

# Annual Report Menter Gorllewin Sir Gâr

April 2020 - March 2021

---

## Aims:

Encourage and support language,  
community and economic development

---



# Table of content

- Chairman's Foreword..... 3
- Staff Menter Gorrlewin Sir Gâr ..... 4
- Children and young people ..... 6
- Welsh communities..... 7
- Helo Blod..... 8
- Digital inclusion ..... 9
- Profi Project..... 10
- Mentrau Iaith Cymru ..... 11
- Priority areas..... 11
- Gŵyl Canol Dre ..... 11
- Partners ..... 12

# Chairman's Foreword

It's been another successful year, and we can be proud of how Menter Gorllewin Sir Gâr has responded to the new challenges facing our communities.

In the context of Covid-19, I don't need to say that the past year has been a challenging and unprecedented one for all of us. Despite the challenges, Menter has gone from strength to strength, adapting and continuing to provide an important service to the area's residents. Digitally, and more recently in person, we have seen new developments in projects, finance and staff, with further information of these activities highlighted in this report.

Like every other year, as trustees, we are indebted to the staff. I would like to thank all the staff for their hard work and the way they have adapted and responded to the current situation. I would especially like to thank Dewi for his vision and the way he has led Menter through these uncertain times. I am also very grateful to all the trustees for giving their time voluntarily to ensure that Menter Gorllewin Sir Gâr is operating properly and effectively.

We at Menter Gorllewin Sir Gâr are very grateful to our main funders the Welsh Government, Carmarthenshire County Council, the Big Lottery Fund, Department for Work and Pensions (DWP) and the European Agricultural Fund for Rural Development (CAEDG). Many thanks to everyone for their continued support.

As we look to the future it is very difficult for anyone to predict what the situation will be like this time next year. One thing is certain, with the results and all the initial Census data being presented in 2022 the work and responsibility of Menter is more important than ever. Despite the uncertainty of Covid-19, I am confident that everyone will continue to work hard to build on the successes of recent years.

Arwel Lloyd

## Management Committee

Arwel Lloyd	Chairperson (since October 2017)
Fioled Jones	Vice Chairperson (until October 2020)
Dafydd Davies	Treasurer and Vice Chairperson (ers Hydref 2020)
Hazel Evans	
Ken Davies	
Dafydd Hughes	
Myfanwy Jones	
Luned Thomas	
Jean Lewis	
Lowri Lloyd	

# Staff Menter Gorllewin Sir Gâr

Dewi Snelson	Principle Officer
Denise Davies	Administrative Officer
Nia ap Tegwyn	Senior Language Officer
Gwawr Williams	Priority Areas Officer (until December 2020)
	Communications Officer (since January 2021)
Huw Lloyd	Digital Outreach Officer
Gareth Davies	Senior Digital Officer
Meinir Evans	Profi Project Co-ordinator
Ceris Thomas	Development Officer
Heledd Llwyd	Helo Blod Local Advisor Officer
Ceris Thomas	Development Officer
Gwyneth Morris	Development Officer
Alma Roberts	Development Officer
Sioned Thomas	Profi Project Officer
Llew Davies	Digital Outreach Officer
Wendy Rees Burge	Digital Outreach Officer (until November 2020)
Meinir Davies	Carmarthenshire Digital Project Development Officer (until September 2020)
	Profi Project Officer (since October 2020)
Gruff Huws	Digital Outreach Officer

## New staff 2020-2021

Llŷr Jones	Digital Outreach Officer (since December 2020 until March 2021)
Alun Walters	Digital Outreach Officer (since February 2021)

# Families

Our provision for families has had to adapt over the past year. Despite the lockdowns and numerous restrictions we have continued to create a tendency within families to socialise naturally in Welsh and this on a regular basis by providing a combination of digital activities, live digital activities and face to face activities. Examples of our digital activities are story sessions, craft activities and nature treasure hunts that were prepared before hand to encourage families to get outside safely. Our live digital activities were held on the Zoom platform and included a St David's Day craft session and a virtual Santa's Grotto. And then, once restrictions allowed, we were proud to offer a series of Buggy Walks in three areas and Story Sessions indoors.

Accross the year we held 44 activities face to face with 425 children and 380 adults enjoying our community activities for families through the medium of Welsh.

Digitally throughout the year, we held 111 sessions with the activities reaching 41, 939 people as we were working for far.

"Knowing I had somewhere to turn to find resources to do an easy activity with my boys over the half term holidays made things so much easier during a miserable time."

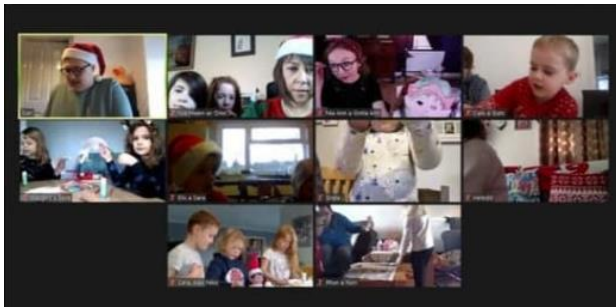
"Thank you very much for the activities Menter have organised. Me and Ester have enjoyed, it's lovely to have an excuse to leave the house especially this year when these opportunities are even more rare."

"Thank you very much for organising and leading the St David's Day craft and story session on Saturday and doing it in such a homely and friendly way. We really enjoyed and was delighted to see Ilan-Rhuns reaction to the questions about the dragon.

Looking forward to joining and supporting again in the future.

Thank-you for giving up your time on a Saturday morning."

"I was always welcomed even though I did not speak Welsh and that gave me so much more confidence to bring my new son out and about. Thank-you very much for these sessions, right on my door step also!"



This year, nearly 43,000 people have taken part and attended our face-to-face and digital activities as we adapted our work.

# Children and young people

This year has been an extraordinary one due to the arrival of the Pandemic. We had to adjust Menter's activities for children and young people and think of new and fresh ideas. With school children learning on-line it was even more important than ever before for us to offer a chance for them to socialise and use their Welsh outside the classroom.

The provision of sessions for this target group has varied to answer the demand. Our sessions and activities included Disgo Cwis, Cwis Dim Clem, Clwb Joio Drama and Youth Forum that were all held digitally on-line. An extensive depository of resources were created to share on our social media and with our schools. Many competitions were arranged that attracted a large number of entries.

"Thank you for the clogging videos by Tudur and the singing by Siani Sionc! I've been passing them on to the children here in Patagonia to entertain them whilst the schools have been closed".

"A huge thank you! My daughter has thoroughly enjoyed and can't wait to come back next week!"

"I just wanted to say thank you to you, Sian Elin (and Dan for the Drama Club. Especially for being so patient. My daughter is quiet and very wary of speaking in front of other people. Tonight is the most I've heard her speak in online sessions. You create a friendly atmosphere and help her have the confidence to contribute."

"Thank you for holding these lovely sessions. The children have really enjoyed them."

"Thank you for your generosity to us as a school and thank you for all the resources and for your co-operation this year. We hope that 2021 will be a good year so that we can further develop the good relationship between you as Menter and the school."



**112,863 children and young people joined us online to use their Welsh and to participate in Menter's activities during the last year.**



# Welsh communities

Offering community opportunities and running community activities has been much more challenging this year due to lockdown. However, Menter has adapted and succeeded in organising regular live digital and digital events in order to create the pattern of socialising in Welsh in a variety of fields to appeal to a wide range of people. We have run fitness sessions, healthy eating, saving money and car maintenance by releasing a series of videos. Our live digital provision has included topical evenings such as cooking, flower arranging and beauty, guest speaker evenings and quizzes. We have continued to co-ordinate the Carmarthen Journal's Welsh Page and have made contact with a number of new Welsh learners during this period. As Menter is well established in our communities, we are often the first point of contact for many general enquiries and Welsh language enquiries. In response, we have been able to offer one-to-one virtual support to individuals to develop digital skills that have been essential during lockdown.

"Looks great. Top Job. Thanks for organising Ceris and Alma. Haven't done anything like this before and I think everyone enjoyed and it was a success. Merry Christmas."

"Thanks Ceris for organising the cooking evening, I really enjoyed myself. I was taking notes and concentrating. I intend to make the pie over Christmas.  
Thank you very much."

"It was lovely to do the session over lockdown to learn a new skill but more importantly it was great that I could do it through the medium of Welsh as I live with my partner who doesn't speak Welsh and as I'm unable to see my family who speak Welsh, face to face, it was great to socialise and use my Welsh."

"Thanks for the training last night Alma. It was very beneficial to the parents that attended."

"Thank-you for the information. They have been exactly what I have been looking for as I am trying to learn Welsh."



Through our community work this year we have organised 270 online events and over 203,000 have joined and participated in our activities and used their Welsh.

# Helo Blod

At the start of the year, the project underwent some changes, the Welsh for Business project was rebranded and changed to 'Helo Blod'. The Helo Blod project offers free support and assistance to businesses on their use of the Welsh language. This can include free translation, bilingual marketing, help with recruitment and any other support regarding their use of the Welsh language. This is a national project, with the 'Helo Blod Local' officers working from the Mentrau Iaith offices across Wales.

The work in this area is split between Menter Gorrlewin Sir Gar and Menter Iaith Sir Benfro. During the 2020/2021 period, we continued to support businesses virtually. During the year we successfully contacted 81 businesses in Carmarthenshire, and referring them to the Helo Blod hotline where they can access translation work. We gave further support to 7 of those businesses in order to increase their use of the Welsh language over a specific period of time. Although there are fewer virtual events being held, we managed to attend 16 online networking / business events to spread the message about the project. 3 virtual events were held to promote the project, 2 of which were regional events and one a national event.

## Feedback from businesses:

"Thank you also for telling me about the HeloBlod translation service, they have been brilliant and it has really helped us having that 500 free words of translation a month and knowing that we have it moving forward."

"It was great to meet you the other day, I found the meeting so helpful and I am excited to focus on all of these ideas!

"Thanks for sending the links, I will send off the first bit for translation soon!  
Very exciting!"



Through our work in this field in Menter Gorrlewin Sir Gâr's area, 81 businesses have heard about the project and the opportunity to increase their use of the Welsh language, and 7 businesses in the area have received further intensive support with their use of the Welsh language, whether through bilingual signs, menus, sections of websites etc.



# Digital inclusion

The delivery of contracts on behalf of the job centres to work with the unemployed, is now being provided under the MSGG Digidol brand, which is defined as a division of Menter Gorllewin Sir Gâr. 2020-21 has been very different in terms of implementing the contracts to work with the unemployed, as a result of COVID 19 MSGG Digidol's work ceased for a time and the staff were furloughed for periods ranging from two months to five months. When the work resumed, the service to support individuals referred for help, mainly to create CVs and cover letters, was provided over the telephone with the staff working from home.

During the period under review, contracts were delivered on behalf of job centers in Ceredigion, Carmarthenshire, Pembrokeshire, Swansea, Neath Port Talbot, Bridgend and Rhondda Cynon Taf. Despite the break in provision, MSGG Digidol worked with approximately 1,300 individuals referred for support and assistance during 2020-2021 by the individual Job Centers.



Approximately 1,300 unemployed individuals referred by job centres from across seven counties, received support.

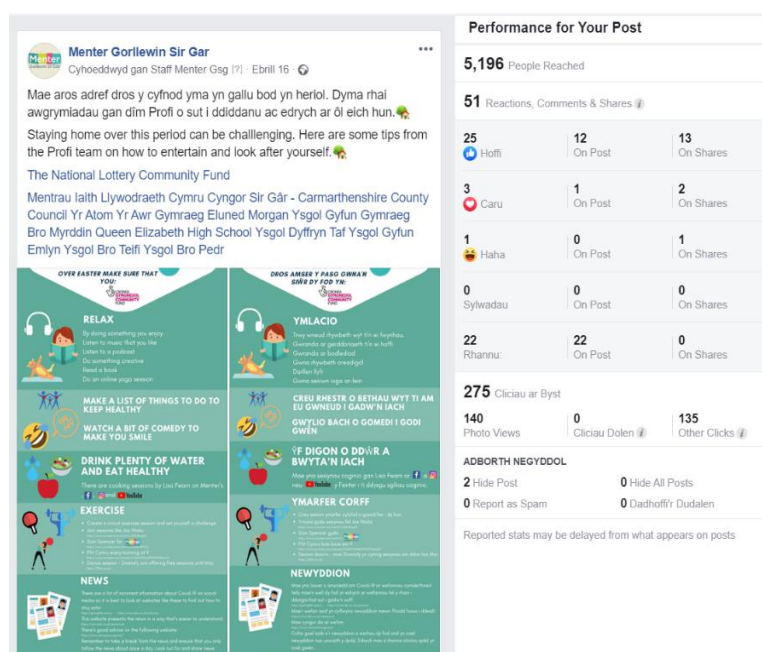
# Profi Project

Since April 2020, we've focussed on adapting the programme to share advice with pupils who were learning remotely. The programme has continued to support young people by offering one to one mentoring over the phone and email. Focussing on health and well-being has been essential during these times of adjusting. A well-being leaflet was created and circulated by schools to families during Spring 2020. The leaflet was also posted on social media reaching 5,196 on Facebook 865 on Twitter and was retweeted and shared by the Welsh Language mental health support organisation [www.meddwl.org](http://www.meddwl.org)



We've shared the adapted the content of our presentations, videos and resources on creating a CV and preparing for interviews with 7 schools. In addition to sharing with schools via email and Teams, we've posted the videos on the Menter Gorllewin Sir Gâr social media platforms. To date, the 24 video clips have been viewed 7,517 on Facebook, 2,295 on Instagram, and 422 on [YouTube](https://www.youtube.com).

We've secured further funding through the Welsh Government Rural Communities – Rural Development Programme 2014 – 2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government. This funding enables us to appoint a further Project Officer for two years from 2020 – 2022 to support with researching elements for the content of the website and develop ideas for the creation of an interactive skills quiz to help young people develop skills for the world of work. This is an additional income stream of £120,015.00 towards the programme. A project officer was appointed in October 2020. Securing this funding adds value to the Profi programme by focussing on the development of an interactive quiz that will form part of the website. Five short films will be



The wellbeing leaflet reached 5,196 individuals on Facebook and 865 on Twitter, 24 animated video clips were scripted, created and shared containing advice on skills for the world of work. The videos were viewed 7,517 on Facebook, 2,295 on Instagram, and 422 on [YouTube](https://www.youtube.com) reaching 37,262. In addition to the videos resources and kahoot quizzes have been created to encourage pupils to participate in a fun and engaging way. In order to encourage young people to co-design the Profi Website 9 Focus Groups have been arranged to gather feedback and ideas for content and style of the skills quiz. A total of 32 meetings have been held with partners and organisations to encourage a collaborative approach to the development of the programme.

The Profi Team attended 24 learning and training sessions to develop their skills.

# Mentrau Iaith Cymru

Menter Gorllewin Sir Gâr is part of the Mentrau Iaith Cymru network. There are 22 Welsh Language Initiatives active in Wales. Nationally, the Mentrau employ over 300, as well as part-time and other occasional opportunities. The Mentrau work with around 1,000 volunteers and hold thousands of activities each year with over.



MENTRAU IAITH

## Priority areas

The Priority Areas project worked in wards including Llanfihangel-ar-Arth Ward, Carmarthen Wards and Cenarth Ward. The linguistic challenges of the three areas vary and the officer's aim was to provide planning sessions with language partners, community organizations and the local community. The input created operational plans to develop the use of Welsh in the areas and to develop activity and opportunities to use the Welsh language in the wards. The project included a Leadership Academy Scheme, which gave the young people of the priority areas the opportunity to gain confidence, become active in their area, and increase the area's Welsh language activity. Congratulations to the crew for achieving the project and to run both face-to-face and virtual events. The main achievements of the project included the input of local residents and a partners for the planning work in order to have a regular meetings about new activities, avoid duplication of work and negotiate forward planning and co-marketing in the county. The project led to the opportunity to organize events on a different scale including Gŵyl Canol Dre festival which has given Menter Gorllewin Sir Gâr a prominent platform, as well as a platform for the Welsh language in Carmarthen and across the county which has led to a growth in the number of followers on Menter's social media platforms.

## Gŵyl Canol Dre

Gŵyl Canol Dre Festival is one of Menter's main events. The festival was held in 2018 and 2019 at Parc Myrddin Park, Carmarthen. The Gŵyl Canol Dre 2020 and 2021 have been postponed due to Covid restrictions but with the situation changing regularly, we hope to return in 2022.



# Partners

Menter has close links with a wide range of groups, organisations and institutions and we work with:

Mudiad Meithrin	Yr Atom
Merched y Wawr	Menter Dinefwr
Cymraeg i blant	Cered
Menter Cwm Gwendraeth Elli	Carmarthenshire County Council
Menter Iaith Sir Benfro	Carmarthenshire Young Farmers Clubs
Mentrau Iaith Cymru	Yr Urdd
Welsh Government	Town and Community Council
Hywel Dda Centre	Primary and secondary schools
Local businesses	Yr Egin
Local papers (Papurau bro)	DWP
National Wool Museum, Drefach Felindre	Sgiliau Play Centre
Carmarthen Journal	Coleg Sir Gâr
Actif Sir Gâr	Learn Welsh
Theatr Genedlaethol Cymru	Llanfihangel ar Arth School Hall
Careers Wales	CAVS / CAVO
Hywel Dda Health Board	County Rural Development Plan Officers
HUTS	Coleg Cymraeg Cenedlaethol
Plaid Cymru	Moilin
Dyfed-Powys Police	Local Motion Project
Leader Team Sir Gâr	Prosiect yfory Radio Beca
Optimwm	
Big Ideas Wales	
Carmarthenshire Network Fusion	
Regional Learning and Skills Partnership	
Westminster Government Liaison Officer	

Menter is a member of the County Grŵp Cefn Gwlad, the Local Action Group and Mentrau Sir Gâr Partnership Group



Llawr 1af, CCF Cyf, Stryd y Bont, Castell Newydd Emlyn, Sir Gâr, SA38 9DX

Yr Atom, 18 Stryd y Brenin, Caerfyrddin, Sir Gâr, SA21 1BN

01239 712 934 | [www.mentergorllewinsirgar.cymru](http://www.mentergorllewinsirgar.cymru)

Cwmni Cyfyngedig drwy warant - rhif cofrestredig 5981013 | Rhif Elusen Gofrestredig 1147184