

Iaith a Gwaith - Strategaeth Economaidd

Crynodeb Gweithredol

Cyflwyniad

Ymddengys fod tua 3,000 yn llai o siaradwyr Cymraeg bob blwyddyn.

Dengys y ffigyrau nifer o'r ffactorau sy'n dylanwadu ar gyflwr yr iaith. Amlygir mai allfudo - megis pobl ifanc yn gadael eu cymunedau i chwilio am waith - yw un o'r prif ffactorau a arweinia at argyfwng yr iaith. Dyma pam mae rhaid canolbwyntio ar bolisïau fyddai'n creu gwaith mewn cymunedau Cymraeg ac ymgyrchu dros bolisïau economaidd a fydd yn cryfhau sefyllfa'r iaith.

SUT FATH O DDATBLYGU ECONOMAIDD?

Mae'r iaith a'r economi yn gysylltiedig. Mewn ardal Gymraeg gydag economi cryf, bydd llai o bobl yn allfudo er mwyn cael gwaith, felly bydd niferoedd uchel o siaradwyr Cymraeg yn parhau i fwy yno. Ble mae niferoedd uchel o siaradwyr Cymraeg ac mae'r iaith mewn sefyllfa gref, h.y. mae medru'r Gymraeg yn ddefnyddiol wrth chwilio am swyddi, cynnig gwasanaethau ayyb, cymhellir pobl ddi-Gymraeg sy'n symud i'r ardal i gymhathu. Dyma sefyllfa lle mae'r gymuned yn hyfyw ac mae'r iaith a'r economi yn cynnal ei gilydd. Gellir meddwl am y sefyllfa hon fel 'cynladwyedd economaidd ieithyddol'.

Wrth ystyried cynladwyedd economaidd ieithyddol, mae angen ei weld ochr yn ochr ag egwyddorion cynladwyedd amgylcheddol. Dyma pam mae'r Gymdeithas wedi ymgyrchu i gynnwys y Gymraeg yn niffiniad Llywodraeth Cymru o ddatblygu cynaliadwy.

Meysydd Economaidd i'w Datblygu yng Nghymru er Budd yr Iaith

Credwn fod rhai sectorau economaidd sy'n allweddol i gynnal ein cymunedau Cymraeg:

- Amaethyddiaeth
- Y sector amgylcheddol, e.e. ynni adnewyddadwy
- Diwydiannau creadigol, e.e. cyfryngau aml-blattfform
- Technoleg
- Bwyd a diod
- Gofal
- Hamdden a chroeso

Gweithredu

Grantiau

Yn y lle cyntaf mae angen i Lywodraeth Cymru rhoi'r Gymraeg yn rhan ganolog o **bob** rhaglen datblygu economaidd: nid fel mater ymylol ond fel elfen lorweddol yn croesi pob rhaglen ynghyd â bod yn gyfle ynddo'i hun i fod yn sbardun economaidd unigryw.

Dylai hefyd fod yn ofynnol i'r holl fusnesau sy'n cael grant gan Lywodraeth Cymru ddangos eu bod yn gallu darparu gwasanaeth yn ddwyieithog a bod hynny yn amod creiddiol o'r grant. Mae angen sefydlu proses fonitro gadarn i fonitro hyn.

Sefydlu corff datblygu economaidd

Argymhellir felly sefydlu corff datblygu economaidd sy'n gweithredu pecyn o weithgaredd a fydd y Gymraeg yn rhan greiddiol a ganolog iddo, ar sail 'Udaras na Gaeltachta' yn Iwerddon

neu Highlands and Islands Enterprise yn yr Alban. Gellir ei alw'n Anturlaith: Menter Iaith ar Waith. Bydd y corff hwn yn:

- Efelychu Parc Menter Andoain mewn 4 ardal
- Datblygu Deorfa Wledig fel rhan o'r Parc Menter
- Gweithredu cynlluniau penodol ar gyfer datblygu economaidd o fewn cymunedau gan hyrwyddo datblygu o'r gwaelod i fyny.

Bydd gan Anturlaith strwythur cynrychioladol ar draws Cymru a bydd yn atebol i'r Cynulliad. Sefydlir y corff drwy ddeddf mentergarwch newydd. Bydd ganddo ddyletswyddau statudol, amcanion a nodau a osodir gan Lywodraeth Cymru. Bydd gan Fwrdd Anturlaith gyfrifoldeb am sicrhau bod y corff yn cyflawni ei ddyletswyddau statudol, amcanion a nodau. Bydd gan Anturlaith hefyd dîm o staff, gan gynnwys tîm rheoli a arweinir gan Brif Weithredwr, a fydd yn gyfrifol am redeg y corff o ddydd i ddydd.

Cam strategol cyntaf Anturlaith fydd i efelychu model Parc Busnes Andoain, sef Parc Diwylliannol Martin Ugalde yng Nghwlad y Basg¹ a pharciau tebyg. Dyma barc menter sy'n hyrwyddo diwylliant Basgeg ac yn lleoliad i wahanol sefydliadau, cwmnïau a chymdeithasau Basgeg. Mae'r rhain mewn sectorau cyfathrebu, ymchwil, cyfryngau, cerddoriaeth, gwaith ieuencid, masnachu a'r amgylchedd. Bydd Anturlaith yn sefydlu Parciau Busnes a/neu glystyrau mentrau Cymraeg mewn 4 ardal benodol, megis Dyffryn Ffestiniog, Bro Ddyfi, Dyffryn Teifi ac ardal yr Efail Wen, rhwng Pontypridd a Chaerdydd.

Rhwng y pedwar parc, creir 1000 o swyddi

Ar ôl datblygu'r canolfannau strategol hyn medrid datblygu gwaith pellach mewn canolfannau megis Llangefni, Dinbych, Ystradgynlais/Pontardawe a'r Cymoedd.

O weithredu ar hyd y trywydd strategol hwn medrir hoelio sylw ar greu 1,000 o swyddi fydd nid yn unig yn creu bwrlwm economaidd, ond hefyd bwrlwm ieithyddol newydd.

Deorfa Wledig

Er mwyn datblygu syniadau a mentrau newydd o'r gwaelod i fyny, fe fydd Anturlaith yn sefydlu 'Deorfa Wledig'. Bydd y Ddeorfa yn lleoliad cyfrwng Cymraeg i bobl ddechrau busnesau newydd, gan gynnwys y rhai sydd â syniadau arloesol ond heb brofiad o sefydlu busnes. Bydd yn cynnig pecyn sy'n cynnwys gofod addas i fentrau bychain, cyngor busnes, mentora, cyfleoedd i gael lleoliad efo busnes tebyg/gwasanaeth paru, mynediad at gyllid a phecyn cyrsiau/gweithdai wedi'u teilwrio.

Llywodraeth Cymru - Argymhelliad

Er mwyn gwireddu'r weledigaeth uchod, galwn ar Lywodraeth Cymru i:

1. Sefydlu Asiantaeth Datblygu Economaidd ar sail gwersi rhwngwladol, sef y corff Anturlaith a ddisgrifir uchod, er mwyn:
 - a. Efelychu gwaith Parc Menter Andoain, sef canolfan sy'n gartref i sefydliadau a busnesau a wnelo â'r Gymraeg a diwylliant Cymru, mewn 4 ardal
 - b. Datblygu Deorfa Wledig, sef canolfan sy'n darparu unedau ar gyfer sefydlu busnesau newydd a hefyd cefnogaeth a chyngor iddynt, oddi fewn i'r ardaloedd hynny
2. Roi'r Gymraeg yn fater llorweddol ym mhob rhaglen datblygu economaidd sydd gan Lywodraeth Cymru
3. Sicrhau bod amodau cadarn o blaid y Gymraeg yn cael eu gweithredu yn sgil dosraniad grantiau datblygu busnes sy'n dod o arian cyhoeddus.

Language and Work – Cymdeithas Economic Strategy

Executive Summary

1.Introduction

There are approximately 3,000 fewer Welsh speakers every year.

There are a number of factors which influence the condition of the language. Out-migration – such as young people leaving their communities to look for work – is one of the main factors leading to the crisis facing the language. That's why there needs to be a focus on policies which would create work in Welsh speaking communities and to campaign for economic policies which would create work in Welsh speaking communities and strengthen the state of the language.

2.What type of economic development?

The language and the economy are connected. In a Welsh speaking area with a strong economy, fewer people will out-migrate to find work, so high numbers of Welsh speakers will continue to live there. Where there are high numbers of Welsh speakers and the language is in a strong situation, namely where the ability to speak Welsh is useful to find for jobs and offer services, non-Welsh speakers are likely to learn the language as well. This is a situation where the community is vibrant and the language and the economy sustain themselves. One can think of this situation as 'linguistic economic sustainability'.

When considering linguistic economic sustainability, it should be seen sign by side with principles of environmental sustainability. That's why Cymdeithas has campaigned to include the Welsh language in the Welsh Government's definition of sustainable development.

3.Economic fields to develop in Wales for the benefit of the language

There are some key economic sectors to sustain our Welsh speaking communities:

- Agriculture
- The environmental sector e.g. renewable energy
- Creative industries e.g. multi-platform media
- Technology
- Food and drink
- Care
- Leisure and tourism

4.Actions

4.1. Grants

In the first place, the Welsh Government needs to give the Welsh language a central place in every every economic development programme: not as a fringe matter but as a cross-cutting element of every programme as well as being an opportunity in itself for a unique economic spark.

It should be essential for all businesses which receive a grant from Welsh Government to show they can provide a bilingual service and that is a central condition of the grant.

4.2. Establishing an economic development body

We recommend establishing an economic development body which operates a package of activities of which the Welsh language will be a central part, based on the 'Udaras na

Gaeltachta' in Ireland or Highlands and Islands Enterprise in Scotland. It could be called 'Anturlaith: Menter Iaith ar Waith'. This body will:

1. Follow the Andoain Enterprise Park model in 4 areas of Wales
2. Develop a 'Deorfa Wledig' (Rural Incubator) as part of the enterprise park
3. Implement specific plans for economic development within communities by promoting development for the bottom up.

Anturlaith will have a representative structure across Wales and will be accountable to the Assembly. The body will be established through a new enterprise act. It will have statutory duties, objectives and goals set by the Welsh Government.

Anturlaith's first strategic step will be to follow the Andoain Enterprise Park model, namely Martin Ugalde's Cultural Park in the Basque Country and other similar parks. This is a enterprise park which promotes Basque culture and is a base for various organisations, companies and Basque societies. These are in communication, research, media, music, youth work, trade and the environment. Anturlaith will establish Business Parks and/or Welsh enterprise clusters in four specific areas, such as Dyffryn Ffestiniog, Bro Ddyfi, Dyffryn Teifi and the Efail Wen area (between Pontypridd and Cardiff).

Between the four parks, one thousand jobs will be created.

After developing these strategic centres one could develop further work in centres such as Llangefni, Dinbych, Ystradgynlais/Pontardawe and other areas of the Valleys.

By working along this strategic parth, it's possible to focus attention on creating 1,000 jobs which will not only create economic benefits, but also linguistic ones.

4.3. Rural Incubator (Deorfa Wledig)

In order to develop ideas and new initiatives from the bottom up, Anturlaith will establish a 'Deorfa Wledig' (Rural Incubator). The incubator is a Welsh-medium location for people to start new businesses, including some with innovative ideas but without the experience of establishing a business. It will offer a package which includes a suitable space for small initiatives, business advice, mentoring, opportunities to locate with a similar business or pairing service, access to finance and a package of tailored workshops and courses.

5. Recommendations for the Welsh Government

In order to realise the above vision, we call on the Welsh Government to:

1. Establish an Economic Development Agency based on international lessons, namely the Anturlaith body described above, in order to:
 - Copy the work of Andoain Enterprise Park, namely a centre which is a home for organisations and businesses connected to the Welsh language and culture, in four areas
 - Develop a 'Deorfa Wledig' (Rural Incubator), namely a centre which provides units for establishing new businesses and also support and advice for them, within those areas
2. Make the Welsh language a cross-cutting part of every Welsh Government economic development programme
3. Ensure that firm conditions in favour of the Welsh language are used when distributing grants to business