

Annual Report on the Welsh Language in Estyn 2024-2025

This document is also available in Welsh

This thirteenth annual report includes a summary of progress made between March 2024 and April 2025 against the priorities that we identified in last year's report.

Priorities for 2024-2025

- 1. Develop a comprehensive training programme that aligns well with individuals' and organisational linguistic and professional needs.**
- 2. Increase the use of the Welsh language across the organisation, by utilising employees' language skills, wherever they are on the language continuum.**
- 3. Promote the use of the Welsh language with those we work with e.g. providers we inspect, our feedback to public consultations and in contracting with third-party agencies.**

Introduction

We have made sound progress, where practically possible, in terms of the above priorities during the year and this report is intended to reflect and exemplify that progress.

- 1. Develop a comprehensive training programme that aligns well with individuals' and organisational linguistic and professional needs.**

Out of a total of 121 responses by staff members who took part in our Welsh language skills survey in 2023-24, 53% expressed an interest in learning Welsh or improving their present Welsh language skills.

All staff members were offered the opportunity to undertake Welsh language courses through the Learn Welsh sector and staff participation increased. 7 members of staff, (5 Inspection and 2 Central Services) engaged in Welsh language training during 2024/25 for a total of 45 days. This has increased from 2023/24 when there was a total of 3 staff attending Welsh language training for a total of 36 days. (See Appendix 3).

Responses to the survey demonstrated that intensive residential provision was the most popular option. During the reporting year we arranged for staff to attend an intensive course in Nant Gwrtheyrn in July 2025. Staff members were invited to express an interest to attend these courses during work time and we will report on the outcomes in the 2025-26 report.

2. Increase the use of the Welsh language across the organisation, by utilising employees' language skills, wherever they are on the language continuum.

During the reporting year we succeeded in increasing the numbers learning Welsh. The Guidance for the use of the Welsh language at events (Appendix 7) provides opportunities for staff at all levels of language proficiency to use their Welsh language skills. We have increased the use of Welsh in internal events, for example professional development activities, significantly as a result of this guidance.

In addition, we undertook a thorough internal consultation with staff members in English and Welsh medium focus groups to steer the content of our updated Strategic Welsh Language Plan which will be completed during reporting year 2025-26. Valuable input was obtained regarding workforce development, promoting the use of Welsh internally and promoting the use of the Welsh language with stakeholders.

3. Promote the use of the Welsh language with those we work with e.g. providers we inspect, our feedback to public consultations and in contracting with third-party agencies.

We continued to engage with a wide range of public consultations, for example the Welsh Language and Education (Wales) Bill, the Welsh Language Commissioner's Enforcement Policy and the Culture, Communications, Welsh Language, Sport and International Relations Committee's consultation, *Cymraeg for all?*

Our inspection and thematic reports consider the use of the Welsh language relevant to those educational contexts, and recommendations to providers and settings are often made in those reports. Examples of thematic reports specifically on the use of the Welsh language include

[Thematic Report: Developing pupils' Welsh reading skills from 10-14 years of age - Estyn](#)

[Thematic Report: Increasing the use of the Welsh language in the post-16 sectors - Estyn](#)

In addition, our annual report highlights the strengths and areas for development regarding the Welsh language across all education settings inspected by us.

[The Welsh language – Adroddiad Blynyddol | Annual Report](#)

Impact of Welsh language training

The availability of Welsh language training for all staff signals the importance of Welsh in our organisation. New staff are alerted to the opportunities for undertaking Welsh training in their Welsh language induction session or when they evaluate their developmental needs as part of their ongoing performance reviews.

During the reporting year, and for the third consecutive year, we distributed an online survey for all staff members to complete. The response rate was down from last year, and we received a total of 83 responses out of a possible 145. 49%% of our staff members (41 individuals) who responded expressed an interest in learning Welsh or improving their present Welsh language skills.

The survey contained a series of questions asking staff to self-assess their ability in Welsh regarding oracy (listening and speaking), reading and writing. They were asked to self-evaluate their level using a six-point scale. The scale used was based on the internationally accepted levels of the Common European Framework of Reference for Languages (CEFR) and the Learning levels | Learn Welsh used by the Welsh for Adults (Learn Welsh) sector (Pre-entry or no Welsh, Entry, Foundation, Intermediate, Advanced, Proficiency) which are also based on the CEFR.

In addition, we asked staff members if they used their Welsh language skills in work, and if so, how as well as if they would be interested in training in improving their Welsh language skills.

Oracy

31 staff members self-assessed themselves as at 5 or 6 on the scale (i.e. Levels B2 – C1/C2 on the CEFR) regarding oracy. This represents a total of 37% of those staff members that completed the survey.

Reading

32 (39%) staff members self-assessed themselves at levels 5 and 6 on the scale.

Writing

31(37%) staff members self-assessed themselves as at levels 5 and 6 on the scale.

We have a small number of staff who self-assess at Level 4 or B1 (roughly equivalent to GCSE second language). Oracy 5%; Reading 6%, Writing 2%.

Over half of the respondents are at lower levels A1-A2 (below GCSE second language levels) for all of the skills and it would require significant time and investment to turn them into active fluent speakers.

Record keeping

We keep a record, by following the financial year, of the number of complaints that relate to compliance with the Welsh language standards (whether the complaint is about the standards with which we have a duty to comply or not).

During 2024-2025, no complaints were received about our Welsh language services (down from 1 in 2023-24 and 3 during 2022-2023).

We monitor the quality of our Welsh language services closely and keep a record of what we do to ensure that we comply with the policy-making standards. We keep a record (following an assessment of Welsh language skills) of the number of employees who have Welsh language skills (See appendices 1 and 2 below).

We also keep a record of the number and percentage of staff members who attended training courses through the medium of Welsh and/or language awareness courses.

We keep a record of the number of vacancies where Welsh language skills are assessed as being essential or desirable.

During 2024-2025, 12 new permanent members and one fixed-term member of staff joined Estyn in different posts (7 members of inspection staff and 6 in Central Services).

Seven recruitment campaigns took place during 2024-25:

Post	Grade	Welsh Language Essential	Welsh Language Desirable	Appointee Welsh Speaker
Research Administrator	AO		Yes	No
Campaigns and Contents Officer	EO		Yes	No
Planning and Data Validation Officer	EO		Yes	No
People Advisor	EO		Yes	No
PR and Campaign Manager	HEO		Yes	Yes
People and OD Manager	SEO		Yes	No
HMI (x7)	Grade 6		Yes	1 Welsh Speaker

Priorities for 2025-2026

- 1. Update and revise our Welsh language strategy in line with feedback from staff to ensure that it is relevant to the internal and external needs of the organisation.**
- 2. Develop workforce development training opportunities that recognise working patterns and aligns well with individuals' and organisational linguistic and professional needs. The programme will aim to offer ongoing support that will assist the development and use of employees' language skills, wherever they are on the language continuum.**
- 3. Enhance our Welsh language workforce mapping to inform future resourcing requirements.**
- 4. Promote the use of the Welsh language with those we work with e.g. providers we inspect, our feedback to public consultations and in contracting with third-party agencies.**

Appendices

Appendix 1: Number and percentage of staff in the organisation's services who are able to speak Welsh as at 31 March 2025 (full-time equivalent)

- By department
- By job grade

• Staff/Directorate	Number of staff at 31 March 2025	Number of Welsh Speakers at 31/03/2205	Percentage
HMCI	1	1	100%
Strategic Directors	2	1	50%
Inspection staff			
AD Inspection	7	5	71%
HMI	73	22	30%
Seconded	5	2	40%
Total inspection	85	29	34%
Central Services			
AD Other	2	2	100%
Grade 7	4	1	25%
SEO	5	1	20%
HEO	9	4	44%
EO	24	3	13%
AO	13	2	15%
CS total	57	13	23%
TOTAL all	145	44	30%

Percentage overall for 2023/24 – 32%

Percentage overall for 2022/23 – 36%

Percentage overall for 2021/22 – 34%

Appendix 2: Inspection staff able to inspect through the medium of Welsh as a percentage of all inspection staff (full-time equivalent)

31 March	2019	2020	2021	2022	2023	2024	2025
Inspection staff able to inspect through the medium of Welsh	25	25	25	29	28	33	29
Total Inspection Staff	64	65	64	72	68	93	85
Percentage	39%	38%	41%	40%	41%	35%	34%

The percentage of inspection staff who can speak Welsh fell to 34% in 2024-25.

The percentage of Central Services staff who speak Welsh has also fallen from 25% in 2023-24 to 23% down from 28% in 2022-23 and 2021-2022 and 30% in 2020-21.

Appendix 3: Welsh language training 2024-25

Type	Number of Staff	Provider	Location	Days
External Courses				
Foundation Learn Welsh	1	Learn Welsh	Face to Face	2
Entry Course Part 2 (Welsh) Mynediad 2 (Entry 2)	1	Learn Welsh	Face to Face	5
Foundation Course Part 1	2	Learn Welsh, Nant Gwrtheyrn	Online/Virtual	5
Academi Wales Winter School	1	Nant Gwrtheyrn	Online/Virtual	5
Beginner/Foundation Course	2	Learn Welsh	Online/Virtual	28

Total: 7 members of staff, 5 Inspection and 2 Central Services engaged in Welsh Language Training during 2024/25 for a total of 45 days. (This has increased from 2023/24 when there was a total of 3 staff and 36 days).

Appendix 4: Number of staff who received Welsh language induction training and specific training through the medium of Welsh

All staff, including temporary staff or agency staff, receive Welsh language awareness induction training as part of their induction programme by the HMI who is responsible for the Welsh language. This is scheduled by the People team as part of the induction programme for new staff. This training includes raising a broad awareness of the history of the language and its place in the history of Wales, understanding the requirements of the Welsh language standards and an understanding of the way in which Welsh can be used in the workplace.

During 2024/25 13 new employees joined Estyn in different posts, 12 of which were permanent, 1 fixed term until 31 December 2025. 6 Central Services and 7 Inspection staff. In addition to this 3 Additional Inspectors were appointed.

All new staff including 21 temporary agency staff received the above training.

Appendix 5: Analysis of how external training/stakeholder engagement meets delegates' Welsh language requirements

This year 64 external training and stakeholder events were held; 49 in person and 15 online (up from 46 events during 2023-24 -17 online and 29 in person).

Online events were run on Microsoft Teams either in single language sessions or with simultaneous translation. In person events were run with single-language sessions, or alternatively simultaneous translation was used.

At in person events, both languages were used where possible for plenaries, presentations and Q&As (for example at the Annual Update Training Events and Annual Report Launch) with translation equipment available.

685 delegates answered our question on whether we met their language needs.

672 (98%) agreed we had met their needs.

13 (2%) disagreed, which is up on last year's figure of 0.6%.

Not everyone who disagreed noted their reasons, however the following were noted:

- No Welsh session on the date they were able to attend (annual update training)
- A request for more Welsh sessions in more locations (annual update training)
- Issue with their translation headset (annual update training)
- Not everything was bilingual and should be (annual update training)
- Issues with the translator mumbling and quality of translation (in a specific event)

Appendix 6: Social media engagement through the medium of Welsh

Estyn communicates bilingually on social media. The charts below show the percentage who view messages in English (EstynHMI) and Welsh (EstynAEF).

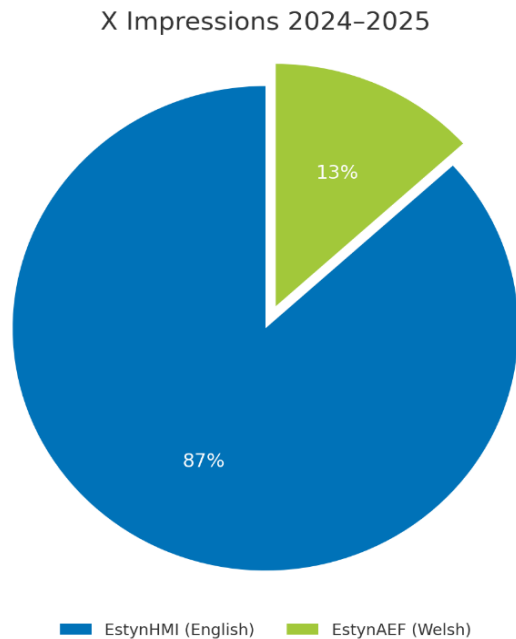
X Impressions

(Impressions include the number of times any content from X was displayed on a person's screen)

During 2024-2025 the total number of Welsh language (EstynAEF) X impressions was 49,441 which is a 36.7% decrease from the previous year which totalled 78,168, impressions.

During 2024–2025 the total number of English language (EstynHMI) X impressions was 322,813, which is a 14.4% decrease from the previous year which totalled 377,232 impressions.

This decrease reflects a wider trend across the sector, as many organisations—particularly in the public sector—scale back their use of X (formerly Twitter).



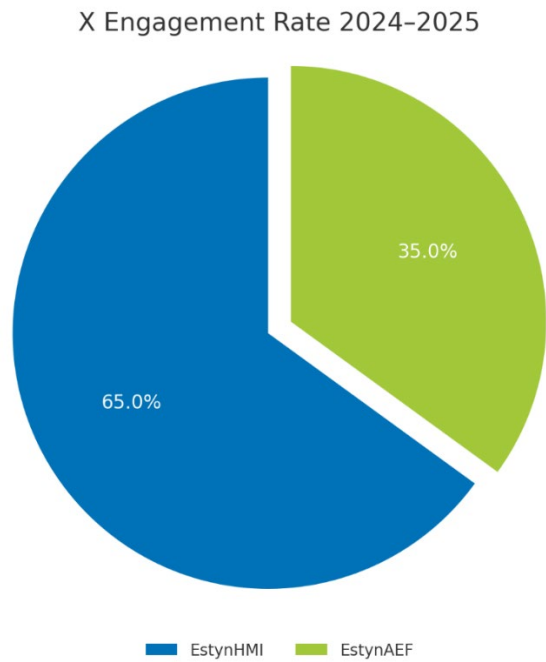
X Engagement Rate

(Engagement rate is the percentage of people who interact with a post—such as liking, sharing, or commenting—compared to how many people saw it, showing how well the content connects with its audience).

In 2024–2025, EstynAEF saw an engagement rate of **3.5%**, which is an increase of **52%** from 2023–2024, where the engagement rate was **2.3%**.

In 2024–2025, EstynHMI saw an engagement rate of **6.5%**, which is a **111%** increase from the previous year, where the engagement rate was **3.08%**.

Although EstynHMI continues to outperform EstynAEF in engagement rate, both channels are significantly above industry standards. According to Hootsuite (2025), the average engagement rate for the education sector is **2.4%**. This highlights that while the Welsh-language channel may receive fewer impressions, its content is engaging and impactful within its audience.

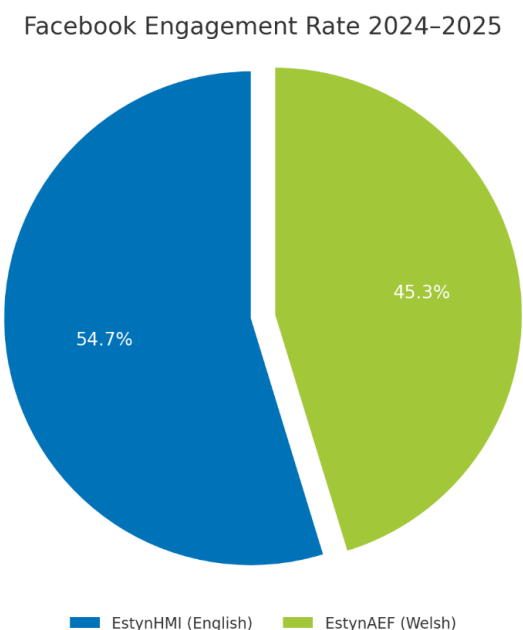


Facebook

In 2024-2025, EstynHMI achieved a Facebook engagement rate of **8.1%**, while EstynAEF reached **6.7%**.

This marks a significant improvement for EstynAEF, with the engagement rate rising by **149%** since 2021-2022, when it stood at **2.69%**.

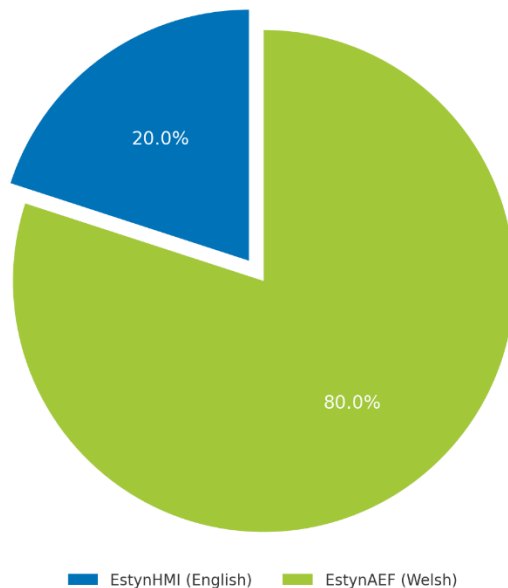
Although the Welsh-language page continues to receive lower reach than its English counterpart, this strong engagement rate highlights that EstynAEF content is resonating well with its audience.



Instagram

In 2024–2025, we launched our Instagram channels for both EstynHMI and EstynAEF, giving us a new platform to connect with audiences visually. Despite being in its early stages, EstynAEF achieved an impressive engagement rate of 0.8%, compared to 0.2% for EstynHMI. While reach and interaction levels are still developing, these early results suggest promising engagement with Welsh-language content on this platform.

Instagram Engagement Rate 2024–2025



Appendix 7: Guidance for the use of Welsh Language at Events

When organising a public event in Wales, it's essential to ensure that the Welsh language is treated no less favourably than the English language. We are a body that is required, by law, to comply with the Welsh language standards. Ensuring we are bilingual whenever and wherever possible, shows inclusivity and showcases the Welsh language.

Promoting Events

- All Promotion, for example via email, social media or webpages, will be bilingual.

Application Forms, Registration Forms and Surveys

- Application forms, registration forms and surveys will offer a language choice so delegates can choose to complete them in Welsh or English (apart from Welsh for Adults where it is appropriate to use Welsh only)
- The following questions should be used to enable the Events team to communicate and plan effectively:

➤ Pa iaith hoffech chi i ni ei defnyddio wrth gyfathrebu â chi? Cymraeg / Saesneg

- Which language would you like us to use when communicating with you? Welsh / English
- Bydd croeso i bawb sy'n mynychu'r digwyddiad hwn gyfrannu at drafodaethau yn y Gymraeg neu'r Saesneg. Er mwyn ein cynorthwyo i gynllunio'n briodol ar gyfer y digwyddiad, nodwch eich dewis iaith: Cymraeg / Saesneg
- All those attending this event will be welcome to contribute to discussions in either Welsh or English. To assist us in making appropriate plans for the event, please indicate your language preference: Welsh / English

Translation or Welsh Language Groups

- Simultaneous translation (Welsh to English) should be provided when anyone attending an event has confirmed they wish to participate in discussions through the medium of Welsh.
- When numbers allow, a Welsh language group should be offered. As the number of delegates varies from 15-150+ this will be considered on a case-by-case basis.
- Simultaneous translation will be provided in breakout groups if running a Welsh language group is not viable.
- A channel with simultaneous translation should be provided when Welsh is requested for online events.

Programmes / Signage

- Signage and event programmes should be bilingual. Welsh should come first or to the left.

Presentations and Materials

- Plenary presentations should be bilingual. Welsh first or to the left.
- Group presentations should be in the language of the group and bilingual if a bilingual group.
- Handouts should be bilingual. When not possible, for example when sharing examples of learners' work, handouts should be shared in the language of the group.
- External speakers making presentations at Estyn events should be encouraged to use bilingual slides, but it is not compulsory.

Speakers and Chairs

- Chairs and hosts of events should open and close bilingually as well as encourage and support discussions in both languages throughout the event.
- Welsh speaking participation is encouraged when considering panel members.

- Events should be designed to actively demonstrate that we welcome the use of Welsh and English. To this end, we should aim to ensure that 50% of the plenary is delivered in Welsh.

Greeting delegates

- Greet delegates by using 'bore da' (good morning) and 'p'nawn da' (good afternoon) even if you don't speak Welsh. Other useful words include 'diolch' (thanks), 'hwyl' (bye), 'i'r chwith' (to the left), 'i'r dde' (to the right), 'syth ymlaen' (straight ahead). Non Welsh speaking members of the Events and Communications Team will attend short online Welsh taster sessions as standard.
- Where a request has been made to participate in discussions in Welsh, it would be beneficial to have a Welsh speaking member of staff on registration if possible.
- At Welsh language events (i.e. the Urdd Eisteddfod), event staff should be Welsh speaking or learners at intermediate level (canolradd) who are able to hold a simple conversation in Welsh.
- Any announcements over loudspeakers should be bilingual.

Welsh Speaking Staff

- Iaith Gwaith (Working Welsh) badges should be worn by staff to show that we can communicate in Welsh. 'Dysgwr' badges worn by learners.