



Llywodraeth Cymru
Welsh Government

Guidance for the use of the **Welsh Language**

in Welsh Government communication
and marketing work

Produced by Communications Directorate, Welsh Government

This guidance is the Welsh Government's interpretation of the Welsh Language Standards and outlines how communication and marketing work prepared and delivered by, or for, the Welsh Government, should treat the Welsh language. This guidance is for communication and marketing work with external audiences (in Wales) and mainly relates to the Service Delivery Standards of the Welsh Language Standards. This guidance will be updated periodically.

External agencies working for the Welsh Government on communication and marketing work are required to follow these guidelines and deliver to the standards outlined. All media planning and buying, to ensure compliance with this guidance, should be through the Welsh Government's media buying agency.

Our main principles are:

1. all communication and marketing work will be produced in the Welsh language as well as English
2. when work is produced in both Welsh and English languages, the Welsh language will not be treated less favourably than the English language
3. the Welsh language will not be treated less favourably in terms of:
 - presentation e.g. use of font, size, colour and format
 - position and prominence
 - when and how the material is published, made available or exhibited.
4. Welsh language communication output produced and published by the Welsh Government is of an appropriate quality and standard.

Contents

1	Meetings, events & exhibitions	4
2	Presentation & communication	7
3	Print, on-line & social media	13
4	Video	18
5	Advertising	21
6	Grants, sponsorship and contracts, In a state of emergency and Further information	25
7	Layout & design examples	26

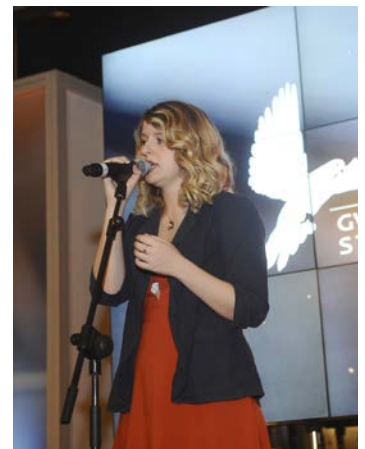
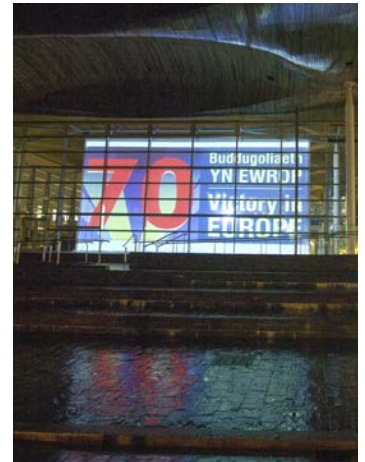
1

Meetings, events & exhibitions

The following applies to meetings arranged by the Welsh Government that are open to the public and public events organised, or 50% funded, by the Welsh Government:

A meeting that is open to the public:

- 1.1 the invite for the meeting will be sent in Welsh and English. The Welsh will be positioned so that it is likely to be read first
- 1.2 all speakers will be asked ahead of the event whether they wish to use the Welsh language and if any individual does, simultaneous interpretation (from Welsh to English) will be provided, unless it is agreed that the meeting will be conducted in Welsh without a translation service
- 1.3 all material advertising the meeting, including the invitation, will state that anyone attending is welcome to use the Welsh language at the meeting



- 1.4 simultaneous interpretation from Welsh to English will be available and those present at the meeting will be informed orally, in Welsh, that they are welcome to use the Welsh language and there is simultaneous interpretation available
- 1.5 any written materials, including any signage, displayed at the meeting will be produced in Welsh and English; the Welsh will be positioned so that it is likely to be read first
- 1.6 efforts should be made to ensure that the Chair of the meeting is able to conduct the meeting in Welsh as well as English.

For a meeting, conference or seminar that is open to the public, in addition to the above:

- 1.7 any agendas, minutes or other papers available to the public from the Welsh Government will be available in Welsh and English
- 1.8 when a third party makes items available for any of these events, then responsibility for preparing and delivering the items to the appropriate Welsh language compliance lies with those individuals or organisations
- 1.9 invitations to the meeting or event should be sent and handled bilingually
- 1.10 if a live twitter feed is used for the purposes of displaying tweets on screen in, for example a conference, attendees should be able to tweet bilingually (with staff available for moderating for both languages).

An event open to the public which is organised by the Welsh Government or 50% funded by the Welsh Government:

- 1.11 any promotion of the event, including a presence in the event programme or accompanying literature will be produced in Welsh and English
- 1.12 any signage displayed at the event will be in Welsh and English
- 1.13 any literature or display material will be in Welsh and English

- 1.14 messages over a public address system will be made in Welsh and if the announcement is made in Welsh and English the Welsh announcement will be made first
- 1.15 any reception arrangements made to greet visitors at an event will be made available in Welsh as well as English and staff able to provide that service will wear a badge to convey that
- 1.16 the programme content of any National Service or celebration event organised and funded by the Welsh Government will not treat the Welsh language less favourably than the English.

At **meetings, seminars and events**, any holding slides for speakers will be in Welsh and English and any slides for presentations made by Welsh Government representatives will be in Welsh and English. The Welsh will be positioned so that it is likely to be read first.

The following applies to a Welsh Government presence at an exhibition or show in Wales:

- 1.17 any promotion relating to the Welsh Government's presence, including an advert in the event programme will be in Welsh and English
- 1.18 the material displayed and made available at the exhibition (including signage) will be in Welsh and English
- 1.19 staffing arrangements for an exhibition will ensure member/s of staff are always available to communicate in Welsh as well as English and staff will wear a badge to convey that
- 1.20 any services offered to those visiting the Welsh Government's exhibition will be available in Welsh and English.

If a **third party** is offered space for their material on a Welsh Government exhibition it is that party's responsibility to provide material in both Welsh and English.

Some of the above will be in Welsh only for the Welsh Government's presence at Welsh language events such as the Urdd and National Eisteddfodau e.g. presence in the event programme, entertainment on the stand. When an international group of delegates attend an event in Wales, it is best practice to showcase Welsh to promote the language as part of the cultural offer.

2

Presentation & communication

All presentation and communication will not treat the Welsh language less favourably than the English, including:

Corporate identity:

- 2.1 the corporate identity (new or revised) will not treat the Welsh language less favourably than the English. This includes visual statements, name or names used, branding and slogans
- 2.2 all stationery and electronic addresses will use the corporate identity correctly to ensure the Welsh language is not treated less favourably than the English
- 2.3 the Welsh language will be given consideration at the outset when creating any identities for Welsh Government campaigns or programmes e.g. names and straplines. These can be in Welsh only or bilingual. Slogans must work equally well in both Welsh and English (this is also the case for a mnemonic). Full consideration must always be given to the Welsh and English idiom.

The above points also apply to work delivered on behalf of the Welsh Government by or through third parties.



Signage:

This relates to all exterior and interior signage, including plaques and hoardings that promote a Welsh Government programme or funding. Signs (new, replaced or temporary) will:

- 2.4 display any text in Welsh and English. The Welsh text will be accurate in terms of meaning and expression
- 2.5 the corresponding Welsh and English text may appear on the same sign or on separate signs which have equal visibility and prominence. When Welsh and English text appears on the same sign the Welsh will be positioned so that it is likely to be read first.

Backdrops and displays:

- 2.6 any backdrop or display from the Welsh Government will be in Welsh and English. When Welsh and English text appears on the same backdrop, the Welsh will be positioned so that it can be read as easily as the English and should not be obscured in any way as a result of the room or exhibition set up.

When correspondence is sent to several people e.g. letter, circular, e-mail:

- 2.7 the Welsh version will be sent at the same time as the English and be presented in the same way. For example, if the English version is signed or includes contact details the Welsh version must as well
- 2.8 any communication that invites further correspondence or response, will state that correspondence in Welsh is welcomed, that a Welsh response will be given and it will not lead to any delay.

By post:

- 2.9 the most suitable format should be used for printed correspondence e.g. a door drop booklet should be on a tilt and turn format, whereas a letter would be back to back English and Welsh

- 2.10 if an address is used (direct mail) it is recommended that the address appears on the envelope, rather than use a window envelope. The enclosed letter need not carry the address and be to 'At Ddeiliaid y Cartref' and 'The Household' in the respective language
- 2.11 should a campaign use direct mail addresses outside Wales then the mailing can be in English only for these addresses
- 2.12 if no address is used (doordrop), the envelope would be addressed bilingually to 'At Ddeiliaid y Cartref/To the Household'. If a window envelope is used then 'At Ddeiliaid y Cartref/To the Household' will appear bilingually on both English and Welsh letters
- 2.13 when a specific group has been consulted on choice of language for communication, then correspondence would be in that language only e.g farming survey
- 2.14 consideration can also be given to using Welsh language addresses and presenting the Welsh letter facing outwards, by defining geographical areas.

By e-mail:

- 2.15 correspondence will have a bilingual title and text, with the Welsh appearing first
- 2.16 any bilingual attachment will have a bilingual title to indicate the bilingual nature of the content
- 2.17 any attachments with separate Welsh and English versions will have titles in the relevant language
- 2.18 in html emails, the Welsh will be positioned so that it is likely to be read first.

Communicating with the Media:

This applies to the way Welsh Government Press Office communicates with the media:

- 2.19 press notices will always be issued in Welsh and English and both versions will be issued at the same time and if sent by email, the Welsh should be positioned so that it is read first

- 2.20 an English only press notice may be issued (with the Welsh following as soon as possible) if it is deemed that 'urgent' media notification is required. 'Urgent' is defined as an unforeseen situation arising where anything other than an immediate communication from Government could have material impact on citizens' welfare, or a potential financial impact, for example on share prices. Ministerial clearance should be sought for issuing a communication in one language only, but in exceptional circumstances where this is not possible, the Head of News can authorise, while ensuring the equivalent bilingual material is commissioned and issued as soon as practically possible afterwards
- 2.21 Welsh language press notices uploaded to the Welsh Government website will appear at the same time as the English language versions
- 2.22 reactive lines are responded to in the language of the query. If the query is in English then a line will be prepared in Welsh only on request or if there is likely interest from the Welsh language outlets
- 2.23 any journalists contacting the Press Office wishing to correspond or speak in Welsh will be able to do so in the language of their choice, or when necessary, be transferred to a Welsh speaking colleague. Out of hours, every effort will be made to transfer the call to a Welsh speaking Press Officer should the duty Press Officer not be a Welsh speaker
- 2.24 journalists will be informed that they are welcome to use the Welsh language at press conferences and that simultaneous interpretation will be available
- 2.25 Technical Press Briefings should be treated as external meetings by asking in advance the language preference of those attending. If at least 10% wish to use Welsh, simultaneous translation must be provided
- 2.26 the message and contact details on the out of hours answerphone will be in Welsh and English
- 2.27 any general correspondence with the media should be in Welsh and English
e.g. Operational Notes and Diary Markers

2.28 when a Minister does not speak Welsh, media interviews will not be routinely available in Welsh, unless specifically requested and a suitable alternative interviewee is agreed by the relevant Minister.

Newspaper columns and features:

2.29 copy supplied through Press Office to newspapers, written by Ministers or senior Welsh Government staff, at no cost, to promote the Government's policies will be supplied in the language of the publication

2.30 any 'paid for' supplement or advertorial will follow the guidance on newspaper advertising.

Communication via a Helpline or Call Centre:

Helplines/Call Centres will provide a Welsh language service which is no less favourable than the English language service:

2.31 the number (or numbers) for the Welsh language service will be the same as for the corresponding English language service

2.32 when the telephone number is publicised the Welsh language will be treated no less favourably than the English language

2.33 when publicised, the telephone number will state (in Welsh), that calls in Welsh are welcome

2.34 any performance indicators for dealing with telephone calls must not treat calls made in Welsh less favourably than calls made in English.

Promotion of Services:

2.35 any Welsh language service will be promoted and advertised in Welsh

2.36 when there is a corresponding service available in Welsh and English, any publicity referring to the English service will state that a corresponding service is available in Welsh.

Research:

This applies to research commissioned and focus groups arranged to assist with the design of communication and marketing work:

2.37 when targeting all Welsh adults this will be a minimum 8:2 ratio with two groups conducted in the Welsh language.

This may differ when the subject being researched or the demographic of the target group suggests the ratio should be increased.

3

Print, On-line and Social Media

All documents available to the public, whether printed or on-line, will be in Welsh and English, including:

Documents:

- 3.1 agendas, minutes or other papers available to the public
- 3.2 certificates
- 3.3 brochures, leaflets, pamphlets, cards that provide information to the public
- 3.4 any policies, strategies, annual reports, corporate plans, guidelines, codes of practice, consultation papers that are available to the public
- 3.5 any rules that are published.

Any other document that is for public use will be produced in Welsh and English, if the subject matter suggests it should be produced in Welsh as well, or if expectations of the anticipated audience suggest it should be produced in Welsh as well as English.

Whatever the style of the documents, normally tilt and turn Welsh and English or bilingual, the Welsh will not be treated less favourably than the English version:



Llinell gwybodaeth, eirioli a chyngor i blant a phobl ifanc ar gael 24/7

Advocacy information and advice helpline for children and young people available 24/7



- 3.6 if separate Welsh and English documents are the only feasible mode of production, then the English version will clearly state that the document is also available in Welsh
- 3.7 when documents are produced bilingually the Welsh language will come first
- 3.8 if material e.g. a poster is produced for display by the recipient, then it should be produced bilingually and single sided, to allow both languages to be displayed at the same time.

Forms:

- 3.9 any form for public use will be produced in Welsh and English and any details pre-entered on the Welsh version of the form must be in Welsh
- 3.10 if forms are produced as separate Welsh and English versions then the English version will clearly state that the document is also available in Welsh and any requirements on the forms e.g. deadline for submitting the form, will be the same in both languages.

Website:

The following applies to the Welsh Government corporate website, websites hosted on the Welsh Government platforms and websites delivered on behalf of the Welsh Government or through a Welsh Government grant:

- 3.11 the text of the homepage and every other page of the website will be available in Welsh and these pages will all be fully functional
- 3.12 when a new page is published or changes made to existing pages, these will be available in Welsh and English at the same time
- 3.13 an English language page that corresponds to a Welsh language page will clearly state that the page is also available in Welsh and a direct link will be provided
- 3.14 the interface and menus of every page of the website will be provided in Welsh.

This does not apply to:

- 3.15 links provided to third party websites or content e.g. video, audio clips, document downloads
When links are to third party content available in English only, the Welsh language page will state 'Saesneg yn unig'
- 3.16 information presented by persons, other than the Welsh Government, on an interactive page e.g. a section for comments or a discussion forum
- 3.17 websites of organisations that are hosted on the Welsh Government platform, where responsibility for delivering the content to the appropriate Welsh Language compliance lies with those organisations.

Welsh material does not have to appear on the same page as the English material, or a page which is likely to be found before the English page is found.

E-bulletins / Newsletters:

- 3.18 e-bulletins will be sent in Welsh and English at the same time. Best practice is to produce a bilingual template for the bulletin or newsletter
- 3.19 links from e-bulletins to third party websites or content will be in the original language.
When the third party content is available only in English the Welsh version of the e-bulletin will clearly identify the link as 'Saesneg yn unig'.

Social media

Twitter:

This applies to all official Welsh Government Twitter channels, including Ministerial, corporate, campaign, and departmental:

- 3.20 Twitter feeds will be bilingual or separate Welsh and English feeds
- 3.21 all original information (anchor content) in tweets will be available in Welsh and English at the same time

3.22 On bilingual Twitter feeds:

- single bilingual posts are recommended. On single bilingual posts the Welsh shall always appear first.
- when tweets are posted in English and in Welsh separately on a bilingual feed, there is no stipulation as to which language appears first. Varying the order is recommended.
- all information should be available in both languages and the feed should allow contributions in both English and Welsh

3.23 On separate language feeds:

- the Welsh feed should be promoted periodically (we recommend every 2-3 weeks) on the English feed and the relationship between the feeds should be made clear e.g. the English feed should include the address of the Welsh feed (and vice versa)
- the Biog should include a link to the relevant website for that feed

3.24 a **reactive post** to a tweet will be in the same language as the original tweet

3.25 **retweets** will be in their original language. When both Welsh and English feeds are available they are re-tweeted on the appropriate feed. If an English language only re-tweet is considered important or of much interest to followers of the Welsh language feed, then the tweet can be summarised in Welsh with a link to the original English tweet

3.26 **hashtags** – a creative approach to bilingual or Welsh language hashtags is recommended, to assist one discussion. Alternatively separate Welsh and English hashtags can be created, in which case it is recommended that followers are reminded periodically, through that channel, of the corresponding language hashtag. Where bilingual hashtags are used they should be promoted equally

3.27 if, for PR purposes, an arrangement is made with a blogger to publish links to Welsh Government content, there should be 2 links to the content in both languages

3.28 all live tweeting shall be fully bilingual.

Facebook:

This applies to all official Welsh Government Facebook profiles, including corporate and campaign:

- 3.29 all profiles will be bilingual or separate Welsh and English
- 3.30 all original information (anchor content) will be available in Welsh and English at the same time
- 3.31 reactive posts will be answered in the language of the original post
- 3.32 if a person makes contact by social media in Welsh and a reply is required, it will be sent in Welsh.

Linkedin:

This applies to all official Welsh Government LinkedIn pages, including company pages, showcase pages and groups:

- 3.33 all profiles will be bilingual or separate Welsh and English
- 3.34 all original information (anchor content) will be available in Welsh and English at the same time
- 3.35 reactive posts will be answered in the language of the original post
- 3.36 if a person makes contact by social media in Welsh and a reply is required, it will be sent in Welsh.

4

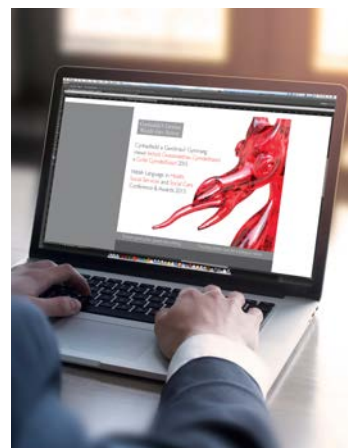
Video

Consideration must be given at the outset to ensure the video will treat the Welsh language no less favourably than the English language.

Planning ahead and identifying the need for Welsh language provision before starting will help produce video content that is compliant with the Welsh Language Standards and also ensure that sufficient footage is acquired and shot to produce videos of equal quality in English and Welsh. This planning stage should also identify where and how the video will be made available.

Below are the requirements for uploading video to Digital Channel/s:

- 4.1 the default approach is that two different versions of the video should be produced (one in English and one in Welsh)
- 4.2 each of the videos should be in the appropriate language in totality – this includes voice-overs, screen captions, graphics and interviews
- 4.3 under no circumstances should speech be dubbed into the alternate language
- 4.4 subtitles for translation purposes are not permitted



4.5 titles of video clips will be in the same language as the video. Further information on uploading videos to the Welsh Government YouTube channel is available on the Intranet.

Any deviation from this approach should be approved by Communications Directorate before embarking on the filming project. Failure to do so may result in the video not being suitable for use.

Playing video on a loop e.g for use on an exhibition stand or at an event, conference or meeting:

4.6 two different versions of a video (one in English and one in Welsh), as described in point 1 can be played alternatively on a continuous loop

4.7 when this looped video is to be played without sound then subtitles must be provided on screen in the language spoken.

Any deviation from this approach should be approved by Communications Directorate before embarking on the filming project. Failure to do so may result in the video not being suitable for use.

Playing video as a programmed item e.g. to attendees at a conference or meeting:

4.8 where a video is being produced of a Minister or senior official who cannot attend a conference or meeting, the video piece to camera should be recorded in the language(s) that the Minister or official would have used if they had attended the event in person

4.9 for Ministers and senior officials who can speak Welsh, consideration should be given to the audience at the event

4.10 screen captions and graphics, and any other on-screen text should be produced bilingually

4.11 where a Welsh language-only video is used at an event and it is subsequently published online, a transcript translated into English should be published alongside it.

Any deviation from this approach should be approved by Communications Directorate before embarking on the filming project. Failure to do so may result in the video not being suitable for use

4.12 length of video: Dependent on the content the length of a video should be no more than 1-3 minutes.

5

Advertising

This applies to all advertising (recruitment, public notices, campaign) and 'paid for' supplements and advertorials:

Print Adverts:

- 5.1 will always be in Welsh and English, with the Welsh positioned so that it is likely to be read first
- 5.2 Welsh only adverts will be used in Welsh language newspapers, magazines and Papurau Bro
- 5.3 English only adverts will be used in UK newspapers or specialist magazines. However, recruitment adverts for 'Welsh essential' / 'Welsh desirable' / Welsh to be learned in post' appointments will be fully bilingual wherever they are published.

Official Notices:

- 5.4 official notices published or displayed will be in Welsh and English with the Welsh positioned so that it is likely to be read first.



Out Of Home Adverts:

5.5 all ambient advertising will be bilingual (separate Welsh and English displays should not be used) with the Welsh language appearing first e.g. bus backs, sides and insides; bus stops, posters (including 48 sheets), inside trains.

TV Adverts – Production:

5.6 TV adverts will always be produced in Welsh and English

5.7 when there are corresponding Welsh and English adverts for a campaign, the Welsh will not be treated less favourably than the English in the production of the adverts

5.8 adverts will not be dubbed in any language

5.9 whenever possible English adverts should also carry Welsh channel details e.g website, hashtag.

TV Adverts – Media buying:

5.10 TV and radio adverts are always an element of a wider campaign. Should it be difficult to purchase the appropriate level of Welsh language TV and radio airtime, then consideration should be given on how to extend coverage through other Welsh language channels

5.11 S4C: we will buy the maximum TVRs for the demographic and subject area within the budget available. Adverts appearing on S4C will be Welsh only, with optional subtitles on the 888 button

5.12 Welsh adverts will be subtitled when used on channels other than S4C in Wales. Taking into account the day to day fluctuations in viewing figures, we will aim for an approximate ratio of 70:30 (English: Welsh). Some flexibility will be allowed, depending on the nature of the advert, to ensure the effectiveness of the campaign

5.13 on channels outside Wales, adverts will be in English only unless it is possible to target specific output e.g. through HD subscriptions.

Radio Adverts – Production:

- 5.14 radio adverts will always be produced in Welsh and English
- 5.15 when there are corresponding Welsh and English adverts for a campaign, the Welsh will not be treated less favourably than the English in the production of the adverts.

Radio Adverts – Media buying:

- 5.16 a minimum play-out ratio of 80:20 (English, Welsh) per individual station.
This will increase to a 65:35 ratio when:
- the broadcasting is in an area with a high propensity of Welsh speakers
 - the subject of the advert is targeted at the under 25 demographic*
 - the station broadcasts Welsh language programming.
- 5.17 this will always happen when the station's advertising policy allows.

Cinema Adverts:

- 5.18 adverts will be in Welsh and English (based on reformatted TV adverts)
- 5.19 Welsh language adverts will have English subtitles
- 5.20 cinema slots will be bought on a 50:50 ratio.

On-line Adverts:

- 5.21 **Facebook:** within Facebook Welsh speakers can be reached through interests and language choice. This is not representative of the total Welsh speaking audience of Facebook but enables us to target individuals in their language of choice
- 5.22 **Twitter:** as a consequence of Twitter language policy restrictions, it is not currently possible to advertise Welsh language promoted tweets on Twitter

- 5.23 **Google Display Adverts:** consideration should be given to adjust the proportion of Welsh adverts based on the propensity of Welsh speakers with campaign targeting adjusted according to the 2011 propensity survey* but the default position will be a 50:50 ratio.
- 5.24 **YouTube True View advertising:** consideration should be given to target Welsh adverts to Welsh language content on YouTube with campaign targeting adjusted according to the 2011 propensity survey* but the default position will be a 50:50 ratio
- 5.25 **Spotify:** adverts will be in Welsh as well as English (the platform restricts Welsh language adverts to a 1:10 ratio).

SMS Text:

- 5.26 any messages sent on SMS will be in Welsh and English with the Welsh message appearing first
- 5.27 any automated voice messages will be in Welsh as well as English with the Welsh message made first.

6

Grants, sponsorship and contracts

All those contracted to deliver a service on behalf of Welsh Government will be subject to the Welsh Language Standards.

For organisations who receive Welsh Government grants or sponsorship, it is always advisable to seek advice regarding their obligations for delivering any communication and marketing work under the Standards.

In a state of emergency

During the first 24 hours of an unforeseen public health or safety emergency, all endeavours will be made to ensure materials are available in Welsh, as well as English, although during this time, speed and accuracy of information for the safety and wellbeing of the public will be deemed as being of paramount importance.

For further information contact Communication Directorate at **communicationcontractsmailbox@gov.wales** or the Design Team at **design@gov.wales**

* the media buying agency will advise based on the proportion of people able to speak Welsh, detailed by age group, in the 2011 Census.

7

Layout examples

Posters / Display material

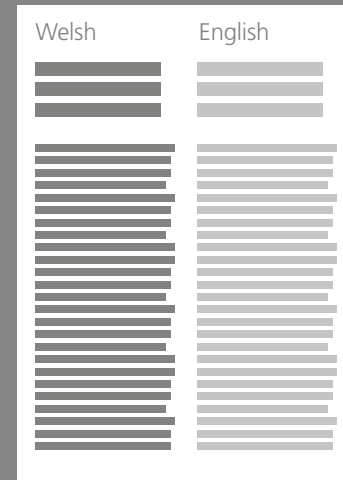
Top and bottom

Welsh above, English below



Side by side

Welsh left side, English right side



Signage

Welsh above, English below



Documents

Tilt and turn

Welsh one side, English on flip side



Parallel pages

Welsh left page, English right page

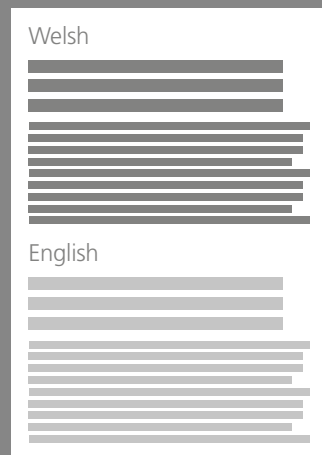
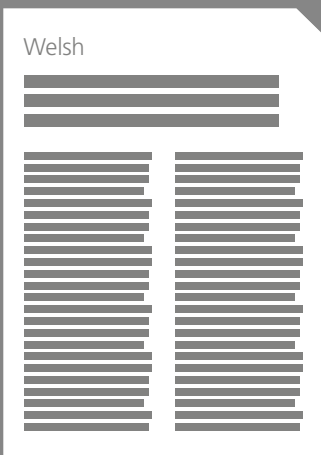


Flyers

Tilt and turn

Welsh Side

English Side



Design examples



Cymru'n gwneud safiad yn erbyn cam-drin domestig, trais yn erbyn menywod, a thraus rhywiol

Beth wnei di?

Wales, making a stand against domestic abuse, violence against women, and sexual violence

What will you do?

I gael help neu gyngor ffonia
0808 80 10 800

For help or support call
0808 80 10 800

Livefearfree.org.uk / bywhebofn.org.uk #cymruyngwneudsafiad / #makingstandwales

Beth mae Llywodraeth Cymru wedi'i wneud dros Gymru?

Ers datganioli, mae Llywodraeth Cymru wedi cyflwyno nifer o welliannau pwysig i bobl Cymru. Mae rhai o'r rhain yn golygu bod y sefyllfa yng Nghymru yn wahanol i weddill y Deyrnas Unedig. Dyma rai ohonynt:

- ★ Presgripsiynau am ddim i gleifion sy'n byw yng Nghymru
- ★ Agor ysbytai newydd, cyflwyno parcio am ddim mewn ysbytai, a darparu mwy o wasanaethau deintyddol sy'n cynnig triniaeth drwy'r Gwasanaeth Iechyd Gwladol
- ★ Buddsoddi degau o filiynau o bunnoedd i godi tai fforddiadwy newydd
- ★ Gwahardd smygu mewn mannau cyhoeddus - Cymru oedd y wlad gyntaf yn y DU i bleidleisio o blaid hynny. Daeth y gwahardd i rym yn 2007
- ★ Mynediad am ddim i Amgueddiydd ac Oriolau Cenedlaethol Cymru
- ★ Cynllun teithio am ddim ar fysiau i bobl dros 60 oed
- ★ Agor rheilffyrdd newydd, creu gwasanaethau tren newydd a buddsoddi mwy mewn trafniadaeth gyhoeddus
- ★ Sefydlu'r Cynod Sylfaen ar gyfer plant 3 i 7 oed
- ★ Gwethredu Mesur y Gymraeg a'i gwneud yn haws cael gafael ar addysg cyffwrdd Gymraeg
- ★ Cyflwyno tali am fapiau slopwr i mwy o lleihau effaith bagiau plastig ar yr amgylchedd

What has the Welsh Government achieved for Wales?

Since devolution, the Welsh Government has initiated some major improvements for the people of Wales; sometimes these have been different to the rest of the UK. These include:

- ★ Free prescriptions for patients living in Wales
- ★ New hospitals, free hospital parking and more dental practices providing NHS services
- ★ Investing tens of millions of pounds in creating new, affordable housing
- ★ Wales was the first UK country to vote in favour of a smoking ban in public places. The ban was implemented in 2007
- ★ Free entry to our National Museums and galleries
- ★ Free bus travel for over 60s
- ★ New railway lines, rail services and increased investment in public transport
- ★ Establishing the Foundation Phase for 3 to 7 year olds
- ★ Implementing Welsh Language Measure and improved access to Welsh Medium Education
- ★ Introduced carrier bag charges to lessen impact of plastic bags on the environment



**Man cymorth
Help point**

Ceidwad y Parc
Park ranger





**Helo a chroeso
Hello and Welcome**

Parc Coedwig
Forest park




**Pwysig
Important**

- Mwynwch i'r parhys, mwyaf, o'r parhys i'r parhys i'r parhys
- Parhyswch i'r parhys i'r parhys i'r parhys
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- Parhyswch i'r parhys i'r parhys i'r parhys



The St David Awards annually recognise and celebrate the exceptional achievements of people in Wales. They acknowledge people who are making a real difference for this country – either at home or abroad. They are great marks of distinction and the highest accolades that Welsh Government confers on our citizens nationally.

The St David Awards operate over the entire country – they are the “awards of awards” and the natural destination for consideration by all those who might have won other sectoral or community awards.

Visit the website www.stdavidawards.org.uk

Do you know someone exceptional?

Llywodraeth Cymru
Welsh Government

Mae Gwobrau Dewi Sant yn gwehredu drosg ym gategoriadau a dyma'r amlygwyr uchaf y mae'r ddeddf yn gwyboda'u gwobrau. Mae'r gwasanaeth gwyboda'u gwobrau yn cael ei darparu gan Lywodraeth Cymru yn rhai o ddiwydiadau a sectorau eraill.

Gallwch enwebu ar gyfer Gwobrau Dewi Sant 2015 o 21 Gorffennaf tan 28 Hydref 2014.

Enwebwch ar www.gwobraudewi.org.uk neu gyffwrdd eidd.

Dymwch y newyddion diweddar am y Gwobrau ar Twitter hefyd ar [@gwobraudewi](https://twitter.com/gwobraudewi)

Maer Gwobrau Dewi Sant blynyddol yn cydnabod Maer Gwobrau Dewi Sant blynyddol yn cydnabod Maer Gwobrau Dewi Sant blynyddol yn cydnabod

Ydych chi'n rhywun eithriadol?

Llywodraeth Cymru
Welsh Government



Arolwg Cenedlaethol Cymru 2014-15

5.6 o 10 Bodlonrwydd gyda Llywodraeth Cymru

79% yn meddwl fod pobl yn tiri o'r gwlad yn dda i'w parhau

66% yn parhau neu beicio i'w ddiwydiadau

72% YN CAEL PRAWF LLYGAID BOB DWY FLYNDEB

59% yn meddwl fydd effeithiau newid ym yr hinsoddiad yn waelu mwy na 25 ymlediad

94% yn fodlon â'u lleoli

35% o'eddych chi'n hysbysu bod hysbysu'n dda

40% yn cael o'eddi fwy na 1000 o'eddi

19% yn ymuno gyda'r gwasanaethau a'r gwasanaethau

47% o'eddych chi'n hysbysu bod hysbysu'n dda

58% Digwyddiadau celfyddydol

39% Amgueddfa

59% Llywodraethol

Ymweld yn y 12 mis diwethaf

5.6 o 10 Bodlonrwydd gyda Llywodraeth Cymru

10 o 1000 o'eddi fwy na 1000 o'eddi

66% o'eddych chi'n hysbysu bod hysbysu'n dda

79% yn meddwl fydd effeithiau newid ym yr hinsoddiad yn waelu mwy na 25 ymlediad

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66% o'eddych chi'n hysbysu bod hysbysu'n dda

National Survey for Wales 2014-15

47% of households have a pet

19% are in the Armed Forces

52% are in the Armed Forces

40% have a pet

35% would like to start their own business

83% are satisfied with their accommodation

94% are satisfied with their accommodation

79% think people have been other people's respect

59% think people have been other people's respect

10% of households with a pet

66% of households with a pet

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10% of households with a pet

66% of households with a pet

CASTELL RHUDDLAN

RHUDDLAN CASTLE

Diwrnod am Ddim i blant
Children go Free day

17 Mai 2015
10am - 5pm

17 May 2015
10am - 5pm

Prisiau:
Oedolyn - £3.40
Plant - Am Ddim

Children - FREE

Yn ymuno gyda'r diwrnod am ddim i blant, dymwch rhyngwythol a gweithgareddau celfyddydol i'w gwneud yn eidd. Mae'r diwrnod am ddim i blant yn cael ei darparu gan Lywodraeth Cymru yn rhai o ddiwydiadau a sectorau eraill.

Join us for a day of story telling, interactive dance and musical activities where children are encouraged to have a go and of course our games.

Hwyf i'w holl teulu.

A fabulous family fun.

+cadw

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Welsh Government

**Llywodraeth Cymru
Welsh Government**

Mae pethau syml fel cynnig paned yn Gymraeg yn gallu gwneud byd o wahaniaeth i bobl yn eich gofal

Simple things like asking people in your care if they would like a cup of tea in Welsh can make a huge difference to them

'Paned o de?' ('Pan-ed or deh?')
'Cup of tea?'

CYMRAEG #PethauBychain #LittleThingsinWelsh

Mwy na geiriau More than just words

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GIG CYMRE NHS WALES **Llywodraeth Cymru
Welsh Government**

Rydym wedi ymrwymo i wneud Cynnig Rhagweithiol o wasanaethau Cymraeg i'n cleifion

We are signed up to make an Active Offer of Welsh language services to our patients

Cymraeg

CYMRAEG Mwy na geiriau More than just words

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