

A WALES OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE

**Menter Môn on a journey
towards...**

*"A Wales of vibrant culture
and thriving Welsh language"*

Promoting the Welsh language has been central to our work from day one, since Menter Môn was established over 25 years ago. Today, like in 1996 it's still core to our vision as a body working in an area where the Welsh languages remains the mother tongue of most people.

From the Menter Iaith (language initiative) to other schemes in Anglesey and Gwynedd like Llwyddo'n Lleol and Arfor – we make the most of every opportunity to promote the Welsh language and to create favourable economic and social conditions so that Welsh speakers, no matter their age, can live and work here.



Menter Iaith Môn specifically works to provide opportunities and experiences which encourage people living on the island to embrace the Welsh language with confidence, helping to develop skills and opportunities to speak Welsh. Over the last year many of Menter Iaith's projects have had to adapt to face new challenges and several new schemes have also been launched.

One important piece of work that Menter Iaith Môn has recently undertaken in partnership with the **Ynys Môn Language Forum** is to present a language profile for the island, in response to a request from the Welsh Government.

One of the most noticeable findings of the report was that the Welsh language isn't being passed on to the younger generation in nearly a quarter of the homes on the island where both parents can speak Welsh.

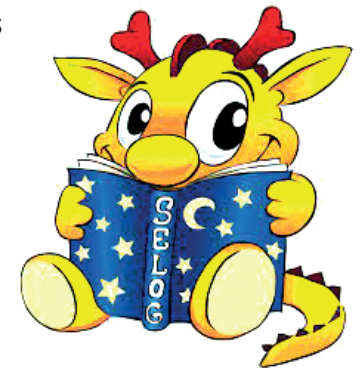
Elen Hughes, Principal Officer at Menter Iaith Môn explains: "This is an important piece of work and whilst the island remains one of the strongholds of the Welsh language – findings show that there is much more to be done to ensure that it thrives here. That's why our work is so important.

"National statistics show that 80% of children who speak Welsh at home continue to be fluent speakers, in comparison to 26% of children who start to learn the language at school. Our projects and our partnership work with

Betsi Cadwaladr University Health Board, Welsh for Children and Mudiad Meithrin, as well as popular apps such as 'Selog' all try to tackle this. We also work with parents to promote the benefits the Welsh language offers and create resources to help them use the language at home."

Selog goes from strength to strength

We've brought you news about the Selog apps in previous newsletters – but this year the technology linked to this small friendly yellow character has proved to be even more popular.



Selog's apps have been downloaded over 35,000 times, all over the world. In the last 12 months alone, there have been almost 25,000 reactions to online posts about Selog, with a total of half a million impressions on social media.

The character was originally developed in 2010 to read Welsh stories on Môn FM radio station. As technology adapted, the demand also increased with non-speaking Welsh parents in Holyhead wanting help to improve their use of the language at home.

And so, it began, the apps were developed. The singing, reading and exercise apps with Selog are now familiar to children on Anglesey and beyond.

In response to Covid19 restrictions in 2020, the service was expanded, with many parents for the first time having to teach their children at home – another challenge for non-Welsh speaking parents. A whole term of Selog resources was created for children between the ages of one and 11, which included worksheets, yoga sessions, creative games – all to help teaching from home.

The response was fantastic, with 93% of those who gave feedback agreeing that the resource is useful and that it has encouraged them to download other Welsh apps to use with the family.

Want to get to know Selog better?
[Click here.](#)

Theatr Ieuentid Môn

Despite the challenges of Covid19 and the lockdowns, Theatr Ieuentid Môn or as it's known locally, TIM, has adapted to run free virtual acting sessions for children. Led by the actor Gwion Aled, 'Tîm ar y Sgrin' was very popular with parents, and children appreciating the opportunity to socialise in Welsh during a time when schools were closed and there were no community activities. One parent commented: "My daughter really enjoyed the session – thank you. She would love to take part in an event like this again."



Helo Blod – using Welsh in business

In a joint session between Business Wales and Menter Iaith Môn, Anglesey's hospitality businesses learnt about the advantages of using the Welsh language in their promotion and branding work. Messages included how Welsh can add value and attract new customers and combined practical support through Helo Blod, which is a national translation service. It's a free service for businesses and charities and is offered by Mentrau Iaith across Wales – Menter Iaith Môn delivers Helo Blod locally.

One of the businesses that has used Helo Blod to help promote her products in Welsh said: "I speak Welsh, but I'm not confident enough to use it in my business. Helo Blod fills this gap, and they do the translating for me."