



## **FULL COUNCIL REPORT**

Date Written	8 <sup>th</sup> December 2017
Report Author	Kerry O'Donovan / Sue Walker
Service Area	Business Change / Learning
Exempt/Non Exempt	Non Exempt
Committee Date	10 <sup>th</sup> January 2018

*To: Mayor, Ladies and Gentlemen*

# **Primary School Competition for Design of #Shwmaeronment Logo**

## **1.0 SUMMARY OF THE REPORT**

- 1.1 Standards 145 and 146 of the Welsh Language (Wales) Measure 2011 requires that we must produce a five-year strategy showing a target for how we will grow or maintain the number of Welsh speakers in the area. We must also show how we intend to reach that target - and after five years, we must assess to what extent we've followed this strategy, and how we've performed against the target. The Council's Welsh Language Promotional Strategy was approved by Full Council on 22<sup>nd</sup> November 2017 and published thereafter.
- 1.2 The Strategy sets out a Vision for Merthyr Tydfil where bilingualism is normalised; people are used to hearing and seeing Welsh when they are out and about in the County Borough, and it becomes increasingly normal to hear people saying "Shwmae" and "Bore Da" to each other. However, this is a gradual process as the people of Merthyr Tydfil reclaim the Welsh language by choosing to view it as their own property, and not something that is forced upon them by legislation.
- 1.3 As part of this Vision our aim is to create a "Shwmaeronment" in Merthyr Tydfil, where people are happy to use different Welsh words and phrases with each other to create a unique, bilingual environment in the County Borough. An explanation of what the #Shwmaeronment is all about is set out in the Executive Summary, attached as Appendix 1.
- 1.4 As part of the Council's approach to fully adopt, promote and embed the #Shwmaeronment culture across the County Borough the primary schools in Merthyr Tydfil will be entering a competition to design a logo for #Shwmaeronment.

## **2.0 RECOMMENDATION that**

- 2.1 The Council's proposed arrangements for the primary school competition to design a logo for #Shwmaeronment be approved.

## **3.0 INTRODUCTION AND BACKGROUND**

- 3.1 Standards 145 and 146 of the Welsh Language (Wales) Measure 2011 requires that we must produce a five year strategy showing a target for how we will grow or maintain the number of Welsh speakers in the area. We must also show how we intend to reach that target – and after five years, we must assess to what extent we've followed this strategy, and how we've performed against the target. The Council's Welsh Language Promotional Strategy was approved by Full Council on 22nd November 2017 and published thereafter.
- 3.2 The Strategy sets out a Vision for Merthyr Tydfil where bilingualism is normalised; people are used to hearing and seeing Welsh when they are out and about in the County Borough, and it becomes increasingly normal to hear people saying "Shwmae" and "Bore Da" to each other. However, this is a gradual process as the people of Merthyr Tydfil reclaim the Welsh language by choosing to view it as their own property, and not something that is forced upon them by legislation.
- 3.3 As set out in the Strategy our aim is to create a "Shwmaeronment" in Merthyr Tydfil, where people are happy to use different Welsh words and phrases with each other to create a unique, bilingual environment in the County Borough. An explanation of what the #Shwmaeronment is all about is set out in the Executive Summary, attached as Appendix 1.
- 3.4 As part of the Council's approach to fully adopt, promote and embed the #Shwmaeronment culture across the County Borough the primary schools in Merthyr Tydfil will be entering a competition to design a logo for #Shwmaeronment.
- 3.5 The competition will run from 12<sup>th</sup> January to 16<sup>th</sup> February 2018.
- 3.6 Each school will choose a winning design. These designs will be displayed in the Civic Centre during the week commencing 19<sup>th</sup> February. The winners of the competition will be decided by Councillors Lisa Mytton, Andrew Barry, Chris Davies and Scott Thomas with Councillor Kevin O'Neill having the final casting vote and announced on Saint David's Day.
- 3.7 There will be a book voucher as the prize for first, second and third place.
- 3.8 The details of the competition will be communicated to the primary schools by the Council's Education Department.

## 4.0 FINANCIAL IMPLICATIONS

4.1 There are no financial implications identified in this report. The competition will be run within existing resources.

## 5.0 EQUALITY IMPACT ASSESSMENT

5.1 An Equality Impact Assessment (EqIA) form has been prepared for the purpose of this report. It has been found that a full assessment is required. The form can be accessed on the Council's website/intranet via the 'Equality Impact Assessment' link.

5.2 The competition to design a logo for #Shwmaeronmnt will have a positive impact on children, young people and the Welsh language, and help to deliver the Council's Welsh Language Promotional Strategy by engaging with our primary schools to use and own the Welsh language in the County Borough.

5.3 There will be no impact on the other protected characteristics.

**ELLIS COOPER**  
**DEPUTY CHIEF EXECUTIVE**

**COUNCILLOR ANDREW BARRY**  
**CABINET MEMBER FOR GOVERNANCE,**  
**PERFORMANCE, BUSINESS CHANGE &**  
**CORPORATE SERVICES**

**SUE WALKER**  
**CHIEF OFFICER (LEARNING)**

**COUNCILLOR LISA MYTTON**  
**CABINET MEMBER FOR LEARNING &**  
**LAESCYP**

<b>BACKGROUND PAPERS</b>	
<b>Title of Document(s)</b>	<b>Document(s) Date</b>
<b>Document Location</b>	
<b>Does the report contain any issue that may impact the Council's Constitution?</b>	<b>No</b>

***Consultation has been undertaken with the Corporate Management Team in respect of each proposal(s) and recommendation(s) set out in this report.***

**EXECUTIVE SUMMARY - #SHWMAERONMENT**

**What is the #Shwmaeronment?**

In a nutshell, the #Shwmaeronment is designed to allow everyone who wants to lay claim to ownership of the Welsh language to do so.

It's a very simple concept; incredibly easy to take part in it and be a part of.

**Background**

It is often stated that there is a "language divide" in Wales, between those who speak Welsh and those who don't. Whether there is any truth in this or not the #Shwmaeronment can blow this divide away. By simply saying "Shwmae", a lovely, friendly "Wenglish" greeting when we see people, we are showing support and pride in our language; even if that's the only word of it we feel confident to speak.

Our language is something that belongs to all of us – and especially so here in Merthyr Tydfil. Just over 100 years ago, 90%+ of the population here spoke Welsh – so we're not doing something new by saying a few words of Welsh, we're simply doing what was natural for most people here not that long ago.

**What or where is the #Shwmaeronment?**

It's anywhere where we feel comfortable about saying the word "Shwmae" – this might be in the office, the school corridor, to the bus driver, to a shopkeeper, a customer or our mum, dad, brother, sister or mate. We can add "Bore da" or "Pnawn da" if we like – but we don't have to! It will become something that's synonymous with pride in our square mile, our square metre even, wherever that may be in or around the County Borough of Merthyr Tydfil. With time, people will come to know that Merthyr Tydfil IS the #Shwmaeronment – that a warm Merthyr Tydfil welcome is different, special and uniquely local, whether it is with our fellow residents, visitors from nearby places or tourists from far afield.

It will mark the people of Merthyr Tydfil out as being particularly friendly – and in a unique, Welsh way.

It will make us all aware of where we come from, of our heritage, of our local area and its (Welsh speaking!) history. With time, it will become a part of our make-up, something that makes us stand out proudly as being from Merthyr Tydfil and from Wales.

**When does it start?**

**Now!**