject one) had information and figures of the number of



total Welsh speakers within the organisation, where as subject three showed limited information of Welsh speakers who were members of its organisation. Subject four whose organisation conducts many sports through the medium of Welsh has an up to date system that produces detailed figures of Welsh speaking participants, for example, 'the coach education... last year we delivered to over 1,100 students who went out into the community delivering through the welsh medium to sports specific and generic clubs'. The subject that gave an extreme response was by the WRU (subject two) who said that there was no awareness of welsh activities being conducted by the organisation.

When looking at the results collected regarding the awareness of all the subjects interviewed, all three (WAG, SCW and Urdd) were very aware of the Welsh Language Act (1993) and the mainstreaming strategy by the SCW as their job roles were heavily involved by both documents. The SCW Welsh Language Scheme (2007) recognised that they would be able to influence the smaller organisations that rely on funding from the SCW, this is clearly evident in the awareness of the results gathered with the WG and WHU both aware of the mainstreaming scheme and the WRU showing a distinct lack of awareness.

#### 4.3 Importance of the Welsh Language in Sport and/or the Organisations

When discussing the importance of the Welsh Language within sport in general and within an organisational context, the areas focused on were the priority placed by the organisation to develop the Welsh Language. If we were to refer to the interview with the WG (subject one) a sense of clear priority can be found with the NGB when looking to develop their Welsh Language Policy as much as possible. The subject states that 'it is important and we are probably one of the first to do it' when discussing the Welsh Language policy. A copy of the WG Welsh Language Policy was given to the researcher and can be found in Appendix E. Updated in January 2009 the Welsh Language policy by WG can be compared with the SCW Welsh Language Scheme (2007). The WG recognises the importance of the Welsh Language within their policy statement saying that the Welsh Gymnastics

‘recognises that good communication with members and stakeholders is a fundamental of good marketing practice... It therefore recognises the Welsh language equally to the English language within Wales’. The SCW acknowledges the WG in his interview using the WG as an example that has developed their Welsh Language policy. Subject five states that this ‘is a massive step forward in changing the attitudes of people who probably didn’t think Welsh language would ever be a part of their programme of activities’. The importance and priority shown by the WG is completely contradicted by subject two in the interview who states that the WRU has ‘no real importance placed on the language within then rugby industry’. Although this comment was made by subject two, the WAG sport policy development manager states that work is being done with the WRU to deliver provision of the Welsh Language within the national stadium and at elite level events such as the IRB under 20s World Cup that took place in 2008. The data gathered here from both subjects showed no consistency within the elite and grassroots level of the sport within the NGB.

SCW recognises that the importance of developing the Welsh Language within NGB has been a low priority but, as stated previously when discussing the awareness of the language, his job role is to increase the profile of the Welsh Language and therefore increasing the priority within NGB. An example of the SCW work came from subject three, the WHU. ‘It is not our top priority but it is certainly a priority’ is subject three’s comment regarding the Welsh Language within their organisation. Subject five continues in the interview to purport that the importance of a policy within an organisation is only as important as the activities which are delivered. ‘It’s easy for a governing body to have a policy but then and say that and tick a box but really an important part is activity taking part in that sport though the medium of welsh’. This quote by subject five can be compared next to the attempts of the WRU and the information collected from subject six stated previously. As for a positive example to the quote by the SCW above, the WHU has two development officers for Hockey who operate in North and West Wales employed through the Urdd who conduct all their sessions through the medium of Welsh. This reflects what subject five believed

that although there is no priority when discussing policies and processes, there is activity being conducted through the medium of Welsh in Wales.

The Urdd, as a Welsh Youth Movement, also saw the importance of Welsh within the sporting environment as well as the organisation. Subject four says that the Urdd gives ‘the opportunity to speak Welsh in a sporting context where they can take it from the schools into their community’ and continues to say that the organisation ‘likes to see children and young people enjoying themselves through the language’. The importance of giving opportunities for people to enjoy their sport through the language of their choice is shared by the WAG. Subject six says that it’s ‘certainly important in terms of young people trying to develop their talents as well, what we don’t want is young people to miss out on becoming the next Colin Jackson or Shane Williams .. just because they haven’t been able to receive coaching or something else, sport science or whatever through the medium of Welsh’.

Extracting from the data gathered out of the six interviews, it is possible to distinguish that the importance of the Welsh Language varies on different levels within different organisations. The three ‘implementers’ (SCW, WAG and Urdd) clearly see the importance of the Welsh Language within sport in general and their organisation due to their job role being specific to concentrate on the development of the Welsh language. In contrast, the attitudes of the NGB towards the importance of the language vary from one to the other. A similar conclusion can be made, as to this reached in the ‘Awareness of the Welsh Language’ theme, where smaller organisations have the ability to be dynamic and change their policies and attitude as well as the ability of the SCW to influence their outlook.

#### 4.4 Organisational Change and Achievements in regards to the Welsh Language

Within the Literature review organisational change and the reasons that change occur were researched. With the UK government passing the Welsh Language Act in 1993 and the formation of the WAG in 1999 ([www.wales.gov.uk](http://www.wales.gov.uk)) subject six from the WAG says that there has been more 'emphasis on making sure the language is provided for and catered'. Subject six continues to put the WAG and SCW into context to each other stating that the WAG 'asks the Sport Council, on our behalf, to promote the language, to help governing bodies to provide services through the medium of Welsh'. This would support Hyczynski and Buchanan (2001) who suggest that organisational changes occur due to 'a shift in government policy'. An interesting statement made by Nevis (2001) which was stated in the review of literature that 'culture change (within an organisation) does not necessarily need to drag on for years or be painful and difficult at every stage. It is all about how you approach it'. As for the approach for change within the NGB by the SCW, Subject five refers to it by saying 'the secret to the success so far has been not to try and get these partners to do things over and above day to day activity but to also integrate it so it becomes normalised within their operating practice'. Subject five also purports that 'the biggest thing is the changes in attitude of our partners, that have been done sensitively rather than by enforcement really, it's the way it's been managed that has facilitated that'. Many of the subjects referred to how the change should be managed, which could be compared to this which has been mentioned by the SCW (subject five) in regards to managing the change sensitively. To look further into the implications of enforcing the change on organisations, subject five continues to state that 'welsh language activists have been perhaps a little bit not unaware but have not considered how their activities can potentially alienate welsh language supporters and the language developers themselves from those of who are the ones that we want to try and bring around to valuing what the welsh language means'. Although subject two shows that the WRU does not show support to develop their Welsh Language policy, he does highlight his personal thoughts on the subject of the Welsh language within sport. Stating that 'Rhodri Morgan

said something about the need to break down barriers as far as normalising the language and if that is part of it then I agree with all of those sentiments' when referring to a television show. The important fact to take out of the quote is to 'normalise the Welsh language'. This overlaps with what was said by the SCW about the Welsh activists 'alienating' the Welsh language and the SCW attempts to normalise the Welsh language within day to day activities of the organisations. As the *laith Pawb* (2003) national action plan states, the aim is to create 'a truly bilingual Wales, by which we mean a country where people can choose to live their lives through the medium of either or both Welsh or English'. With many of the subjects showing very little awareness towards the *laith Pawb* (2003) plan, they still show some similarities written with the plan. Subject three said in his interview that 'bilingual has to be the practical solution, within clubs there will be a lot of people there who can't speak Welsh and in lots of schools. We would like to have more coaches who are able to coach bilingually I think that in large parts of Wales it's the best option for us' similarly subject four states 'I also think that we should encourage bilingualism and not just Welsh and English'. It is, without a doubt, a reoccurring opinion within the research.

Subjects were questioned in regards to the achievements they have had in an attempt to facilitate the Welsh language. This would be the key indicator that would tie in the awareness and importance of the Welsh language themes highlighted earlier in this discussion within the organisations and therefore support subject five's argument that 'it's easy for a governing body to have a policy to say that and tick a box but really the important part is activity taking part in that sport though the medium of Welsh'. Subjects spoke of internal and external changes that have occurred within their organisation in facilitating the Welsh language. WGA (subject one) discusses how they have two members of staff within their head quarters who are currently learning Welsh in an attempt to be able to interact with communication, be it letters or phone calls, that come through their office. As well as internal change, subject one refers to their literature (coaching manuals and awards) that is given to new coaches. Additionally subject one describes how their posters and banners that they produce now are produced bilingually. In comparison, subject three from the WHU attempts to get

their literature produced bilingually and pushes to qualify tutors and coaches who have Welsh language skills. To further confirm WHU Welsh language achievement in a practical situation, two development officers are employed through the Urdd who deliver coaching through the medium of Welsh within identified areas in Wales.

There were two organisations that identified no apparent change in facilitating the Welsh language. Subject two, in a negative view, and subject six, positively. Subject two answers the questions regarding change within his organisation in a short and abrupt manner stating that there was no change experienced in the organisation in an attempt to facilitate the Welsh language. Subject six stated that it is difficult to identify within the WAG as they have 'always placed an emphasis on the language in our dealings with the Sports Council'.

#### 4.5 Barriers and Resistance Encountered When Implementing the Provision for the Welsh Language

When quizzed about resistance or barriers in terms of developing the Welsh language, there was an extensive response by all subjects. Referring back to the review of literature and Lewin (1951) Force-field theory cited in Cole (1997) (Figure 2.4) who suggests that when one side pushes for change there will be resistance from the opposing side. A conclusion was made when analysing academics that the opposing resistance to change should be removed, or at least weakened (Cole, 1997; Boddy, 2002; Black and Gregerson, 2008). As identified previously, subject five's job role within the SCW is to change people's perceptions of the Welsh language internally within his organisation, and externally with the partners the SCW work with. Subject five acknowledges that 'the greatest barrier is changing people's perception' and continues declaring that 'internally within the organisation, that's proven to be more difficult than working with our funded partners... internally lots of our staff remain to be convinced however it's not their choice in the matter the Sports Council for Wales is

committed to the Welsh language'. This statement by subject five supports Cole (1997) who says that 'generally speaking, human beings seem to prefer to use driving forces to bring about change' which, when looking at Lewin (1951) model (figure 2.4) the more one side pushes the more the resisting side will resist. Subject five's aim is to 'encourage staff to undertake activities and not give the language a second thought'. Reflecting Coles (1999) theory stated above, the SCW affirms that the 'situation will be addressed from the staff training because part of the new mainstreaming action plan that has been rewritten includes a language impact assessment tool which each departmental strategy will have to go through to assess what impact it has upon the Welsh language and that's both, the positive and negative'.

Resistance from members of the NGBs did not seem to be an issue when questioned about barriers and resistance within their organisation. The WRU identified that there are 'a lot of people out there who can speak Welsh... who can actually speak Welsh but because their Welsh isn't of high standard or isn't perhaps grammatically correct in every aspect they almost haven't got the confidence to speak it' which identifies a barrier to change, as opposed to resistance from individuals.

A reoccurring matter that was raised and identified by many of the subjects was the resourcing of NGB. WHU presented in his interview that 'some of our written and electronic communications, we are trying to get that translated into Welsh as best we can; obviously there are constraints, time and money being the two biggest ones really'. The same issue was touched upon by subject one that identifies that financial and staff time resourcing in implementing the Welsh language policy was a barrier. In terms of financial aid for NGB to facilitate the Welsh language, subject five identifies that at the end of the previous financial year a partnership with the SCW and the Welsh Language Board, who were established as a result of the Welsh Language act (1993), came to an end which provided a 'limited amount of funding to smooth and support those partners we were working with to overcome hurdles which were prevented them from developing or delivering more opportunities through the medium of Welsh'. The Urdd organisation receives funding from the SCW as a sporting

organisation who undertakes all their activities through the medium of Welsh. Subject four insists that 'they have never received funding from mainstreaming the language'.

An interesting theme did arise from questioning the subjects, many without prompt. Subjects identified that there were areas within Wales that they implemented their Welsh language policy and activities. With the WHU employing two development officers through the Urdd, their operating regions are the North of Wales and the West of Wales which subject three identifies to be 'harder because we don't have the personnel who are able to coach in Welsh, the sort of environment either really doesn't suit it'. Subject two from the WRU identifies West Wales as being the pockets of Welsh speakers and an area to develop the Welsh language policy and the East of Wales being more difficult. The SCW had an interesting view to this matter of pockets of Welsh speakers within Wales. Subject five spoke of 'population pockets around Wales where it's most needed' when speaking about the provision and resourcing of the Welsh language. The Urdd identifies that they have seventeen regions within Wales and their Welsh policy covering the extent of Wales. They do not all have specific sport officers working within those region but the key point to take from the Urdd regionalisation is that there is a requirement for the implantation for the Welsh language throughout Wales.



# **CHAPTER V**

## **Conclusion**

## 5.1 Conclusion

Using a method to discover the latest and up to date changes that has occurred within sporting organisations in Wales in their attempt to facilitate the Welsh language, different views can be taken from the results and discussion presented.

Looking at the implementation of the Welsh language within National Governing Bodies of Sport within Wales, aims and objectives of the research were set out at the beginning of the paper that steered the research in a specific direction. To reiterate those aims and objectives identified:

- I. Identify the awareness the NGB have towards the Welsh Language Act (1993) and The Mainstreaming strategy.
- II. Identify the importance placed on the implementation of the Welsh language within the organisation and how they respond to it.
- III. Highlight any barriers or resistance experienced by the NGB in an attempt to facilitate the Welsh Language.

The aims and objectives were considered when designing data collection methods and questions for the semi-structured interviews. As a result, similar themes could be highlighted in the data analysis process in an attempt to reach the aims and objectives.

The themes within the research were all divided into categories of their own but it became evident when discussing the results that the themes identified were all interlinked. The awareness of the Welsh language within NGB would result in placing a priority for the language in the organisation strategy. The subjects who were very aware of the Welsh language had the language high upon the organisations priority list. In contrast to this, the organisation that proved little knowledge of the Welsh language saw very little importance for the language placed within their organisation. A result

of high priority and importance for the Welsh language is linked with the change and achievements made within the organisation. High priority meant the change was more evident and achievements were noticeable.

Watt (1998) is cited in the literature review stating that 'the only thing constant is change' when discussing organisational change and strategy. This is clearly an aspect that can be extracted from the research and its findings. As many changes has been pointed out throughout the discussion section of the research it is clear to say also there is a lot to do within Wales and the NGB who are funded by the SCW and the WAG. Many subjects within the research identified that there was a lot more to be done when facilitating the Welsh Language within their organisation and that the road to reaching the aim of the *Iaith Pawb* (2003) action plan to create a 'Truly bilingual Wales', in a sporting context at least, is only half built.

The size of an organisation is a significant contribution to the effectiveness of change within an organisation and is one of the main conclusions made from this research. As it is stated in the SCW Welsh Language scheme (2007) that smaller organisations that depend on the SCW financially are easier to influence than bigger, more independent and professional organisations. This is certainly reflected within the research with smaller organisations, WG and WHU, showing change in attempts to facilitate the Welsh language and the WRU who are possible recognised as one of the biggest NGB within Wales showing very little attempts for the implementation of the Welsh language.

## 5.2 Limitations

Upon review of the research conducted on the implementation of the Welsh language within NGB in Wales, there were a number of limitations that arose. It is believed that a greater number of subjects interviewed would have produced a wider data to base the finding upon, therefore increasing the research reliability.

Thomas and Nelson (2001) state that ‘the interviewer tends to improve with experience, and thus the results of earlier interviews may differ from interviews conducted later in the study’. This proves to be a limitation on the research as the interviewers’ bias and unreliability becomes a disadvantage. Time constraint and the timing of the research proved to be a limitation as the participation selection availability was made limited from one of the NGBs. With greater planning in regard to the interview schedule, a higher member of the WRU could have been interviewed resulting in the ability to draw upon the organisations view from a different perspective. Time constraints also constricted the ability to research further into the effectiveness of the NGB implementation of the Welsh language by issuing questionnaires to the members of the organisation that receives the service by the NGB.

### 5.3 Recommendations for Further Research

When reviewing this research and there aren’t many other research conducted on the subject of the Welsh language and the legal requirements to facilitate it in Wales. A number of issues were highlighted within this research that could be used as a rationale to carry out further research into the implementation of the Welsh language within NGBs.

There were many issues highlighted within the interviews in regards to the geographical locations of Welsh speaking ‘pockets’ in different areas of Wales. Using methods such as questionnaires for Welsh speakers a research could be conducted into the NGB effectiveness of Welsh language provision within those areas. A Welsh language development research plan could be also be conducted in an attempt to find a strategy to develop the Welsh language policy outside the ‘pockets’ identified by the NGB.

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## **APPENDIX A**

## **Interview Request Letter**

Dear (NAME);

My name is Owain Tudur, I am a third year undergraduate student studying for a Sport Development degree at the University of Wales, Institute Cardiff. As part of my final year of study at UWIC, I am required to produce a dissertation on a sports related topic.

My area of research is to look at the attitudes of National Governing Bodies towards the Welsh Language act 1993 and the changes it brought to your organization.

It further requires that I undertake and conduct recorded interviews with key facilitators in the area applicable to my dissertation study. Each interview will be of approximately forty-five minutes duration.

All interviews will be completed in the strictest of confidence and your assistance in this matter is most sincerely and greatly appreciated.

I would be grateful if we can please confirm a mutually agreed time and date to conduct the interview at your earliest opportunity and convenience to you.

I can be contacted on my mobile number 07197272673 or by e-mail [O.Tudur2@uwic.ac.uk](mailto:O.Tudur2@uwic.ac.uk).

May I take this opportunity to thank you for your assistance and kind consideration in this matter and may I further suggest that I contact your office / you in a few days time to to discuss a possible date for the interview.

Yours Sincerely,

Owain Tudur.



# Information Sheet

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*You are being invited to take part in a research study. Before you decide whether or not to take part, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully.*

The Objective of this research project is to establish the attitudes of the National Governing Bodies of Sport within Wales towards the Welsh Language Act (1993) and the strategic change that become of this within organisations.

By signing this consent form you are agreeing to participate as a subject in this research study: *The Attitude of the National Governing Bodies towards the Welsh Language.*

I understand that my participation in this project will involve completing an Interview with the researcher Owain Tudur about the attitudes of National Governing Bodies towards the Welsh Language and the strategic change that become of the Welsh Language Act (1993), which will take approximately 30 minutes of my time.

I understand that participation in this study is entirely voluntary and that I can withdraw from the study at any time without giving a reason. I understand that I am free to ask any questions at any time.

For any participant queries please don't hesitate to contact Owain Tudur:

Owain Tudur  
Bsc Sports Development  
UWIC  
+44 7917272673  
[o.tudur2@uwic.ac.uk](mailto:o.tudur2@uwic.ac.uk)

# Consent Form

---

Owain Tudur  
Bsc Sports Development  
UWIC  
+44 7917272673  
o.tudur2@uwic.ac.uk

**Please initial box**

1. I confirm that I have read and understand the information sheet for the above study and have had the opportunity to ask questions.
2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving reason.
3. I agree to take part in the above study
4. I agree to the interview being audio recorded

If you would prefer the content from the interview to be kept confidential please tick the box below.

If you would like a copy of the completed research project please tick the box below

I, \_\_\_\_\_ consent to participate in the study conducted by Owain Tudur School of Sport, University of Wales Institute Cardiff with the supervision of Mike Wall.

Signed:

Date:

## **APPENDIX B**

## **Pilot Study**

### **1. Are you aware of the Welsh Language Act of 1993 passed by the UK Government and/or the Mainstreaming strategy by the Sport Council for Wales and what their purpose are?**

I am aware of the Welsh Language act, but I'm unsure of their exact purpose other than to further integrate the Welsh language into sport creating a bilingual environment. As for mainstreaming strategy from the Sport Council I do not know of any practical examples of attempts to mainstream the Welsh Language.

### **2. What's the importance of the Welsh Language in your organisation?**

Catering for students from all cultural back ground, here at UWIC, we attempt to give student the choice, which language they would like to use, Welsh or English. If you were to walk around any of the campus' in the City you would see all signs bilingual. This is taken very seriously within the organisation, I believe.

#### **2.1 If NO, Why is there no need/importance for Welsh Language in Sport/organisation?**

#### **2.2 If YES, how are you providing the Welsh Language in your organisation?**

There are courses throughout the university available in Welsh. If students wish to complete a certain piece of coursework in their preferred language, the university would cater their needs to as much as possible. I mean, students graduate through submitting dissertation documents through the medium of Welsh. As mentioned, it's not just academically we try to provide the Welsh language, but through signage and through all out outgoing material and publications. You will see everything sent out by the university in bilingual. I think that shows how serious we take the Welsh language.

### **3. Do you agree with the Welsh Assembly Government's 'Iaith Pawb' action plan and feel that there is a need for the provision for welsh language in sport?**

Within an education and sporting environment in Wales there is a significant importance for Welsh to be integrated. With a diverse cultural selection of students it is important to maintain the roots of Welsh. All documentation/signs etc are supplied or are in place in both English and Welsh.

### **3 Have you seen change within your organisation and its strategy in an attempt to facilitate the welsh language?**

There are continued development to ensure that all publications and materials are available in welsh. All the new published documents are translated into Welsh, and the university are trying to backtrack to translate all previous documentations.

**4 Are you aware of activities being conducted under (your/the) National Governing Body (ies) through the medium of Welsh?**

I am not personally aware of practical examples of courses being done through the University through the medium of Welsh, that is apart from the obvious academic courses such as Welsh degrees or PGCE delivered through the medium of Welsh.

**4.1 Do you collect data on coaches' language skills? How?**

You would have to ask the practical Coaching department up in NIAC in relation to their data collection and if they note if they coaches they qualify are Welsh speaking or not, to be fair i think they do, but you will have to double check with them.

**5 What have the organisations achieved so far to facilitate the Welsh language requirements?**

I have answered this question in the answers previously with the academic side and the literature that the university produces. If I would to review the achievements so far I would most certainly note that there should be an increase of Welsh speaking staff in UWIC, academically and other.

**6 Do you think it's important to develop your Welsh Language policy as the National Governing Body?**

As a University? Yes. As mentioned, the change within the organisation is constant and that is important that we strive, as a university to cater our students and visitors as much as possible.

**7 What parts of Wales do you operate your Welsh Language policy?**

Our main areas are Cardiff, with a number of campuses around Cardiff the Welsh language is used in each one. As for that we advertise the university around the city, in newspapers and in magazines. We attempt to get bilingual advertisement so that there would be nobody in Wales we don't reach out to. But all areas of South Wales are covered to which we are looking to expand.

**8 Have you experienced any barriers or difficulty when attempting to mainstream the Welsh Language through your organisation?**

There are always operational and financial implications to delivery and development of any initiative. This is also when mainstreaming Welsh into sport and education. If financial support were available improving the quality of staff and range of staff would be paramount. On the job training would also be a greater possibility, improving the delivery of welsh. Increase in documentation provision, wider access.

## **APPENDIX C**

## **Final Draft of Interview Questions**

1. Are you aware of the Welsh Language Act of 1993 passed by the UK Government and/or the Mainstreaming strategy by the Sport Council for Wales and what their purpose are?
2. Do you agree with the Welsh Assembly Government's 'Iaith Pawb' action plan and feel that there is a need for the provision for Welsh language in sport?
3. What's the importance of the Welsh Language in your organisation?
  - 3.1 If **NO**, Why is there no need/importance for Welsh Language in Sport/organisation?
  - 3.2 If **YES**, how are you providing the Welsh Language in your organisation?
4. Have you seen change within your organisation and its strategy in an attempt to facilitate the Welsh language?
5. What have the organisations achieved so far to facilitate the Welsh language requirements?
6. Are you aware of activities being conducted under the National Governing Bodies through the medium of Welsh?
  - 6.1 How do you measure these activities?
  - 6.2 How do you collect data on coaches' language skills?
7. Do you think it's important to develop your Welsh Language policy as the National Governing Body?
8. What parts of Wales do you operate your Welsh Language policy?
  - 8.1 If **narrow**, Would you look to expand your coverage further over Wales?
9. Have you experienced any barriers or difficulty when attempting to mainstream the Welsh Language through your organisation?
  - 9.1 If **yes**, What kind of barriers have you faced?
  - 9.2 **FINANCIAL**: If there was specific financial support for the mainstreaming of Welsh language, how would this be used?
  - 9.3 **GEOGRAPHIC**: Where would you identify as the areas for Welsh Language Development in Wales?

## **APPENDIX D**



## **Interview Transcriptions**

### **Subject One – Welsh Gymnastics Association**

**1. Are you aware of the Welsh Language Act of 1993 passed by the UK Government and/or the Mainstreaming strategy by the Sport Council for Wales and what their purpose are?**

I'm generally aware yes. I wouldn't have specific details of the act itself but I am generally aware of what the Sports Council are trying to do in terms of Ceri Thomas' role and our links with him to develop it.

**2. Do you agree with the Welsh Assembly Government's 'Iaith Pawb' action plan and feel that there is a need for the provision for Welsh language in sport?**

I'm not 100%, is that the one that's going to Westminster at the moment?

**No, it was published in 2003**

Oh right, so I'm not aware of the detail of it but the sentiment behind it having trying to use the national, the language where possible, and as much as possible, as much as we feasibly can within the constraints of the budget, finance and that then yes, anything we can do to help promote the language then we will.

**3. What's the importance of the Welsh Language in your organisation?**

I think it's important for us as a national governing body, that it forms part of the Welsh identity in terms of I suppose being different, I think I could be speaking out of turn as an Irish man and living in Wales but I understand what it means to have your own language I understand how important it is, the fact that it differentiates you from other people, I think that's important for Wales especially as it is a part of this bigger conglomerate, the UK or Great Britain, whatever you want to call it. I think it is very important, I think Welsh people are passionate about their sport and why shouldn't the language be integrated within that sport as much as possible

**3.1 If NO, Why is there no need/importance for Welsh Language in Sport/organisation?**

**3.2 If YES, how are you providing the Welsh Language in your organisation?**

What we've done is two of our staff, very simply, two of our staff we pay for them to do a Welsh language course, one of them is in the office here in Cardiff and the other one is in North Wales. It's a purely voluntary thing; if they want to do it we are supporting them because we think it's important. I think it will be a while yet before they are in a position to be fluent in Welsh on the phone if anyone wants to be but I think realistically there is only a minority of gymnasts in clubs that are Welsh speakers but there are a few. I can tell you exactly how many Welsh speakers we have

now in a minute ... because that audit has been done ... currently we have 1,144 welsh speakers within the organisation who are members. Obviously there is a lot of recognised children out there doing gymnastics in schools who would be welsh speakers who we are trying to get to as well. The other thing we do as an organisation is we also have proficiency awards pack, called the 'A-Z Awards', its bilingual, so as you can see everything is bilingual, everything from the forms, patient forms, the introduction to the, this is the first bit, to the actual bits itself, welsh this side obviously I mean the gold and platinum are being done at the moment, everything is in there. Even the posters, so we have our own very own proficiency award which is aimed for clubs, extracurricular activity in schools. We use it as a basis for developing competitions. There is a resource there to cater for 5 year olds up to about 11, primary schools age, there is a welsh language resource there for gymnasts.

**4 Have you seen change within your organisation and its strategy in an attempt to facilitate the welsh language?**

Yes, we've adopted a welsh language policy which I've given you a copy of. We're aiming where possible to implement that policy, it's an attempt to, as I said before to recognise the fact that we try and produce bilingual signs or productions where we can, where costs allow. I mean a lot of our banners that we put up are part bilingual, some are purely Welsh language. We are doing what we can, when we can, with either signage, literature, corporate identity we put Welsh Gymnastics/ Gymnastics Cymraeg on as well. Phone service we are working towards, I don't think we are there yet, I don't think we have anybody here to have a full conversation in welsh. And that's about it at the moment.

**5 What have the organisations achieved so far to facilitate the Welsh language requirements?**

Well I suppose I have already answered that haven't I, the two staff going on the course, the banners, our proficiency award scheme, signage, that's about it really.

**6 Are you aware of activities being conducted under (your/the) National Governing Body (ies) through the medium of Welsh?**

Apart from the clubs who are in welsh speaking areas, particularly some in West Wales and one in North Wales, they obviously conduct their activities in welsh, and that's about it at the moment. We are not in a position where we are providing courses or workshops in the medium of welsh, we are not there yet. We probably don't have the level of demand to justify doing that, although it's not something we'd discount doing in the future if the need was there.

**6.1 How do you measure these activities?**

## **6.2 Do you collect data on coaches' language skills? How?**

Not on their language skills. We do record with the audit how many Welsh speakers we actually have, whether they are coaches or participants but I don't think we've broken that down into coaches, oh wait a minute, we do actually. Overall, according to this we have 36 Welsh speaking coaches, which from when we look at the fact we have 843 coaches in total it is quite a small number but like I said where we can support them then we will in whatever way we can.

## **7 Do you think it's important to develop your Welsh Language policy as the National Governing Body?**

Yes it is important and we are probably one of the first to do it, and as I said I believe Ceri has asked us can we give it to the governing bodies, if we could give it as a model of best practice

## **8 What parts of Wales do you operate your Welsh Language policy?**

Span Wales, all Wales approach, wherever, so many different schools operating within what you would call English speaking areas I suppose, Cardiff, Newport, we need to address the whole of Wales.

### **8.1 If narrow, Would you look to expand your coverage further over Wales?**

## **9 Have you experienced any barriers or difficulty when attempting to mainstream the Welsh Language through your organisation?**

The only barriers are financial I would have thought, financial and staff time resources in time of doing it. Translating is not the problem but translation is not a huge cost, its about £60 for 1000 words I think but I think in terms of producing the awards, that's an expense, but financial would be the only ones and obviously the fact that there has to be an identifying need.

### **9.1 If yes, What kind of barriers have you faced?**

### **9.2 FINANCIAL: If there was specific financial support for the mainstreaming of Welsh language, how would this be used?**

### **9.3 GEOGRAPHIC: Where would you identify as the areas for Welsh Language Development in Wales?**

Geographical barriers? Not really no, I don't think we've got that far yet in terms of that.

## **Do you have any further comments?**

No.

## Subject Two- Welsh Rugby Union

### **1. Are you aware of the Welsh Language Act of 1993 passed by the UK Government and/or the Mainstreaming strategy by the Sport Council for Wales and what their purpose are?**

I am aware there is a Welsh language act, and I am aware, I think, people are trying to push that again at the moment. What the actual detail of it all is I'm not entirely sure. I know there's always ranglins about public bodies having to enforce certain things and the private sector being except so my detail and knowledge of the actual language act is very very limited, to which I'm very embarrassed to say actually.

### **2. Do you agree with the Welsh Assembly Government's 'Iaith Pawb' action plan and feel that there is a need for the provision for Welsh language in sport?**

What is the Iaith Pawb act?

**It was published in 2003 by the Welsh Assembly government as a bilingual policy action plan.**

Again, I can't say if I agree with it or not because I'm not, I don't know the detail of it. Is there a need for the provision of Welsh language in sport? Yeah there probably is. I tell you what, I listened to, I might go off the point here a little bit, I watch the programme with Nicky Robinson about the history of Welsh language in secondary schools and I don't know if this cuts across but Rhodri Morgan said something about the need to break down barriers as far as normalising the language and if that is part of it then I agree with all of those sentiments because what he was talking about was there are a lot of people out there who can speak Welsh, even within our industry now, within rugby, who can actually speak Welsh but because their Welsh isn't of high standard or isn't perhaps grammatically correct in every aspect they almost haven't got the confidence to speak it. What he was trying to say was, those people even if it isn't grammatically correct all of the time then who cares? It's the actual confidence of speaking it and developing it from there. Is there need for provision? Yes there probably is, yes.

### **4. What's the importance of the Welsh Language in your organisation?**

There is no importance placed on it, if I'm perfectly honest, I think, again, you probably, geographically if you look at Wales, if you look at rugby as an industry, there are pockets of Welsh rugby that replicates, geographically for example, what it looks like down in the West, the sort of Newcastle Emlyn the Crymch and Cardiganshire areas a lot of the rugby club culture is pretty much Welsh. But again there's no real importance placed on the language within the Rugby industry. But I do think it probably represents the hot beds of the Welsh language in general anyway.

### **3.1 If NO, Why is there no need/importance for Welsh Language in Sport/organisation?**

I don't know, everything just seems to happen by accident. There's probably a high degree of apathy. One thing I will say, and again it all goes down to things that happen by accident more than design. The Welsh language has become more evident within the industry because most probably, by accident more than design, because of S4C coverage has allowed to Welsh rugby and the Welsh language to combine a lot more because of television coverage. And certainly at half past five on a Saturday every rugby club, Welsh English, is tune in to S4C. And the subtitle and the red button now, it would be interesting to see how many take up the red button option now on S4C on a Saturday to change to English and how many stay in Welsh. That would be quite interesting.

### **3.2 If YES, how are you providing the Welsh Language in your organisation?**

#### **4 Have you seen change within your organisation and its strategy in an attempt to facilitate the Welsh language?**

In a word, No. I don't really necessary want to expand on that. I do remember there was a big, I don't know if you go through the archive of the WRU website there was launch, about eighteen months to two years ago about some Welsh language provision. There was a big song and dance about that. I'm not sure if Ceri was involved in that, but you will need to check that, but there was a press statement with that. But as far as any change, no.

#### **5 What have the organisations achieved so far to facilitate the Welsh language requirements?**

Again, bluntly, I don't feel anything or a great deal has been done. So apart from the big song and dance that was made eighteen months two years ago there is no real, not to my knowledge anyway, any real push as far as the Welsh language is concerned.

#### **6 Are you aware of activities being conducted under the National Governing Bodies through the medium of Welsh?**

No.

##### **6.1 How do you measure these activities?**

##### **6.2 How do you collect data on coaches' language skills?**

No, is the answer.

**7 Do you think it's important to develop your Welsh Language policy as the National Governing Body? .**

Yes it is, I do think it is. What the policy would consist of I couldn't tell you because of my knowledge of it isn't very good. But yes I am passionate about it, quite proud of it as a Welsh language speaker yeah so, the answer would be yes, I do.

**8 What parts of Wales do you operate your Welsh Language policy?**

**8.1 If narrow, Would you look to expand your coverage further over Wales?**

**9 Have you experienced any barriers or difficulty when attempting to mainstream the Welsh Language through your organisation?**

No, not at all. There's never been any barriers, what I'm saying is they are not always proactive in encouraging it but never have they ever stopped it in any way shape or form. So I can't be negative from that point of view, so the answer to that would be no.

**If yes, What kind of barriers have you faced?**

**9.1 FINANCIAL: If there was specific financial support for the mainstreaming of Welsh language, how would this be used?**

Again, I don't always buy this; again going back I'm not sure if it was a part of the Welsh Language Act, but when public bodies have to translate everything. I don't really know what the benefits of that are. I understand the reason why but what you're necessarily doing is doubling the cost of everything. What I'm trying to say is, for a National Governing Body are there better ways of trying to utilise that resource. I mentioned earlier the use of TV. In any TV deals they do whether not they can insist on the Welsh language being used on the red button, interactive. They should do it through the media. I think by doing it through the media, when you see people like Nicky Robinson, Shane (Williams) and other players now actively looking for work in the Welsh media, I think they are great role models and should be used as role models as ways of promoting the Welsh language.

**9.2 GEOGRAPHIC: Where would you identify as the areas for Welsh Language Development in Wales?**

I would like to see Cardiff developed a bit more. There are two more Welsh schools planned for the East side of Cardiff. But again, the whole development, I believe is on the increase. But going back to a point I made earlier, I think, the increase of people speaking the language is great but normalising the language is a good phrase I think. And if we can normalise it by using people like Shane and Nicky Robinson, those type of those guys and making speaking Welsh, making it 'Cool' again, I don't know. It seems to be an un-cool, at times to speak. So, yes I'd say Cardiff. You know the West of Wales, The Amman Valley, the Ceredigion Area, Gwendraeth valleys are pretty strong areas of the Welsh language. So the East side I'd say, Cardiff area definitely.

## Sample Three – Welsh Hockey Union

### **1. Are you aware of the Welsh Language Act of 1993 passed by the UK Government and/or the Mainstreaming strategy by the Sport Council for Wales and what their purpose are?**

Yes, I am aware of the Welsh language act but I am not aware of the mainstreaming strategy by the Sports Council for Wales. In terms of what their purpose are I'm not aware of the finer details of it at all really, we ought to be. But in terms of putting the Welsh language on an equal footing with English and furthering Welsh speaking every level throughout society, within government and within sport and yes, I am aware of those and its broad aims but that is about it really. I am not personally aware of anything we are obliged to do or legally required to do. But maybe our operation managers are more aware of some of those things in terms of signage, recruitment, application forms being bilingual, I dare say there is some sort of legal sort of requirements around that, but yes that is the extent of my knowledge.

### **2. Do you agree with the Welsh Assembly Government's 'Iaith Pawb' action plan and feel that there is a need for the provision for Welsh language in sport?**

With the Iaith Pawb, it's something I've not heard of that action plan. I am aware of the sort of work the Sports Council for Wales do to try and provide the, increase the use of the Welsh language in sport, that is something we very much support at a practical level we are trying to qualify more people up to tutor and coach in Welsh and we're trying to communicate more in Welsh so we are trying to get forms and flyers and posters, memos and publications out in Welsh as often as we can.

### **3. What's the importance of the Welsh Language in your organisation?**

I think it's something that as an organisation and individually and collectively we all fully support the effort to increase the use of Welsh in hockey. In terms of where that sits against other priorities it's not going to be our top priority, our top priority is getting more people playing hockey, obviously finances is another big priority. The Welsh language is one of our key performance indicators so it is something we are tracking, it is in our strategic plan so it is important to us, I can't tell you how important it is relative. It is not our top priority but it's certainly a priority, that's probably how I would describe it.

#### **3.1 If NO, Why is there no need/importance for Welsh Language in Sport/organisation?**

#### **3.2 If YES, how are you providing the Welsh Language in your organisation?**

Some of our written and electronic communications we are trying to get that translated and into Welsh as best we can; obviously there are constraints, time and money being the two big ones really. We do get things translated we also try and qualify people that are able to tutor coaches and coach themselves in using Welsh as the sort of first language and we sort of track the numbers on that and we are getting more people to do it. We also work in partnership with the Sports Council for Wales, Ceri Thomas and the Urdd; we employ two development officers jointly with the Urdd. one in the North West covering Gwynedd and Anglesey, one in Ceredigion so almost everything they do is in

the medium of welsh. In other parts of Wales it's harder because we don't have the personnel who are able to coach in welsh, the sort of environment either really doesn't suit it, bilingual has to be the practical solution, a lot of clubs there will be a lot of people there who can't speak welsh and in lots of schools. We would like to have more coaches who are able to coach bilingually I think that in large parts of Wales it's the best option for us.

**4. Have you seen change within your organisation and its strategy in an attempt to facilitate the welsh language?**

I think there has been some change, I have only been here 2 years and there have been some slight changes in that time, I'm sure if you went to when the Welsh Language Act came in that probably resulting in some significant changes where we have had to get lots of copy translated and the problem was hockey wasn't required to do that pre Welsh Language Act. I think in terms of the profile it has in terms of our consciousness, that increasingly consists of the welsh language and we trying our best, obviously it's not good enough because of the constraints but we are trying to do as best we can and I think that will be the main change, everybody's much more aware of the issue and we try our best to promote the welsh language.

**5. What have the organisations achieved so far to facilitate the Welsh language requirements?**

I suppose we certainly translate a lot more copy into welsh, it's not something we can quantify we haven't got time to do that, whether that's an achievement I don't know, we do do that we do now you know always ask everybody who goes on a coaching course if they can speak welsh, we now log those coaches and we try to deploy them and use them when and where we need someone who can coach in welsh. I think the fact that we work very well with the Urdd and we've got two development officers is an achievement and that means that more hockey is being delivered through the medium of welsh as a result of that. We have certainly upped our game but unfortunately I can't sort of really quantify that for you.

**6. Are you aware of activities being conducted under (your/the) National Governing Body (ies) through the medium of Welsh?**

Yes definitely we've got the two hockey development officers on partnership with the Urdd, all their sessions are done through the medium of welsh, and that's something we've led on. There are also several clubs in Wales that will be welsh speaking clubs, the ones up in the North West, in West Wales and in Mid Wales.

**6.1 How do you measure these activities?**

It's hard, we obviously know exactly which coaches can speak welsh so when they qualify we ask them to tick a box and that's something, we track that and report against that to the Welsh Council, that's one of our targets. We probably know which clubs use welsh as the medium for the hockey, in terms of participants and participation and visits, that's something we haven't got down to that level of detail, how many kids are playing hockey in the welsh. It's something in those there we just don't sort of extract that at the moment.



## **6.2 Do you collect data on coaches' language skills? How?**

Yes, every person who goes on a coaching course is asked whether or not they can speak welsh.

## **7 Do you think it's important to develop your Welsh Language policy as the National Governing Body?**

We're currently working with the Sports Council to put a welsh language statement on our website so that is something we are doing, that's probably all that we will do, we don't need a policy as such obviously that's something for the Sports Council to do and the Welsh Assembly but yes we will be putting a statement on our new website within the next month, that's probably as far as well take that.

## **8 What parts of Wales do you operate your Welsh Language policy?**

I suppose it's hard to, the areas that we are making a lot of progress is where we've got the partnership with the Urdd so that's Ceredigion, Gwynedd and Anglesey at the moment so, but we need to deploy these coaches that we know can speak welsh in other areas, Cardiff would be a particular one that we could probably do more of that.

### **8.1 If narrow, Would you look to expand your coverage further over Wales?**

Yes, I think we'd like to do that, at the moment it's very much down to the finances and the current climate is going to mean that some of that work is going to be on hold for the time being. We're not expecting any more money from the Sports Council, so the next few years are going to be difficult and that may have a knock on effect, have a negative effect perhaps on this type of work.

## **9 Have you experienced any barriers or difficulty when attempting to mainstream the Welsh Language through your organisation?**

Yes, we don't, there is no one in the head office who can speak welsh as a first language so that does make it harder, we do have some staff obviously for whom welsh is their first language. I think the barriers are just the time it takes to get things translated and the cost, I think its not something that we get given any funds to do this work, you have to apply for the funding on a case by case basis, so the funding and the time and the fact that we don't have many first language welsh speakers so we cant cut those corners then.

### **9.1 If yes, What kind of barriers have you faced?**

### **9.2 FINANCIAL: If there was specific financial support for the mainstreaming of welsh language, how would this be used?**

### **9.3 GEOGRAPHIC: Where would you identify as the areas for Welsh Language Development in Wales?**

I think Cardiff for us must be an area, I'm sure we can do more coaching in the schools in Wales, in the welsh schools and in other parts of South Wales, in the club setting it's difficult for it to expand I think it has to be bilingual because you take any club in Cardiff there are going to be a lot of people there who don't speak welsh, but by the same token there will be a lot who do speak welsh and so

go to the welsh schools. I think that would be interesting, if we could qualify more welsh speaking coaches you are able to deliver sessions bilingually, that's the best way for us to expand for us. In the club setting, hockey's played in clubs, they're the sort of, that's where hockey's at really if we need if we can get more bilingual delivery I think that would be good.

**Do you have any further comments?**

No, I think I'm happy with that. Good questions.

## **Subject Four - The Urdd Welsh Youth Movement**

### **1. Are you aware of the Welsh Language Act of 1993 passed by the UK Government and/or the Mainstreaming strategy by the Sport Council for Wales and what their purpose are?**

Yes, we're obviously as a Welsh medium organisation we are very aware of this policy but also we are aware of working closely with the Sports Council over the last few years in developing in the sports department and also working closely with Ceri Thomas who is our link officer into the Sports Council for Wales and who is in charge of the mainstreaming of the language within the national governing bodies

### **2. Do you agree with the Welsh Assembly Government's 'Iaith Pawb' action plan and feel that there is a need for the provision for Welsh language in sport?**

Most definitely, with the provision of more schools through the medium of Welsh and obviously with what's existing as well I think there is a big need and especially maybe in certain areas of Wales there is a need. If you just take Cardiff as an example I think there are 12 primary schools 2 comps and another one being built, in Cardiff between I think it's 24% of children have their education through the medium of Welsh between the age of 5 and 15 so there is a need obviously to have community based activities through the medium of Welsh most definitely.

### **3. What's the importance of the Welsh Language in your organisation?**

We are fundamentally a Welsh medium organisation. We drive the language forward but we like to see children and young people enjoying themselves through the language and having the opportunity to speak Welsh in a sporting context where they can take it from the schools into their community. A large majority of children that go to a Welsh medium school have English based parents really, no parentage speaking Welsh I think there are certain areas where the percentage is 95% English medium and I think it's important for them to have the opportunity to have delivery of sport through the medium of Welsh

#### **3.1 If NO, Why is there no need/importance for Welsh Language in Sport/organisation?**

#### **3.2 If YES, how are you providing the Welsh Language in your organisation?**

We provide it through several ways really, as a sport department we provide it through offering Welsh clubs, as community clubs, coach education programmes through the medium of Welsh that we deliver in partnership with national governing bodies a lot of the national governing bodies are very supportive now of the language and see it as a learning provider for them to deliver for them through the medium of Welsh in partnership. But what I also think is that the language should also be that we should encourage bilingualism and not just Welsh and English, in certain areas of Wales, take Ceredigion for example you might be in Aberystwyth and have children attending a school that's some won't speak Welsh at all some will be Welsh medium so it's nice if you can speak to both and use obviously both languages so everyone can understand what you are doing and saying and

that its not a them and us situation that it is integrated properly and it is a bilingual society that the children grow up in

**4 Have you seen change within your organisation and its strategy in an attempt to facilitate the welsh language?**

We are a welsh language organisation and the Urdd do work through the medium of welsh, so not really on that but what we do do a lot more now is work with other parties, we work closely with the Sports Council and with national governing bodies and we are helping them to hit their mainstreaming really, hockey for instance, netball we are working very closely with them now at delivering in the community for them.

**5 What have the organisations achieved so far to facilitate the Welsh language requirements?**

We've done extensive work really, especially on the coach education front, last year we delivered to over 1,100 students who went out into the community delivering through the welsh medium to sports specific and generic clubs.

**6 Are you aware of activities being conducted under (your/the) National Governing Body (ies) through the medium of Welsh?**

Yes, we are very aware. Through our restructure now and consultation with any national governing body that we attempt to work with we have had 100% backing from all organisations and they see the relevance and need to deliver though the medium of welsh to access all children in a way and they offer opportunities to everyone

**6.1 How do you measure these activities?**

We measure them through data management, we've got two data management systems, one which measures any activity that runs, from a taster session to a weekly club to a national competition and we have a volunteer data management system too which tracks and manages and places all volunteers that we qualify through the medium of welsh. So we know that any volunteers that we put out there are active

**6.2 Do you collect data on coaches' language skills? How?**

Yes we do, preferably because we work through the Welsh medium, nearly every coach that we take through the qualification is either fluent or a good welsh learner.

**7 Do you think it's important to develop your Welsh Language policy as the National Governing Body?**

Yes, I think we have obviously as we've got a Welsh policy in place and I think the national governing bodies are setting the stall out now and mainstreaming the language, Ceri Thomas is doing a really good job as is the sports council by employing Ceri to do this post they are recognising the need for mainstreaming within the organisation

## **8 What parts of Wales do you operate your Welsh Language policy?**

Well obviously we split into 17 regions and that policy is extensively active in all 17 regions.

### **8.1 If narrow, Would you look to expand your coverage further over Wales?**

## **9 Have you experienced any barriers or difficulty when attempting to mainstream the Welsh Language through your organisation?**

At first there was obviously we have had barriers put in place but I think its giving people the understanding of your organisation and what you're doing and once that's put into place you can out the process into place from the start then those barriers are taken care of, I think you have to be prepared to go to meetings and talk about it and find out different peoples needs, different organisations, different national governing bodies will have different needs, I know now that Ceri has done an audit of how many welsh speaking coaches they've got we can help them deliver the targets but on the whole its been very good.

### **9.1 If yes, What kind of barriers have you faced?**

### **9.2 FINANCIAL: If there was specific financial support for the mainstreaming of welsh language, how would this be used?**

Well we've never had any financial support for mainstreaming the language. We have had financial support from the Sports Council for delivering sporting opportunities and offering coach education through the medium of welsh so they have recognised the need for this mainstreaming and issuing with the grants to do that

### **9.3 GEOGRAPHIC: Where would you identify as the areas for Welsh Language Development in Wales?**

To be honest, not over the last couple of years, everything seems to have changed, for instance in the restructure now we would be having a sport specific officer in Cardiff, we'll have them in Gwynedd, we have them in Ceredigion in the West so really we are hitting all areas of Wales now and the response we are getting has been brilliant.

## **Do you have any further comments?**

No really, just hopefully the work of the mainstreaming keeps going until we do have a totally bilingual sports society.

## **Subject Five – Sports Council Wales**

### **1. Are you aware of the Welsh Language Act of 1993 passed by the UK Government and/or the Mainstreaming strategy by the Sport Council for Wales and what their purpose are?**

Yes, I am. I have now got responsibility for updating the welsh language scheme for the Sports Council and have recently updated the councils mainstreaming action plan which is the operational processes put in place to ensure that we meet the terms and conditions of our Welsh Language Scheme.

### **2. Do you agree with the Welsh Assembly Government's 'Iaith Pawb' action plan and feel that there is a need for the provision for welsh language in sport?**

I'm probably a little bit biased on this but as part of my role I would have to agree that that would be the case and I do believe it is the case although I think that the provision of the welsh language sporting opportunities should be targeted to the areas and that population pockets around Wales where its most needed given the low amount of resources available to the Sports Council for Wales through provide its national governing bodies of sport.

### **3. What's the importance of the Welsh Language in your organisation?**

I think in the past it's probably been a little bit of a low priority but certainly a part of my role within the Sports Council for Wales is to increase the profile of the language and make staff aware of the Sports Council's responsibilities in this respect. I've been, the mainstreaming action plan is key factor in that, or is a key factor in that process and the recent update that I wrote was far more comprehensive, very much more reflective of what the Sports Council for Wales already does because the previous one didn't tell people what we were doing but also it's a lot more accountable in terms of how we would measure our activity through the welsh language. That has a knock on effect in that staff within the Sports Council for Wales of what their daily requirements are in relation to the welsh language and how that impacts upon their daily working practices. But in general the fact that I'm fully employed by the Sports Council for Wales to do this role does give the welsh language within the organisation a little bit more status and my role now is to make the staff aware of what the mainstreaming means and that its not all negative and that in general it would enable us ourselves and our funded partners better at developing sport if we are able to operate bilingually.

#### **1. If NO, Why is there no need/importance for Welsh Language in Sport/organisation?**

#### **2. If YES, how are you providing the Welsh Language in your organisation?**

Don't actually provide it myself, welsh language is a very personal thing and one of the things I think that the movement and the welsh language activists have been perhaps a little bit not unaware but have not considered how their activities can potentially alienate welsh language supporters and the language developers themselves from those of who are the ones that we want to try and bring around to valuing what the welsh language means. So whilst it being very personal I think my main

aim is to create a corporate standard for the Sports Council for Wales so that there are no ambiguities in what everybody has to do to achieve our Welsh Language Scheme commitments but also that its viewed in a positive light rather than a negative light and that people actually see the value of using the welsh language to develop sport not just for the language sake but in our case more importantly for improving the way that sport is developed in Wales.

**4. Have you seen change within your organisation and its strategy in an attempt to facilitate the welsh language?**

Very much so, my head of department who is instrumental in making the nappoitment was a welsh language supporter, I think the appointment itself which is about 14 months into its existence was seen to strengthen his department he, with the coalition government with the welsh assembly, he thought it was going to be a useful tool for the Sports Council for Wales to have but I think beyond that he just supported the language and valued its existence within Wales and contribution here in Wales, so therefore that change in approach, my position, I'm instrumental in changing the councils position on the welsh language from an internal staff point of view, externally we ticked all the right boxes but previously there was not a great deal buying from operation staff, that now will be addressed by the mainstreaming action plan and the accompanying staff training programme that will follow it which will be fully consultative in that departments will be asked identify areas of interest and concern to them in the light of the new updated mainstreaming action plan and a tailored departmental training package will be provided so that there are no areas of uncertainty in the remit of the Sports Council responsibilities and them as individual staff member of the Sports Council.

**5. What have the organisations achieved so far to facilitate the Welsh language requirements?**

The main thing that we've done is convince our partners which have a limited resources in national governing bodies of the importance and the benefits of working bilingually wherever they can, these are partners beyond our control in the most part and the volunteer organisations who are funded by us which gives us a little bit of influence on them but it's a change of attitude to make them value the welsh language as part and parcel of their every day to day activities and I think that has been a secret to the success so far as been not to try and get these partners to do things over and above day to day activities but to also to integrate it so it becomes normalised within their operating practice. Another example is Welsh Gymnastics where they've actually, without prompting, approached me with a draft Welsh Language Scheme which was a massive step forward in changing the attitudes of people who probably didn't think welsh language would ever be a part of their programme of activities. Secondly Local Authorities, one Local Authority has now set up a welsh language forum which involves all welsh language stakeholders in that areas and that forum will guide and steer their welsh language sporting development practices, the activities are just the end of what's happened, the biggest thing is the changes in attitude of our partners, that been done sensitively rather than by enforcement really, its the way it's been managed has facilitated that.

## **6. Are you aware of activities being conducted under (your/the) National Governing Body (ies) through the medium of Welsh?**

To a degree, the issue is that every sport is different some are a part of Great British organisations some are a part of welsh organisations, some collect data on their activities in detail, other are sketchy, some are voluntary organisations, such as table tennis and largely made up of a volunteer board with two part time development officers covering the whole of Wales, some like golf have a professional development team but they only have two development officers covering the whole of Wales and you've got others like rugby and football with a team of professional development officers full time, coach education programme full time, professional management where and so the varying degrees of data return has been frustrating but at the same token consideration must be made of how the NGB's has its resources and make up really. I am aware to a degree, the key things in terms of information have been the number of coaches, volunteers and members working in their organisation who have welsh language skills so that will give us an indication of the potential human resources that they may have at their disposal and after three years that information is still sketchy coming in however, where we have got it the plan for the next stage is to determine how best to use that resource and have a look at identifying needs as well.

### **6.1 How do you measure these activities?**

It's very difficult to measure the change in the perception of someone's attitude, I think things like the forum and the Welsh Language Scheme are indicators that an organisation has really taken things on board and is changing and taking consideration of the welsh language. Coaching through the medium of welsh is very difficult to count often because NGB field officers will deliver in welsh and won't record it as being such because its something that is not unusual for them to do. Requests have been made for NGB's to provide the information in terms of what goes on in the medium of welsh and what requests they've had but because of the reasons I've just outlined, that is being very slow to be forthcoming so it's probably the most frustrating part of the job really, so we do do that so I measure the number of sports who are on the programme, we think we are up to about 12 or 13 now, I do get information from them in terms of numbers of coaches, volunteers and members who can speak welsh. We can measure those sports who have a welsh language coach education programme, a data collection programme and wherever possible where they can as a direct result of their strategies pin point participation opportunities created in their sport which take part through the medium of welsh. That's probably the extent of it really.

### **6.2 Do you collect data on coaches' language skills? How?**

I think I just alluded to it. I mean, all the sports that I work with have been requested to collect data on their coaching language skills, that's in principle quiet a simple thing to do however when some of the coaching registered are held at UK or British level with the welsh governing body being classed as a region it is very difficult change those collection methods, so wherever possible we provide NGB's in Wales with the correct questions to ask on their membership and collect subscription forms and their coaching course candidate coaching course application forms and then its down to that NGB to collect and collate that info and provide that information so we do do it but I think its only in recent times starting to bare fruit and really provide us with some useful information.



**7. Do you think it's important to develop your Welsh Language policy as the National Governing Body?**

I think a policy is only as useful as the activities which deliver it really. It's easy for a governing body to have a policy but then and say that and tick a box but really an important part is activity taking part in that sport though the medium of Welsh, I think it does help clarify issues for them in terms of what they are able to or what they have committed themselves to it provides clarity in that respect, and they know exactly what they are able to deliver through the medium of Welsh, and if someone asks they are able to tell them what the expectations are through the medium of Welsh, but that varies for every single NGB really because of the resources and the make up of the governing bodies so I think it's important, you would assist them to have it but I don't think it's the most important thing because I think the most important thing is at the point of entry into the sport people are able to access it through Welsh and the policy really, it's the activity provided on the ground in the field so to speak which is the most important in that respect, the policy yes I think can follow that if those structures are put in place an NGB can then write a policy then to say what they are able to deliver.

**8. What parts of Wales do you operate your Welsh Language policy?**

Sports Council's policies are national policies so everywhere, in theory, however again we work with our partners to ensure that is the case wherever possible and all our national schemes are subject to our Welsh language and mainstreaming activities so it's, that's what we would do so it's the whole of Wales, some of our national schemes all our resources are produced bilingually, I think we make a pretty good fist of it really.

**8.1 If narrow, Would you look to expand your coverage further over Wales?**

**9. Have you experienced any barriers or difficulty when attempting to mainstream the Welsh Language through your organisation?**

Oh yes, definitely, I think the greatest barrier is changing people's perceptions again and I think internally within the organisation that's proven to be more difficult than working with our funded partners, whether it's because we provide them with money and they think they should be doing it anyway, I'm not so sure, or me I'd like to think because they are at the grass roots level and they should be dealing with people on a day to day basis and the Welsh language is probably something they encounter more than we do at delivery level. We tend to work with the deliverers who or at the level which a little bit above that which doesn't necessarily give us a day to day real life experience so the needs, I think internally lots of our staff remain to be convinced however it's not their choice in the matter the Sports Council for Wales is committed to the Welsh language, they resisted, most of it is born out of ignorance, I mean that in the nicest way, they don't see why and how the Welsh language should be impacting upon their working programmes and strategies with the new mainstreaming action plan and the staff training programme emanating from that, we can hopefully address that and get people to think positively about the language rather than negatively.

**9.1 If yes, What kind of barriers have you faced?**

I would say some of the barriers have been down to certain people's attitudes within the organisation, those people quite often have staff working for them and some of the barriers have

been that it isn't a priority for them and doesn't perhaps occupy a core part of their working practices, I mean so they would encourage staff to undertake activities and not give the language a second thought, not say encourage but the language wouldn't be a consideration of working practices and if there was an urgency to a particular task the Welsh language would possibly fall foul of that kind of working practice from some people who are able to manage staff and practices and so on so whereas the council has a policy and says it will do things, its getting that consistency approach in terms of the language across to managers to say 'hang on, whatever strategy, policy, you're operating or is operational you must assess and take consideration of the impact it will have on the Welsh language'. Now that situation will be addressed from the staff training because part of the new mainstreaming action plan that has been rewritten includes a language impact assessment tool which will, each departmental strategy will have to go through to assess what impact it has upon the Welsh or potential impact it has on the Welsh language and that's both the positive and the negative

### **9.2 FINANCIAL: If there was specific financial support for the mainstreaming of Welsh language, how would this be used?**

The Assembly Government takes it as red mainstreaming is a core part of every publicly sponsored bodies part has to do in Wales, so there isn't specific funding for it, in terms of NGBs and working sports field, we did have a partnership with the Welsh Language Board which ended this financial year, there was a limited amount of funding to smooth and support those partners we were working with to overcome hurdles which were preventing them from developing or delivering more opportunities through the medium of Welsh, that funding has stopped which has been very disappointing however, our challenges now is to identify a similar or budget from within Sports Council for Wales funding settlement from the Assembly Government from the next 12 months moving forward, how we do that I'm not sure at the minute.

### **9.3 GEOGRAPHIC: Where would you identify as the areas for Welsh Language Development in Wales?**

There are of course the traditional Welsh speaking heartland areas such as Ceredigion, North Pembrokeshire, Gwynedd, Ynys Mon and parts of Conwy, however one of the misleading stats people will tell you there's no Welsh spoken in South East Wales, I think the 2001 census indicated that numbers were decreasing in traditional Welsh speaking communities and there is no doubt to disbelieve that, I think what the upshot is those people are not, they still exist in Wales its just they migrated to maybe the industrialised areas such as Cardiff, Swansea and in particular the southern valleys and are equally entitled to receive that delivery of sport and activities in Welsh in those places. In Cardiff for example there are over 30,000 people in Cardiff according to the last census who speak Welsh as fluent if you extrapolate that, 40% of their children in Cardiff attending Welsh medium education really the figures are going to be much higher than that in reality so traditional partners like Cardiff Council have been slightly ambivalent towards the language, now really you have to cater for that, moving forward, it would be interesting what the next census in 2011 provides us with and where the geographical spread is on that basis, that would maybe highlight, It wouldn't surprise me if the trend of Welsh speaking heartland areas are losing their numbers of Welsh speakers in traditional Welsh speaking villages continues, however I think there should be some recognition somewhere in the stats that of migratory patterns for those speakers, whether

they just die because they are old or if people have left those areas for employment in more anglicised areas parts of Wales.

**Any further comments?**

**No, That's great.**

## **Subject Six – Welsh Assembly Government**

### **1. Are you aware of the Welsh Language Act of 1993 passed by the UK Government and/or the Mainstreaming strategy by the Sport Council for Wales and what their purpose are?**

Certainly am yes, as Welsh Assembly Government we are responsible for sponsoring the Sports Council for Wales so part of our role is to make sure they are aware of government policy in all areas including equality and the Welsh language. We actually request the Sports Council to produce a mainstreaming strategy every year; we review that to make sure it fits with government policy.

### **2. Do you agree with the Welsh Assembly Government's 'Iaith Pawb' action plan and feel that there is a need for the provision for Welsh language in sport?**

I mean obviously as a civil servant I'm impartial to the politics of these issues but certainly as a civil servant it's my job to make sure that the government policy of the day is implemented, so apart from a professional attitude towards it my personal opinion is also one that it's important that we put the Welsh language on an equal status as the English language in Wales, it is our mother tongue, there is a lot of people who speak it, people speak it 20% of the population, 40% of young people so it's important that certainly in terms of provision of sport that people are able to take part in the language of their own choice.

### **3. What's the importance of the Welsh Language in your organisation?**

I mean as the Assembly Government it's a key policy of this particular government and there are plans obviously to extend the policy in the future but at the moment the government's view on the Welsh language is that it deserves equal status, in other words that if people want to access any services whether it's the local post office, their education or if it's to access sporting provision at their local leisure centre or local club then it has to be provided in the language of their choice. So that is basically what the Assembly Government is trying to do at the moment.

#### **3.1 If NO, Why is there no need/importance for Welsh Language in Sport/organisation?**

#### **3.2 If YES, how are you providing the Welsh Language in your organisation?**

### **4. Have you seen change within your organisation and its strategy in an attempt to facilitate the Welsh language?**

It's difficult to say within the Welsh Assembly Government, we've always placed an emphasis on the language in our dealings with the Sports Council, who are our key agency if you like in terms of delivering Assembly Government policy. When we launched 'Climbing Higher the Strategy for Sport and Physical Activity' back in 2005, that document made clear that the Welsh language was a key component of our policy on sport going forward. I guess since the assembly came into being back in 1999 there's probably been more emphasis on making sure the language is provided for and catered for.

**5. What have the organisations achieved so far to facilitate the Welsh language requirements?**

I think through sport in particular, like I said, we asked the Sports Council on our behalf to promote the language, to help governing bodies to provide services through the medium of Welsh, so we provide funding if you like towards that provision as well. We've also delivered some bespoke projects including one with the Welsh Rugby Union, obviously rugby in Wales is a massive sport, people take a lot of notice of the success of the Welsh team and our Welsh players like Shane Williams who is a Welsh speaker currently a role model for young people as well. So one of the things that we did was developed a partnership with the Welsh Rugby Union for them to develop a Welsh language policy. Now part of that project, there was three strands to it basically, one was to help them to deliver programmes as part of the under 20's Rugby World Cup which was hosted in Wales, that was a major success, probably the first rugby major championship programme ever produced bilingually, so that was a first for us. We have helped them deliver bilingual signage at the stadium, so when visitors, tourists from Wales, UK, all over the world, they come to the stadium and they can see we have two languages in Wales, and thirdly we are helping them at the moment through the Sports Council and Ceri Thomas to expand their website in terms of the bilingual provisions that it offers, because we think that is important because a lot of people access the Welsh Rugby Union website, not just for tickets but also information as well so we are helping them to do that. I think another one of the key things we have helped them achieved over the last few years is the coaching programme for Wales that we fund, we've been able through the Sports Council again to deliver a UK coaching qualification through the medium of Welsh, first ever one, that's through rugby and Ceri and other people at Sports Council are continuing to work with governing bodies in sport then to develop other courses, coaching courses through the medium of Welsh as well, they are the main achievement in the last couple of years.

**6. Are you aware of activities being conducted under (your/the) National Governing Body (ies) through the medium of Welsh?**

I mean a lot of them try you know, a lot of the smaller governing bodies find it difficult in terms of capacity to offer a service through the medium of Welsh. We are trying to help them in that regard. We do recognise that resources are not always there but equally we are trying to impress upon them the importance of making sure that people can access their provision through the medium of their choice. It's certainly important in terms of young people trying to develop their talent as well, what we don't want is young people to miss out on becoming the next Colin Jackson or the next Shane Williams, or the next Nicole Cook just because they haven't been able to receive coaching or something else, sport science or whatever through the medium of Welsh. Some parts of rural Wales for example, there are young people who converse mainly through the medium of Welsh so to try and get through to them and help them to develop their talent, we obviously need Welsh speaking coaches and other officials etc.

**6.1 How do you measure these activities?**

**6.2 Do you collect data on coaches' language skills? How?**

**7. Do you think it's important to develop your Welsh Language policy as the National Governing Body?**

I think it important for national governing bodies, one, to recognise because they receive government funding, obviously they need to recognise that the sports policy of the government is to deliver bilingual provision, so in accepting that funding they are accepting that responsibility as well to act on behalf of the government to promote the language.

**8. What parts of Wales do you operate your Welsh Language policy?**

At the moment through our 560 programme it's been implemented all over Wales. One of the key things we made sure when the Sports Council were developing that particular programme was that the officers that were going to be working in welsh medium schools were welsh speaking. Because you couldn't, I mean the whole point of the 560 programme is to engage kids that don't take part in sport at the moment and the reason for that is to get more people active because of the health benefits etc. What we didn't want was a starting point where an officer would go into a school unable to communicate through the medium of welsh, so one, there is a barrier there straight away in encouraging the kids and two, in terms of promoting the welsh language as well and the importance of it. We felt it was essential that those officers were welsh speaking.

**8.1 If narrow, Would you look to expand your coverage further over Wales?**

**9. Have you experienced any barriers or difficulty when attempting to mainstream the Welsh Language through your organisation?**

I think going back to the earlier point about governing bodies and their capacity really, you know some governing bodies are run literally by two or three people and I think its important that in going forward that our graduate courses, undergraduate courses do as much as possible to help develop our young welsh speaking students in Wales who want to become the next chief exec of a governing body or the next coach of the welsh team, or you know whatever, I think there is responsibility on us all really to try and help whoever are the key deliverers to be able to do the job that they need to do in terms of promoting the welsh language and providing that service to the public.

**9.1 If yes, What kind of barriers have you faced?**

**9.2 FINANCIAL: If there was specific financial support for the mainstreaming of welsh language, how would this be used?**

Probably in various formats, I guess the best person to speak about that would be Ceri Thomas and I know you have done already. Ceri is using what resources are available to him at the Sports Council, we don't provide specific funding to the Sports Council to mainstream the welsh language because by doing that in effect you are kind of marginalising it anyway, the whole point of mainstreaming is to say well there's the whole block of funding and within that you have to make sure there is provision through the medium of Welsh. So Ceri works with his colleagues right across the Sports Council as an organisation to make sure that whatever programmes they deliver they do as much as possible to make sure they can deliver though the medium of welsh.

**9.3 GEOGRAPHIC: Where would you identify as the areas for Welsh Language Development in Wales?**

**Any further comments?**

**No thank you.**

## **APPENDIX E**



## Table of Themes Identified in Interviews

### Theme: Awareness of the Welsh Language

#### Welsh Gymnastic Association

<u>Question Number</u>	<u>Quote from Interview</u>
<u>1</u>	"I'm generally aware yes."
<u>1</u>	"I am generally aware of what the Sports Council are trying to do in terms of Ceri Thomas' role and our links with him to develop it."
<u>2</u>	"I'm not 100%"
<u>2</u>	"so I'm not aware of the detail of it"
<u>2</u>	"trying to use the national, the language where possible, and as much as possible"
<u>2</u>	"Yes, anything we can do to help promote the language then we will."
<u>2</u>	"Irish man and living in Wales but I understand what it means to have your own language I understand how important it is"
<u>2</u>	I think welsh people are passionate about their sport and why shouldn't the language be integrated within that sport as much as possible
<u>3</u>	"I can tell you exactly how many Welsh speakers we have now in a minute ... because that audit has been done ... currently we have 1,144 welsh speakers within the organisation who are members. Obviously there is a lot of recognised children out there"
<u>3</u>	Obviously there is a lot of recognised children out there doing gymnastics in schools who would be welsh speakers who we are trying to get to as well
<u>6</u>	"Apart from the clubs who are in welsh speaking areas, particularly some in West Wales and one in North Wales, they obviously conduct their activities in welsh"
<u>6.2</u>	We do record with the audit how many welsh speakers we actually have, whether they are coaches or participants
<u>6.2</u>	We have 36 welsh speaking coaches, which from when we look at the fact we have 843 coaches in total it is quite a small number but like I said where we can support them then we will in whatever way we can.

#### Welsh Rugby Union

<u>Question Number</u>	<u>Quote from Interview</u>
<u>1</u>	"I am aware there is a Welsh language act... What the actual detail of it all is I'm not entirely sure."
2	"I can't say if I agree with it or not because I don't know the detail of it"

#### Welsh Hockey Association

<u>Question Number</u>	<u>Quote from Interview</u>
<u>1</u>	"Yes, I am aware of the Welsh language act but I am not aware of the mainstreaming strategy by the Sports Council for Wales."
<u>1</u>	"I'm not aware of the finer details of it at all really, we ought to be."
<u>1</u>	"I am not personally aware of anything we are obliged to do or legally required to do."
<u>2</u>	" I am aware of the sort of work the Sports Council for Wales do to try and provide the, increase the use of the welsh language in sport"
<u>4</u>	"Everybody's much more aware of the issue and we try our best to promote the welsh language."

#### The Urdd

<u>Question Number</u>	<u>Quote from Interview</u>
<u>1</u>	"we are very aware of this policy"
<u>1</u>	"working closely with Ceri Thomas who is our link officer into the Sports Council for Wales and who is in charge of the mainstreaming of the language within the national governing bodies"
<u>2</u>	"If you just take Cardiff as an example I think there are 12 primary schools 2 comps and another one being built, in Cardiff between I think it's 24% of children have their education through the medium of welsh between the age of 5 and 15 so there is a need obviously to have community based activities through the medium of welsh most definitely."
<u>6.1</u>	"data management, we've got two data management systems, one which measures any activity that runs, from a taster session to a weekly club to a national competition and we have a volunteer data management system too which tracks and manages and places all volunteers that we qualify through the medium of welsh. So we know that any volunteers that we put out there are active"
<u>6.2</u>	"Yes we do, preferably because we work through the Welsh medium, nearly every coach that we take through the qualification is either fluent or a good welsh learner."

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Sport Council Wales

<u>Question Number</u>	<u>Quote from Interview</u>
<u>1</u>	“responsibility for updating the welsh language scheme for the Sports Council and have recently updated the councils mainstreaming action plan which is the operational processes”
<u>3</u>	“of my role within the Sports Council for Wales is to increase the profile of the language and make staff aware of the Sports Council’s responsibilities”
<u>3</u>	“My role now is to make the staff aware of what the mainstreaming means and that its not all negative and that in general it would enable us ourselves and our funded partners better at developing sport if we are able to operate bilingually.”

Welsh Assembly Government

<u>Question Number</u>	<u>Quote from Interview</u>
<u>1</u>	Certainly am yes, as Welsh Assembly Government we are responsible for sponsoring the Sports Council for Wales so part of our role is to make sure they are aware of government policy in all areas including equality and the welsh language.
<u>1</u>	We actually request the Sports Council to produce a mainstreaming strategy every year; we review that to make sure it fits with government policy
<u>2</u>	it is our mother tongue, there is a lot of people who speak it, people speak it 20% of the population, 40% of young people
<u>2</u>	I mean obviously as a civil servant I’m impartial to the politics of these issues but certainly as a civil servant it’s my job to make sure that the government policy of the day is implemented

## Theme: Importance of the Welsh Language in Sport/ Organisations

### Welsh Gymnastic Association

<u>Question Number</u>	<u>Quote from Interview</u>
<u>3</u>	"I think it's important for us as a national governing body, that it forms part of the Welsh identity in terms of I suppose being different"
<u>3</u>	"I think that's important for Wales especially as it is a part of this bigger conglomerate, the UK or Great Britain"
<u>3</u>	"Yes it is important and we are probably one of the first to do it" – Discussing developing WL policy

### Welsh Rugby Union

<u>Question Number</u>	<u>Quote from Interview</u>
<u>3</u>	"There is no importance placed on it"
<u>3</u>	"geographically if you look at Wales, if you look at rugby as an industry, there are pockets of Welsh rugby that replicates, geographically for example, what it looks like down in the West, the sort of Newcastle Emlyn the Crymch and Cardiganshire areas a lot of the rugby club culture is pretty much Welsh"
<u>3</u>	"there's no real importance placed on the language within the Rugby industry"
<u>3.1</u>	it all goes down to things that happen by accident more than design
<u>3.1</u>	"Welsh language has become more evident within the industry... because of S4C coverage has allowed to Welsh rugby and the Welsh language to combine a lot more because of television coverage"
<u>6</u>	No.
<u>6.2</u>	No, is the answer.
<u>7</u>	Yes it is, I do think it is. What the policy would consist of I couldn't tell you because of my knowledge of it isn't very good.

### Welsh Hockey Association

<u>Question Number</u>	<u>Quote from Interview</u>
<u>3</u>	"We all fully support the effort to increase the use of welsh in hockey."
<u>3</u>	"In terms of where that sits against other priorities it's not going to be our top priority, our top priority is getting more people playing hockey, obviously finances is another big priority"
<u>3</u>	"It is not our top priority but it's certainly a priority, that's probably how I would describe it."

### The Urdd

<u>Question Number</u>	<u>Quote from Interview</u>
<u>3</u>	We are fundamentally a welsh medium organisation
<u>3</u>	we like to see children and young people enjoying themselves through the language
<u>3</u>	the opportunity to speak welsh in a sporting context where they can take it from the schools into their community.
<u>3</u>	and I think its important for them to have the opportunity to have delivery of sport through the medium of welsh
<u>3.2</u>	we provide it though offering welsh clubs, as community clubs, coach education programmes through the medium of welsh
<u>3.2</u>	we deliver in partnership with national governing bodies a lots of the national governing bodies are very supportive now of the language and see it as a learning provider for them to deliver for them through the medium of welsh in partnership

### Sport Council for Wales

<u>Question Number</u>	<u>Quote from Interview</u>
<u>2</u>	I do believe it is the case although I think that the provision of the welsh language sporting opportunities should be targeted to the areas and that population pockets around

	Wales
<u>3</u>	I think in the past it's probably been a little bit of a low priority
3	my role within the Sports Council for Wales is to increase the profile of the language
<u>3</u>	knock on effect in that staff within the Sports Council for Wales of what their daily requirements are in relation to the welsh language and how that impacts upon their daily working practices.
<u>3</u>	I'm fully employed by the Sports Council for Wales to do this role does give the welsh language within the organisation a little bit more status
<u>4</u>	he thought it was going to be a useful tool for the Sports Council for Wales to have but I think beyond that he just supported the language and valued its existence within Wales

#### Welsh Assembly Government

<u>Question Number</u>	<u>Quote from Interview</u>
<u>2</u>	it's important that we put the welsh language on an equal status as the English language in Wales
<u>2</u>	its important that certainly in terms of provision of sport that people are able to take part in the language of their own choice.
<u>3</u>	in other words that if people want to access any services whether its the local post office, their education or if its to accesses sporting provision at their local leisure centre or local club then it has to be provided in the language of their choice
<u>4</u>	When we launched 'Climbing Higher the Strategy for Sport and Physical Activity' back in 2005, that document made clear that the welsh language was a key component of our policy on sport going forward
<u>6</u>	Impress upon them (Smaller NGB) the importance of making sure that people can access there provision through the medium of their choice.
<u>6</u>	certainly Important in terms of young people trying to develop their talent as well, what we don't want is young people to miss out on becoming the next Colin Jackson or the next Shane Williams, or the next Nicole Cook just because they haven't been able to receive coaching or

	something else, sport science or whatever through the medium of welsh
<u>6</u>	parts of rural Wales for example, there are young people who converse mainly through the medium of welsh so to try and get through to them and help them to develop their talent, we obviously need welsh speaking coaches and other officials etc.
<u>7</u>	In accepting that funding they are accepting that responsibility as well to act on behalf of the government to promote the language.
<u>8</u>	The whole point of the 560 programme is to engage kids that don't take part in sport at the moment and the reason for that is to get more people active because of the health benefits etc. What we didn't want was a starting point where an officer would go into a school unable to communicate through the medium of welsh, so one, there is a barrier there straight away in encouraging the kids and two, in terms of promoting the welsh language as well and the importance of it. We felt it was essential that those officers were Welsh speaking.

### **Theme: Organisational Change/ Achievements**

#### Welsh Gymnastic Association

<u>Question Number</u>	<u>Quote from Interview</u>
<u>3.2</u>	"two of our staff we pay for them to do a welsh language course... purely voluntary thing; if they want to do it we are supporting them because we think it's important"
<u>3.2</u>	we also have proficiency awards pack, called the 'A-Z Awards', its bilingual, so as you can see everything is bilingual, everything from the forms, patient forms, the introduction
<u>3.2</u>	Even the posters, so we have our own very own proficiency award which is aimed for clubs, extracurricular activity in schools. We use it as a basis for developing competitions. There is a resource there to cater for 5 year olds up to about 11, primary schools age, there is a welsh language resource there for gymnasts.
<u>4</u>	Yes, we've adopted a welsh language policy

<u>4</u>	We're aiming where possible to implement that policy
<u>4</u>	I mean a lot of our banners that we put up are part bilingual, some are purely Welsh language. We are doing what we can, when we can, with either signage, literature, corporate identity we put Welsh Gymnastics/ Gymnastics Cymraeg on as well

#### Welsh Rugby Union

<u>Question Number</u>	<u>Quote from Interview</u>
<u>4</u>	In a word, No
<u>4</u>	. I do remember there was a big... launch, about eighteen months to two years ago about some welsh language provision
<u>4</u>	I'm not sure if Ceri was involved in that, but you will need to check that, but there was a press statement with that. But as far as any change, no.
<u>5</u>	I don't feel anything or a great deal has been done
<u>5</u>	There is no real... push as far as the welsh language is concerned
<u>6</u>	No.
<u>6.2</u>	No, is the answer.
<u>7</u>	Yes it is, I do think it is. What the policy would consist of I couldn't tell you because of my knowledge of it isn't very good

#### Welsh Hockey Association

<u>Question Number</u>	<u>Quote from Interview</u>
<u>3.2</u>	"Some of our written and electronic communications we are trying to get that translated and into welsh as best we can"
<u>3.2</u>	try and qualify people that are able to tutor coaches and coach themselves in using welsh as the sort of first



	language
<u>3.2</u>	work in partnership with the Sports Council for Wales, Ceri Thomas and the Urdd; we employ two development officers jointly with the Urdd
<u>4</u>	I think there has been some change
<u>4</u>	I think in terms of the profile it has in terms of our consciousness, that increasingly consists of the welsh language and we trying our best
<u>5</u>	I suppose we certainly translate a lot more copy into welsh, its not something we can quantify we haven't got time to do that, whether that's an achievement I don't know
<u>5</u>	always ask everybody who goes on a coaching course if they can speak welsh, we now log those coaches and we try to deploy them and use them when and where we need someone who can coach in welsh.
<u>5</u>	I think the fact that we work very well with the Urdd and we've got two development officers is an achievement and that means that more hockey is being delivered through the medium of welsh as a result of that
<u>6</u>	we've got the two hockey development officers on partnership with the Urdd, all their sessions are done through the medium of welsh
<u>6.2</u>	Yes, every person who goes on a coaching course is asked whether or not they can speak welsh.

### The Urdd

<u>Question Number</u>	<u>Quote from Interview</u>
<u>4</u>	We are a welsh language organisation and the Urdd do work through the medium of welsh, so not really
<u>4</u>	a lot more now is work with other parties, we work closely with the Sports Council and with national governing bodies and we are helping them to hit their mainstreaming
<u>4</u>	hockey for instance, netball we are working very closely with them now at delivering in the community for them.
<u>5</u>	the coach education front, last year we delivered to over 1,100 students who went out into the community delivering through the welsh medium to sports specific and generic clubs.
<u>6</u>	Through our restructure now and consultation with any national governing body that we attempt to work with we have had 100% backing from all organisations and they see the relevance and need to deliver though the medium of

	welsh to access all children in a way and they offer opportunities to everyone
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Sport Council for Wales

<u>Question Number</u>	<u>Quote from Interview</u>
<u>4</u>	Very much so
<u>4</u>	I'm instrumental in changing the councils position on the welsh language from an internal staff point of view, externally we ticked all the right boxes but previously there was not a great deal buying from operation staff,
<u>4</u>	new updated mainstreaming action plan and a tailored departmental training package will be provided so that there are no areas of uncertainty in the remit of the Sports Council responsibilities and them as individual staff member of the Sports Council.
<u>5</u>	thing that we've done is convince our partners which have a limited resources in national governing bodies of the importance and the benefits of working bilingually wherever they can
<u>5</u>	partners beyond our control in the most part and the volunteer organisations who are funded by us which gives us a little bit of influence on them but it's a change of attitude to make them value the welsh language as part and parcel of their every day to day activities
<u>5</u>	I think that has been a secret to the success so far as been not to try and get these partners to do things over and above day to day activities but to also to integrate it so it becomes normalised within their operating practice.
<u>5</u>	Welsh Gymnastics where they've actually, without prompting, approached me with a draft Welsh Language Scheme which was a massive step forward in changing the attitudes of people who probably didn't think welsh language would ever be a part of their programme of activities.
<u>5</u>	Secondly Local Authorities, one Local Authority has now set up a welsh language forum which involves all welsh language stakeholders in that areas and that forum will

	guide and steer their welsh language sporting development practices,
<u>5</u>	the biggest thing is the changes in attitude of our partners, that been done sensitively rather than by enforcement really, its the way it's been managed has facilitated that.

#### Welsh Assembly Government

<u>Question Number</u>	<u>Quote from Interview</u>
<u>4</u>	It's difficult to say within the Welsh Assembly Government, we've always placed an emphasis on the language in our dealings with the Sports Council, who are our key agency if you like in terms of delivering Assembly Government policy.
<u>5</u>	we asked the Sports Council on our behalf to promote the language, to help governing bodies to provide services through the medium of welsh, so we provide funding if you like towards that provision as well.
<u>5</u>	We have helped them deliver bilingual signage at the stadium, so when visitors, tourists from Wales, UK, all over the world, they come to the stadium and they can see we have two languages in Wales, and thirdly we are helping them at the moment through the Sports Council and Ceri Thomas to expand their website in terms of the bilingual provisions that it offers
<u>5</u>	another one of the key things we have helped them achieved over the last few years is the coaching programme for Wales that we fund, we've been able through the Sports Council again to deliver a UK coaching qualification through the medium of welsh

## Theme: Developments of the Welsh Language in Sport/ Organisations

### Welsh Gymnastic Association

<u>Question Number</u>	<u>Quote from Interview</u>
<u>3.2</u>	we also have proficiency awards pack, called the 'A-Z Awards', its bilingual, so as you can see everything is bilingual, everything from the forms, patient forms, the introduction to the, this is the first bit, to the actual bits itself, welsh this side obviously I mean the gold and platinum are being done at the moment, everything is in there.
<u>4</u>	Phone service we are working towards, I don't think we are there yet, I don't think we have anybody here to have a full conversation in welsh.
<u>6</u>	. We are not in a position where we are providing courses or workshops in the medium of welsh, we are not there yet.
<u>6</u>	We probably don't have the level of demand to justify doing that, although it's not something we'd discount doing in the future if the need was there.
<u>8</u>	Span Wales, all Wales approach, wherever, so many different schools operating within what you would call English speaking areas I suppose, Cardiff, Newport, we need to address the whole of Wales.

### Welsh Rugby Union

<u>Question Number</u>	<u>Quote from Interview</u>
<u>9.1</u>	. In any TV deals they do whether not they can insist on the welsh language being used on the red button, interactive. They should do it through the media. I think by doing it through the media.
<u>9.1</u>	you see people like Nicky Robinson, Shane (Williams) and other players now actively looking for work in the Welsh media, I think they are great role models and should be used as role models as ways of promoting the Welsh language.

### Welsh Hockey Association

<u>Question Number</u>	<u>Quote from Interview</u>
<u>6.1</u>	We probably know which clubs use welsh as the medium for the hockey, in terms of participants and participation and visits, that's something we haven't got down to that level of detail how many kids are playing hockey in the welsh. It's something in those there we just don't sort of extract that at the moment.
<u>7</u>	We're currently working with the Sports Council to put a welsh language statement on our website so that is something we are doing
<u>8</u>	the areas that we are making a lot of progress is where we've got the partnership with the Urdd so that's Ceredigion, Gwynedd and Anglesey at the moment so, but we need to deploy these coaches that we know can speak welsh in other areas, Cardiff would be a particular one that we could probably do more of that
<u>9.3</u>	I think Cardiff for us must be an area, I'm sure we can do more coaching in the schools in Wales

#### The Urdd

<u>Question Number</u>	<u>Quote from Interview</u>
<u>7</u>	Yes, I think we have obviously as we've got a Welsh policy in place and I think the national governing bodies are setting the stall out now and mainstreaming the language,
<u>7</u>	sports council by employing Ceri to do this post they are recognising the need for mainstreaming within the organisation

#### Sport Council for Wales

<u>Question Number</u>	<u>Quote from Interview</u>
<u>3</u>	recent update that I wrote was far more comprehensive, very much more reflective of what the Sports Council for Wales already does because the previous one didn't tell people what we were doing but also it's a lot more accountable in terms of how we would measure our activity through the welsh language.
<u>3</u>	my role now is to make the staff aware of what the mainstreaming means and that its not all negative and that in general it would enable us ourselves and our funded partners better at developing sport if we are able to operate bilingually.
<u>4</u>	now will be addressed by the mainstreaming action plan and the accompanying staff training programme that will follow it which will be fully consultative in that departments will be asked identify areas of interest and

	concern to them in the light of the new updated mainstreaming action plan and a tailored departmental training package will be provided so that there are no areas of uncertainty in the remit of the Sports Council responsibilities and them as individual staff member of the Sports Council.
<u>5</u>	example is Welsh Gymnastics where they've actually, without prompting, approached me with a draft Welsh Language Scheme which was a massive step forward in changing the attitudes of people who probably didn't think welsh language would ever be a part of their programme of activities.
<u>5</u>	Secondly Local Authorities, one Local Authority has now set up a welsh language forum which involves all welsh language stakeholders in that areas and that forum will guide and steer their welsh language sporting development practices, the activities are just the end of what's happened, the biggest thing is the changes in attitude of our partners, that been done sensitively rather than by enforcement really, its the way it's been managed has facilitated that.
<u>6.2</u>	Secondly Local Authorities, one Local Authority has now set up a welsh language forum which involves all welsh language stakeholders in that areas and that forum will guide and steer their welsh language sporting development practices, the activities are just the end of what's happened, the biggest thing is the changes in attitude of our partners, that been done sensitively rather than by enforcement really, its the way it's been managed has facilitated that.
<u>7</u>	I think the most important thing is at the point of entry into the sport people are able to access it through welsh and the policy really, it's the activity provided on the ground in the field so to speak which is the most important in that respect, the policy yes I think can follow that if those structures are put in place an NGB can then write a policy then to say what they are able to deliver.

<u>Question Number</u>	<u>Quote from Interview</u>
<u>5</u>	projects including one with the Welsh Rugby Union, obviously rugby in Wales is a massive sport, people take a lot of notice of the success of the welsh team and our welsh players like Shane Williams who is a welsh speaker currently a role model for young people as well
<u>5</u>	one of the things that we did was developed a partnership with the Welsh Rugby Union for them to develop a welsh language policy.
<u>5</u>	Ceri and other people at Sports Council are continuing to work with governing bodies in sport then to develop other courses, coaching courses through the medium of welsh as well, they are the main achievement in the last couple of years.
<u>8</u>	One of the key things we made sure when the Sports Council were developing that particular programme was that the officers that were going to be working in welsh medium schools were welsh speaking
<u>9</u>	I think its important that in going forward that our graduate courses, undergraduate courses do as much as possible to help develop our young welsh speaking students in Wales who want to become the next chief exec of a governing body or the next coach of the welsh team
<u>9</u>	I think there is responsibility on us all really to try and help whoever are the key deliverers to be able to do the job that they need to do in terms of promoting the welsh language and providing that service to the public.
<u>9.2</u>	Probably in various formats, I guess the best person to speak about that would be Ceri Thomas
<u>9.2</u>	Ceri is using what resources are available to him at the Sports Council, we don't provide specific funding to the Sports Council to mainstream the welsh language because by doing that in effect you are kind of marginalising it anyway, the whole point of mainstreaming is to say well there's the whole block of funding and within that you have to make sure there is provision through the medium of Welsh

## **Theme: Barriers and Resistance Faced**

### Welsh Gymnastic Association

<u>Question Number</u>	<u>Quote from Interview</u>
<u>9</u>	, financial and staff time resources in time of doing it.
<u>9</u>	producing the awards, that's an expense, but financial would be the only ones and obviously the fact that there has to be an identifying need.
<u>9.3</u>	Geographical barriers? Not really no, I don't think we've got that far yet in terms of that.

### Welsh Rugby Union

<u>Question Number</u>	<u>Quote from Interview</u>
<u>2</u>	was there are a lot of people out there who can speak welsh, even within our industry now, within rugby, who can actually speak welsh but because their welsh isn't of high standard or isn't perhaps grammatically correct in every aspect they almost haven't got the confidence to speak it
<u>9</u>	No, not at all. There's never been any barriers, what I'm saying is they are not always proactive in encouraging it but never have they ever stopped it in any way shape or form.
<u>9.1</u>	when public bodies have to translate everything. I don't really know what the benefits of that are. I understand the reason why but what you're necessarily doing is doubling the cost of everything.

### Welsh Hockey Association

<u>Question Number</u>	<u>Quote from Interview</u>
<u>3.2</u>	Some of our written and electronic communications we are trying to get that translated and into welsh as best we can; obviously there are constraints, time and money being the two big ones really.
<u>3.2</u>	In other parts of Wales it's harder because we don't have the personnel who are able to coach in welsh, the sort of environment either really doesn't suit it,
<u>8.1</u>	Yes, I think we'd like to do that, at the moment it's very much down to the finances and the current climate is going to mean that some of that work is going to be on hold for the time being.



<u>8.1</u>	We're not expecting any more money from the Sports Council, so the next few years are going to be difficult and that may have a knock on effect,
<u>9</u>	there is no one in the head office who can speak welsh as a first language so that does make it harder
<u>9</u>	the barriers are just the time it takes to get things translated and the cost
<u>9</u>	think its not something that we get given any funds to do this work, you have to apply for the funding on a case by case basis, so the funding and the time

### The Urdd

<u>Question Number</u>	<u>Quote from Interview</u>
<u>9</u>	At first there was obviously we have had barriers put in place but I think its giving people the understanding of your organisation and what you're doing
<u>9</u>	I think you have to be prepared to go to meetings and talk about it and find out different peoples needs, different organisations, different national governing bodies will have different needs
<u>9.2</u>	Well we've never had any financial support for mainstreaming the language.
<u>9.2</u>	We have had financial support from the Sports Council for delivering sporting opportunities and offering coach education through the medium of welsh so they have recognised the need for this mainstreaming and issuing with the grants to do that
<u>9.3</u>	To be honest, not over the last couple of years, everything seems to have changed, for instance in the restructure now we would be having a sport specific officer in Cardiff, we'll have them in Gwynedd, we have them in Ceredigion in the West so really we are hitting all areas of Wales now and the response we are getting has been brilliant.

### Sport Council for Wales

<u>Question Number</u>	<u>Quote from Interview</u>
<u>6</u>	every sport is different some are a part of Great British organisations some are a part of welsh organisations, some collect data on their activities in detail, other are sketchy,
<u>6</u>	some are voluntary organisations, such as table tennis and largely made up of a volunteer board with two part time development officers covering the whole of Wales, some like golf have a professional development team but they only have two development officers covering the whole of Wales and you've got others like rugby and football with a

	team of professional development officers full time, coach education programme full time, professional management where and so the varying degrees of data return has been frustrating
<u>6.1</u>	Coaching through the medium of welsh is very difficult to count often because NGB field officers will deliver in welsh and won't record it as being such because its something that is not unusual for them to do
<u>6.1</u>	Requests have been made for NGB's to provide the information in terms of what goes on in the medium of welsh and what requests they've had but because of the reasons I've just outlined, that is being very slow to be forthcoming
<u>6.2</u>	all the sports that I work with have been requested to collect data on their coaching language skills, that's in principle quiet a simple thing to do however when some of the coaching registered are held at UK or British level with the welsh governing body being classed as a region it is very difficult change those collection methods
<u>9</u>	Oh yes, definitely, I think the greatest barrier is changing peoples perceptions
<u>9</u>	internally within the organisation that's proven to be more difficult than working with our funded partners, whether its because we provide them with money and they think they should be doing it anyway, I'm not so sure, or me id like to think because they are at the grass roots level and they should be dealing with people on a day to day basis and the welsh language is probably something they encounter more than we do at delivery level
<u>9</u>	internally lots of our staff remain to be convinced however its not their choice in the matter the Sports Council for Wales is committed to the welsh language, they resisted, most of it is born out of ignorance, I mean that in the nicest way, they don't see why and how the welsh language should be impacting upon their working programmes and strategies with the new mainstreaming action plan and the staff training programme emanating from that
<u>9.1</u>	those people quite often have staff working for them and some of the barriers have been that it isn't a priority for them and doesn't perhaps occupy a core part of their working practices,
<u>9.1</u>	encourage staff to undertake activities and not give the language a second thought, not say encourage but the language wouldn't be a consideration of working practices and if there was an urgency to a particular task the welsh language would possibly fall foul of that kind of working practice from some people who are able to manage staff and practices
<u>9.1</u>	getting that consistency approach in terms of the language across to managers to say 'hang on, whatever strategy, policy, you're operating or is operational you must assess

	and take consideration of the impact it will have on the welsh language'
<u>9.1</u>	that situation will be addressed from the staff training because part of the new mainstreaming action plan that has been rewritten includes a language impact assessment tool which will, each departmental strategy will have to go through to assess what impact it has upon the welsh or potential impact it has on the welsh language and that's both the positive and the negative
<u>9.2</u>	partnership with the Welsh Language Board which ended this financial year, there was a limited amount of funding to smooth and support those partners we were working with to overcome hurdles which were preventing them from developing or delivering more opportunities through the medium of welsh, that funding has stopped which has been very disappointing

Welsh Assembly Government

<u>Question Number</u>	<u>Quote from Interview</u>
<u>6</u>	a lot of the smaller governing bodies find it difficult in terms of capacity to offer a service through the medium of welsh. We are trying to help them in that regard. We do recognise that resources are not always there
<u>8</u>	What we didn't want was a starting point where an officer would go into a school unable to communicate through the medium of welsh, so one, there is a barrier there straight away in encouraging the kids
<u>9</u>	going back to the earlier point about governing bodies and their capacity really, you know some governing bodies are run literally by two or three people

## **APPENDIX F**