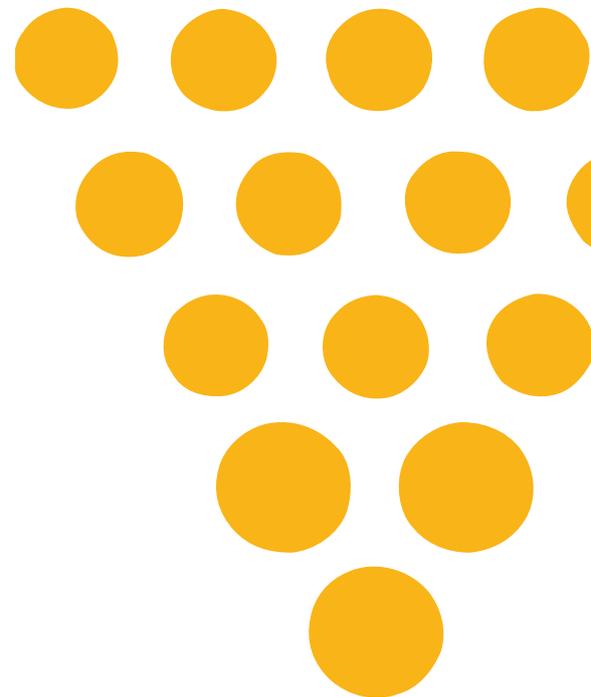


Towl Yeth Kernewek rag Konsel Kernow 2019–2022

Cornish Language Plan for Cornwall Council 2019–2022

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Communities Service



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Introduction

The Cornish Language Strategy 2015-2025 sets out the strategy for the development of use of the Cornish Language over the next 10 years. The Strategy was agreed with the community to provide a framework everyone working with and using the language. The Strategy's Vision is for Cornish to become a widely-spoken community language, and in order to achieve that vision, there are four overarching aims:

1. the need to increase the numbers of Cornish speakers,
2. the need to increase the use of Cornish as a community language,
3. the need to maintain and increase the profile and status afforded to Cornish in public life, and
4. the need to maintain and develop Cornish as a dynamic language that can be used for a full range of purposes in all fields of human activity.

Cornwall Council has two roles in the development of the Cornish language:

- As the official lead public authority overseeing delivery of the 10 year strategy, coordinating the annual Cornish language programme, and making representations on behalf of the language – a custodian and language planning role, and
- As a large employer and service delivery agency within Cornish, and as such in a position to set an example in the use of Cornish in the provision of services, in the buying of services, in working with the community and with partner organisations and as an employer.

It is for this second role that the Cornish Language Plan for Cornwall Council has been prepared in order to set out the short to medium term actions that Cornwall Council will take to promote greater use of the language.

This document is set out in the following sections:

1. Review of progress on the Cornish Language Plan 2015–2018
2. Strategic Policy — Cornwall Council's adopted policy regarding the language setting out high level principles
3. Core Priorities for the Cornish Language Plan 2019–2022: actions that the Council will put in place in order to develop use of the language
4. Helping Implement the Cornish Language Strategy 2015–2025: working with partners to develop use of the language.

1. Review of the Cornish Language Plan 2015–2018

The current level of Cornish support within Cornwall Council is summarised in the table below, with further details and areas for development in the following sections.

Current level of Cornish support within Cornwall Council		
Identity and Visibility	Communications and Publications	Staffing and Training
Bilingual street names are standard, and some buildings and projects have Cornish language names.	All Council strategies have a bilingual foreword. Bilingual titles to some documents.	Cornish Language Lead employed to assist services with use of Cornish, manage translations and monitor implementation of the Plan.
Bilingual signage – increasing but intermittent use.	Occasional bilingual social media messaging, use of Cornish phrases on some leaflets.	Cornish Language Lead raises awareness of the language programme and language learning. Information about the language is now provided as part of induction.
Bilingual email signatures and business cards increasing but intermittent.	Bilingual logo for recycling services, and Cornish language used on various transport projects.	Spoken Cornish used only rarely e.g. by some councillors at Council meetings.
Guidance on use of Cornish has been included in the Council's new Brand Guidelines establish consistent presentation and greater consistency of use.	Enquiries to the Council can be made and responded to in Cornish.	Cornish Language Lead has provided out of work hours classes but language learning not recognised as part of staff development and teaching is a significant time commitment.

Significant steps forward have been made over the 3 years of the plan, moving from little or no use of Cornish within the Council to low level intermittent use of Cornish. Two key shifts have been achieved:

- The Brand Guidelines introduced in February 2019 incorporate many of the commitments from the 2015 Language Plan as standard for the organisation, and make clear how to apply them. This is already paying dividends with the bilingual signs at entrances to sites and greater use of bilingual email signatures. It is anticipated that the Brand Guidelines will establish greater consistency of use of Cornish across the Council and ensure better quality presentation.
- Use of Cornish by Council partners appears to be increasing, which creates a virtuous circle of giving confidence to others to use the language. Cornwall Council's use of the language sends a clear message of official support and the Translation Service overseen by the Cornish Language Lead provides consistently high quality translations. The addition of a KPI on use of Cornish in the Council's Culture Revenue Grants has prompted more partner organisations to consider plans for using more Cornish (with no additional expenditure).

The main areas where there has been insufficient progress are:

- Training and development. The 2015 Language Plan committed the Council to training reception and call centre staff to answer enquiries in Cornish. This resulted in concerns from frontline staff and the media that learning and speaking Cornish would be compulsory. The Cornish Language Lead has instead provided out of work hours public classes which have been attended by 5 members of staff to GCSE equivalent (all in their own time) and more have attended beginners classes.
- Monitoring and reporting. A monitoring report was presented to councillors in the first year of the plan in 2016 and since then updates are provided to the Cornish National Minority Working Group. This line of reporting needs to be formalised as a key element of the Working Group's remit and for the Working Group to provide an annual progress report on the Language Plan to the Corporate Resources Governance Committee. The Language Plan is a low-cost area of work but requires corporate reach to be effective.

Presentation of the language plan is also an important factor. The 2015 Plan was formatted as a project management report and appeared to be the sole responsibility of the Cornish Language Lead. The new Plan has been more clearly formatted to communicate its aspirations, the value to the language of doing so and how the action can be implemented.

2. Official Recognition and Strategic Policy

UK recognition for the Cornish language

The United Kingdom has given official recognition to the Cornish language in two ways:

- In 2002, ratification of the European Charter for Regional and Minority Languages, and
- In 2014, recognition for the Cornish as a national minority under the Framework Convention for the Protection of National Minorities, including obligations on the protection and promotion of language.

The UK Government that is the signatory to these international agreements, but Cornwall Council is the unitary authority for Cornwall, the territory of the Cornish language, and is actively involved in efforts to protect and promote the language. Since 2015, Cornwall Council has been responsible for language planning for Cornish and has taken a lead on official use of the language.

Cornwall Council: Adopted Cornish Language Policy

Cornwall Council adopted the following Cornish Language Policy on 23 November 2013:

1. Cornwall Council recognises the importance of the Cornish language as a unique asset which has been central to the defining of Cornwall's distinct heritage and culture.
2. Cornwall Council celebrates the Cornish language as a vital part of Cornwall's contemporary culture and accepts its responsibility under the European Charter for Regional or Minority Languages to safeguard and promote the language in accordance with the principles and provisions of the Charter which apply to Cornish.
3. The Council further recognises the part that Cornish language and culture have to play in the promotion of Cornwall and the economic, social and cultural benefit that may derive from it and will consider its place in relation to the Council's priorities, policies and services.

4. In furtherance of this recognition the Council will prepare a Cornish Language Plan which will set out the actions it will take to meet its responsibilities and will ensure that the plan is carefully monitored.
5. The Council will also seek to encourage, where possible, the recognition and use of Cornish by its partners and customers.
6. As lead body for the Cornish Language Partnership*, the Council will source advice through the Partnership, which will offer help and assistance, including translation and within agreed parameters, to all Council departments and services.
7. The Council notes that for public use it will adopt the Standard Written Form of Cornish as agreed through the Cornish Language Partnership*.

* The Cornish Language Partnership dissolved in 2015 and the Cornish Language Lead within Cornwall Council now provides these functions. It is therefore proposed to update the above policy as follows:

1. Cornwall Council as the lead body for language planning will support and develop the Translation Service, to provide quality assured translations to the community and to provide expert linguistic advice to the Council.
2. The Council will use the Standard Written Form of Cornish and will expect its partners to do so for official and public use of Cornish, and will source advice from the Akademi Kernewek on the application of standards.

Implementation of the Cornish Language Policy – Strategic Commitments

In order to fully discharge the lead language planning responsibilities, Cornwall Council commits to:

1. Develop and implement a three year Cornish Language Plan in relation to the increased use of Cornish by Cornwall Council
2. Pursue legislative change to put Cornish on the same footing as other UK Celtic languages
3. Continue to work with central Government to fulfil UK responsibilities under the Charter and the Framework Convention in respect of the Cornish language

4. Employ a Cornish Language Lead – a specialist officer to support and manage the Council’s work with the Cornish language.
5. Provide leadership through the Portfolio Holder and relevant senior staff and to liaise with the community through the Cornish Language Forum
6. To promote the Cornish Language Strategy and to produce an annual work programme.

Cornwall Council’s Cornish Language Lead has been in post since January 2016 and annual work programmes and end of year reports, setting out how the Council has worked to deliver the above 6 commitments are published on the Council’s website:

<https://www.cornwall.gov.uk/parks-leisure-and-culture/the-cornish-language/cornish-language-programme/>

Section 3 below sets out Cornwall Council’s priorities under this new three-year Cornish Language Plan.

3. Core Priorities for 2019–2022

The Core Priorities for the Cornwall Council Language Plan 2019–2022 are arranged in three areas:

- A — Identity and Visibility
- B — Communications and Publications
- C — Staffing and Training

Within each of these areas, current practice is summaries and priorities are grouped according to:

- Continue – existing commitments and areas of use for the Council to continue or apply more consistently
- Development – areas where there has been some limited progress but more action is required
- Expansion – new priorities for using the language, either to address a barrier to use or to trial innovative ideas.

A. Identity and Visibility

The presence of Cornish in the corporate identity of a public authority can greatly enhance the visibility of the language, and makes an important statement about how Cornish is valued. Use of the Cornish language by official bodies maintains the status of the language and shows the modern-day versatility and richness of the language.

Cornwall Council recognises the importance of using Cornish in public life and of promoting a positive image of the language.

Priorities for Identity and Visibility

Current practice

Some staff have bilingual email signatures, some bilingual signage of sites and buildings, and some projects have Cornish language names. All new and replacement street signs are either bilingual or solely in Cornish.

Cornwall Council's new Brand Guidelines were introduced in February 2019 incorporating the principles of the 2015 Cornish Language Plan and providing clear guidance on how Cornish is to be used in the corporate branding which should encourage greater use and consistency.

Continue

Cornwall Council Brand Guidelines set out good practice design for use of Cornish and to establish consistency of presentation.

Bilingual business cards offered as standard to new councillors on an opt-out basis.

The Cornish Language Office provides translations of job titles and service names on request and maintains a database of these job titles to avoid repeat translations.

Bilingual templates for letters are available to staff on the Council intranet.

All street name signs are either in Cornish language or shown bilingually in English and Cornish. Bilingual text will be applied as signs are newly installed or replaced as part of normal maintenance programmes – signs will not be replaced on request.

The name of all Council sites and buildings is shown bilingually on entrance signs (as signs are replaced).

All strategy documents include a bilingual foreword.

Develop
Bilingual 'dynnargh / welcome' signs will be displayed at all Council buildings and sites.
Bilingual chapter headings and/or footers are added in some documents.
Projects and new buildings will normally be named in the Cornish language, or bilingually.
Main signs in public areas of Council buildings will be provided bilingually as they are replaced.
More use of Cornish will be developed on the Cornwall Council website (tabs and headings rather than whole pages).
Expand
<p>Develop new apps/online services to allow use of the service in Cornish as part of the Digital Cornwall programme.</p> <p>Most software is designed to enable operation in different languages (localisation) at little or no cost, if the relevant digital files are provided. This would enable interactive use of the language, which is useful to speakers and can be an effective tool for language learning.</p> <p>Electronic lending machines in Libraries can already be used in Cornish. Cornish language could be applied to other apps as they are developed e.g. transport information. The Cornish Language Office has already worked with software companies to localise various products into Cornish.</p>

B. Communications and Publications

The use and visibility of Cornish in communications between members of the public and a public authority contributes to the sense that the use of Cornish is possible and welcome. In addition to raising the profile of the language, it also creates opportunities for its practical use and encourages members of the public to use Cornish in dealings with the public authority.

The use of Cornish in a range of printed material, in the media and online increases the visibility of the language, and enhances the status of Cornish. It can also help develop new, and enhance existing, terminology.

Cornwall Council recognises the importance of creating opportunities for the use of Cornish in a wide range of everyday situations and is committed to increasing its level of provision in this area.

Priorities for Communications and Publications

Current practice

Cornish language words and phrases are used within bilingual slogans, headings on exhibitions and leaflets, and all forewords to key documents are bilingual. Cornwall Council has featured the language in communications as part of particular events, such as St Piran's Day. The Cornish Language Office publishes printed pocket guides and online information about how to learn and use the language.

Continue

All correspondence received in Cornish is responded to in Cornish. This is passed to the Cornish Language Lead for translation as needed.

Consultation responses received in Cornish will be accepted and responded to in Cornish.

Cornish is considered for forms, and bilingual forms issued on request.

Cornish is included in the branding of new communications projects where appropriate.

Bilingual Cornish/English headers are used in appropriate exhibition material.

Cornwall Council will have a representative available for interview or comment in Cornish if requested by media outlets.

Develop
Automatically generated text such as email disclaimers is bilingual, and will be produced bilingually in future.
Cornish language will continue to be used in communications regarding culture and language and use will be developed for communications regarding other issues and service areas. Cornish is used on social media for key events, and use of Cornish on social media will be increased. The Cornish Language Lead's twitter feed provides bilingually on Cornish language events and projects.
Spoken Cornish is used in introductory comments at some public meetings and in some cases for speeches. The Cornish Language Lead will offer advice on the use of Cornish at public meetings and assist with requests.
Use of bilingual slogans for campaigns will be encouraged in appropriate cases e.g. Eylgylghya rag Kernow / Recycling for Cornwall.
We will increase the presence of Cornish language on the Cornwall Council website and intranet, and any new websites as they are developed.
Expand
The Cornish Language Lead will develop training for community speakers to learn interpretation skills and aim to provide interpretation services at public meetings. Generally, this will be for Cornish language related meetings but this will develop interpretation skills and experience for use in other meetings as required.

C. Staffing and Training

In order to meet rising expectations on the use of Cornish, the Council will give support to the development of language and technical skills. The provision of language learning for staff helps promote adult Cornish learning and promotes Cornish as a valued skill in the community.

Cornwall Council recognises learning Cornish as a positive part of staff development and as a useful contribution to developing a broader range of use of the language.

Priorities for Staffing and Training	
Current practice	
	The Cornish Language Lead provides Cornish awareness sessions to teams and key partner organisations, discusses opportunities for use of Cornish in the service and provides information on courses to staff with an interest in learning Cornish.
Continue	
	The Cornish Language Lead has responsibility for providing internal translations and for monitoring the commitments in this Plan.
	Information on the Cornish language, language awareness and basic phrases are provided as part of staff induction for all new starters.
	The Cornish Language Lead provides information and resources on learning Cornish via pocket guides distributed to all new staff at induction, and on the Go Cornish website. The website includes information on classes and apps for self-study.
Develop	
	Greetings in Cornish are used by some reception staff and in telephone greetings. Use of Cornish language greetings to Cornish speakers will be encouraged.
Expand	
	To meet demand for Cornish language learning, we will seek partners in the private sector and higher education to test innovative, interactive online language learning resources.
	We will work with WJEC (the Welsh assessment board) to provide accredited assessments to Level 1 and Level 2 (GCSE equivalent) for delivery in community classes and schools.

We will work with the Adult Education Service to provide bespoke training for Cornish language community educators in order to provide quality assured classes as part of the mainstream adult education offer in Cornwall and to increase the provision of classes.

We will develop training and development for the Translation Service, a team of community translators, in order to ensure a high level of service and to broaden the range of services that they are able to offer. In particular, the professionally trained head translator is looking to retire and a successor is required.

4. Helping Implement the Cornish Language Strategy 2015–2025

The Cornish Language Strategy is the over-arching 10 year strategy for all partners working with the Cornish language. Cornwall Council has a key role to play both as lead public authority in overseeing the implementation of the Strategy and in using Cornish language in the delivery of its own services.

All service areas will need to comply with:

- The Cornwall Council Cornish Language Policy, and
- The Cornwall Council Brand Guidelines 2019

Some service areas could more readily use Cornish language and in ways that have greater benefits to use of the language. For some endangered languages, efforts are put into ensuring that elderly speakers are able to access critical services in their mother tongue. The priorities for Cornish, as set out in the Strategy 2015–25, is for increasing opportunities for younger people to use the language and in ways that encourage everyday engagement.

Service areas identified to support the Cornish language

Service area	Current	Potential
Culture	KPI's as part of revenue grants for 77 organisations has encouraged a variety of new initiatives to use Cornish in theatres, galleries and museums.	Greater use of Cornish in interactive apps and in activities to support spoken use of Cornish.
Creative industries	Film, video games, language products	Research and development projects with University of Exeter Digital Humanities and Falmouth University. Cornish language could be a low risk test bed for language and localisation apps.
Transport	Street signs	Apps with transport information

	Public transport – Park and Ride buses, GWR night-train	Station signs
Heritage	Interpretation signs at sites	Use of technology for site interpretation – enables low cost, interactive use of language and creation of learning resources.
Libraries	Provision of packs of Cornish language books to schools Bilingual self-service machines in all libraries	Provision of more learning resources and activities in Cornish, such as support for writers, classes, talks.
Education	Promotion of community classes as part of Adult Education prospectus.	Develop examination centre role for WJEC Cornish and increase admin capacity to allow more entries. Greater promotion of classes. Bespoke training for community educators
Economic development – business use, marketing, distinctive brand, project naming	Use of Cornish as part of project naming and branding.	Support for language projects to develop training and service roles. Support/partnering for development of innovative IT products.
Planning and development	Cornish is used in naming of streets and some developments.	Clearer guidance for developers on use of Cornish in place naming as part of place shaping.

Website – CC website and supporting innovation, working with local businesses and HE sector	Fully bilingual Cornish Language Office section of the Cornwall Council website.	Cornish language tabs on other parts of the Cornwall Council website Identify IT development projects which could be localised into Cornish at low cost/low risk.
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Cornwall Council will apply the following tests for prioritising greater use of Cornish language:

- Cost – is there a way to provide for use of Cornish at marginal cost? E.g. localisation of software, signs as they are replaced.
- Language value – the project enables direct use of Cornish language or has legacy value to the language. Key projects may be funded as part of the Cornish language programme if the project helps to develop capacity in the language or removes a barrier to use of the language.
- Capacity to deliver – Cornish language work is delivered by one officer and many volunteers – is the amount of time to provide the activity in Cornish manageable for Cornish speakers?
- Impact on service area – would use of Cornish be disruptive, easily introduced without disruption, or even enhance the service?

The Cornish language is increasingly visible and Cornwall Council has played a key part in achieving this, particularly through the provision of bilingual signs. This has helped to create a supportive environment for learners and speakers where Cornish is valued. Cornwall Council has been innovative in using technology to create low cost, high impact language resources, such as the Cornish language announcements on the Truro Park and Ride buses. These were recorded by a volunteer and merely uploaded as part of the existing software. Working with partners across Cornwall is creating diverse new ways to use the language and inspire new facets of Cornish distinctiveness.

5. Implementation and Monitoring

The Cornwall Council Cornish Language Plan will be taken forward as follows:

Priority category	Implementation
Continue	<ul style="list-style-type: none"> All service areas to apply as standard with Cornish Language Lead support as required e.g. translations Cornwall Council to increase consistency of application
Develop	<ul style="list-style-type: none"> Service areas to increase use and identify new opportunities Cornish Language Lead to work with service areas to actively support greater use
Expand	<ul style="list-style-type: none"> Cornish Language Lead to identify projects as part of the annual language operational plan to assist service areas to address key barriers to language use and to enable greater use of Cornish. Cornish Language Lead to work in partnership with service areas to develop 'Expand' priorities over the three year life of the Plan.

Implementation of the Language Plan will be monitored and reported in the following sequence:

- Annual Progress Report as part of the Cornish Language Lead's Operational Plan end of year report each April
- Annual Progress Report to Cornish Language Forum – community forum for discussion of Cornish language planning matters
- Annual Progress Report, with comments of the Language Forum, to the Cabinet Member for Planning and Economy
- Annual Progress Report taken to the Cornish National Minority Working Group, which includes councillors with a direct interest in the development of Cornish language. The Chair of the Working Group should also act as the Council's Cornish Language Champion with corporate reach.
- Annual Progress Report to CLT

- Publication of the Annual Progress Report on the Cornish Language Office page of the Cornwall Council website.

The Cornish Language Lead already publishes an annual Operational Plan and an end of year report. The report will make more explicit reference to progress on the Cornwall Council Language Plan priorities, as part of the section on official use of Cornish. In this way, there will be no additional demand on officer time, but a clear line of reporting will be established.

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