Grŵp Strategol

Dydd Mercher 5ed Tachwedd, 2008 am 10.30y.b.
Lleoliad: Coleg Glannau Dyfrdwy

Presennol:

Merfyn Jones (Prifysgol Bangor); Brec'hed Piette (Prifysgol Bangor); Fred Cunningham (Coleg Llysfasi); H. Bryn Williams (Coleg Meirion Dwyfor); Dafydd Rhys (CAG); Jim O'Rourke (Nant Gwrtheyrn); Howard Edwards (Popeth Cymraeg); Huw Evans (Coleg Llandrillo); Haydn Edwards (Coleg Menai); Diane Martin (Coleg Glannau Dyfrdwy); Elliw Ellis Davies (Cwmni Atom); Ifor Gruffydd (CCiO); Pam Evans-Hughes (CCiO); Haydn Hughes (CCiO); Siwan Hywel (CCiO); Ellen Roberts (CCiO);

Croeso a Rhagarweiniad
Cymerodd Yr Athro Merfyn Jones y Gadair am y tro cyntaf ac estynnodd air o groeso i'r rhai a ddaeth ynghyd.

Cadarnhau Cofnodion Cyfarfod diwethaf
Derbyniwyd a chadarnhawyd cofnodion y cyfarfod a gynhaliwyd ar 9 Gorffennaf 2008.

1. Materion yn Codi

a. Bydd cyflwyniad gan Gwmni Old Bell 3 yn y Gynhadledd yng Nghasnewydd ar y 7fed Tachwedd a bydd IG yn bresennol, bydd yn adrodd yn ôl i'r aelodau wedi hynny. 3 (3.6)

Yn dilyn trafodaeth yn y pwyllgor diwethaf, rhoddwyd pwysau ar APADGOS i ail ystyried sail y cynnydd, ond maent yn gadarn mai cynnydd o 10% ar arian parod fydd yn cael ei roi ac nid 10% ar CEU. Mae hyn yn golygu gostyngiad o thua £54,000 ar draws y rhanbarth. 'Roedd pawb oedd yn bresennol yn fodlon iawn cefnogi ymdrechion y Ganolfan mewn unrhyw ffordd ar y mater yma. 3 (6)

b. Mae Siwan Hywel wedi sefydlu Paneli Dysgu Anffurfiol ac maent ar fin dechrau gweithredu. 6

c. Mae pryder yn parhau am anallu staff rheoli ansawdd APADGOS i ddelio ac ymateb i ddogfennau Cymraeg. Maent
wedi ymrwymo i ad-drefnu i geisio ymateb i hyn a chytunwyd i gadw golwg ar y sefyllfa. 7

ch. Mae'r Ganolfan wedi gwneud cais i APADGOS wirio data yn fisol. 8

d. Ni fydd CCiO y Gogledd yn rhan o'r cynllun tendro cenedlaethol hyfforddiant yn y gweithle yn wahanol i'r 5 canolfan arall. 9

dd. Erbyn hyn mae'n edrych yn annhebygol y bydd y Cynulliad yn dod a threfn ffioedd cenedlaethol i rym. Mae'n bwysig fod cysondeb rhwng Darparwyr a dylai'r Ganolfan fwrw ymlaen i sefydlu hyn drwy drafodaeth efo'r Darparwyr. Bydd yn bwysig sicrhau fod ffioedd yn addas a fforddiadwy i'r gynulleidfa darged (yn enwedig CiT), gan sicrhau fod sail gadarn i unrhyw wyriad. 10

e. Gofynnwyd am gofnod o brif negeseuon cyflwyniad Hywel Jones o Fwrdd yr Iaith.

2. Cofnodion y Panel Ansawdd a gynhaliwyd ar 15 Hydref 2008.
Aeth HH drwy'r cofnodion yn absenoldeb Gwenan Owain gan dynnu sylw at rai o'r prif bwyntiau.

Wedi derbyn Gradd 2 cadarn yn dilyn arolwg Estyn yn Sir Fflint ac yn fodlon iawn efo'r adroddiad. Dau bwynt sydd angen sylw penodol sef Cyfraddau Cwblhau ac Ansawdd Lleoliadau. 4
Bydd y Ganolfan yn arsylwi holl diwtoriaid y rhanbarth eleni ac yn dechrau ar y gwaith yng Ngwynedd a Môn. Eisoes wedi cymhwyso tîm o arsylwyr (dros 20), ac mae amserlen ar gyfer gweddill y siroedd a disgwylir cwblhau cyn diwedd Mai 2009.
Bydd amserlen arsylwi ddrafft gydag enw arsylwr yn cael ei gyrru i drefnyddion gyda gwahoddiad i roi sylwadau. Bydd hawl gan sefydliad i wrthod arsylwr neu drefnu i yrru eu cynrychiolydd eu hunain i'r arsylwad hefyd. Y gobaith yw defnyddio arsylwyr o sefydliad ar gyfer tiwtor o'r sefydliad hwnnw rhan amlaf, a chael arsylwr o sefydliadau eraill i sampl o achosion. 5

Mae adroddiad AHA a CDA y Ganolfan - APD wedi ei chyflwyno i APADGOS a dyfarniad wedi ei derbyn ar dair elfen:

- Cyfranogaeth ac ymatebolrwydd - Da
- Profiadau a chyflawniad dysgwyr - Da
- Cynllunio a Rheolaeth - Boddhaol

Mae hyn yn adeiladol gan fod lle i ddatblygu a'r Ganolfan yn gwybod ar ba elfennau i weithio er mwyn gwella. [8]

Canolfan y Gogledd fydd yn arwain ar Feincnodi Darpariaeth Cymraeg i Oedolion a bydd yn dechrau ar y broses mewn cyfarfod yng Nghasnewydd ar y 6ed o Dachwedd 2008. Gan nad oes traddodiad ymysg Addysg Bellach o allanoli ansawdd mae hyn yn gam pwysig a gwerthfawr iawn a all ymestyn i bynciau eraill.

Mae dogfen ymgynghorol swmpus wedi ei pharatoi a brawddeg yn ei chanol yn cyfeirio at Gymraeg i Oedolion, eto mae cyfarfod pellach yng Nghasnewydd i drafod hyn a bydd IG yn adrodd yn ôl. [12]

3. <u>Cofnodion y Panel Darparwyr a gynhaliwyd ar 15 Hydref 2008</u>

Aeth IG drwy'r cofnodion yn absenoldeb Elwyn Hughes gan dynnu sylw at rai o'r prif bwyntiau.

a. Cronfa arian wrth gefn – mae cais amlinellol am arian ar gyfer gofal plant wedi ei wneud a bydd hyn yn cael ei drafod ar y 6ed o Dachwedd, bydd IG yn cysylltu efo'r darparwyr pan fydd mwy o wybodaeth i law. Mae cais am gymorth wedi ei gyflwyno hefyd ar gyfer dysgwr gydag anawsterau dysgu a/neu anabledd. [5]

b. Cyflwyno data - cafwyd nifer o broblemau yn ystod yr archwiliad yn bennaf oherwydd anawsterau priodi data gyda thystiolaeth. Rhaid aros am adroddiad er mwyn gweld pa gamau cywiro sydd angen eu cymeryd. [6]

c. Gweithle – y Ganolfan yn derbyn nifer o ymholiadau (am weithleoedd gan gynnwys gwybodaeth am brisiau a thelerau. Mae'n hanfodol fod y wybodaeth yma gan y Ganolfan er mwyn hyrwyddo darpariaeth yn y maes yma. Gofynnwyd i'r darparwyr roi manylion am eu telerau i'r Ganolfan. [7]

ch. Bydd angen dychwelyd data ymrestriadau ffurfiol cyn y Nadolig a bydd gwybodaeth ar sut i wneud hyn yn cael ei yrru allan i'r darparwyr yn y bythefnos nesaf. [13]

4. <u>Adroddiad y Cyfarwyddwr</u>

a. Mae cais yn cael ei wneud am grant Ewropeaidd i gynnig hyfforddiant CiO i staff gweithleoedd yn y sector preifat. Os bydd yn llwyddiannus bydd IG yn trafod ymhellach gyda'r darparwyr. Gwirio Data - teimlad y Grŵp oedd bod angen data misol clir a'i bod yn bwysig rhoi blaenoriaeth i hyn. IG i roi sylw pellach i hyn.

b. **Cynllun Gweithredol**
Cyflwynodd IG Gynllun Gweithredol y Ganolfan. Ei bwrpas yw nodi pa gynnydd sy'n cael ei wneud.
Iechyd a Diogelwch - mae'r Ganolfan wedi sicrhau gwasanaeth Swyddog I a D er mwyn sicrhau eu bod yn cydymffurfio â chanllawiau côd ymarfer Llywodraeth y Cynulliad. Mae rhai sefydliadau angen cymorth i sefydlu system a bydd y Swyddog yn gallu cynnig cyngor a chymorth cychwynnol.
Darpariaeth 2009/2010 - mae cyfarfodydd wedi dechrau ers mis Hydref a'r nod ydy sicrhau rhaglenni drafft pob darparwr erbyn y Nadolig er mwyn i'r Ganolfan allu cynnal unrhyw drafodaethau pellach a chadarnhau'r dyraniadau cychwynnol erbyn diwedd mis Chwefror. Bydd canlyniadau'r ymdrech fapio yn cael eu rhannu er mwyn dangos lle mae bylchau/anghenion. Mae'n hanfodol fod y rhaglen gynllunio yn dilyn yr amserlen a osodwyd. Mae'r rhagolygon yn dangos twf mewn cyllid o 10% flwyddyn nesaf, mae hyn yn unigryw o fewn addysg bellach ac yn amodol ar gyrraedd targedau. Dylai'r twf yma barhau hyd at 2010/2011.
Bu ymgyrch recriwtio tiwtoriaid newydd yn llwyddiant ac mae nifer o diwtoriaid newydd da ar gael; anogir y darparwyr i'w cyflogi. Yn y dyfodol bydd y Ganolfan yn targedu ymgyrchoedd o'r fath mewn ardaloedd lle maent wedi cael gwybod gan y darparwyr fod yna brinder.

c. **Cytundeb APADGOS** – Cyflwynwyd y cytundeb er gwybodaeth i aelodau. Nodwyd fod pwynt 25 (Hyrwyddo'r iaith Gymraeg o fewn y sefydliad) yn fater i'r partneriaid eu hunain i roi sylw iddo. Mae APADGOS yn derbyn y farn hon.

ch. **Dangosyddion Perfformiad** – data cychwynnol sydd yma a fydd yn adeiladu o flwyddyn i flwyddyn. Mae'n ddefnyddiol gweld ffigurau presennol ond yn fwy felly pan fydd posib gweld dilyniant. Cytunwyd fod hwn yn adroddiad gwerthfawr y dylid ei gyflwyno'n rheolaidd.

d. **Nodau Drafft** – Cyflwynwyd y rhain fel nodau strategol ychwanegol sy'n edrych tu draw i'r flwyddyn gyfredol. O safbwynt cyfarfodydd, nodwyd y farn fod canran amhriodol o amser yn cael ei wario mewn cyfarfodydd yn ymwneud a Chymraeg i Oedolion yn gwrando ar adroddiadau, efallai fod lle i grwpiau ffocws/tasg gael eu sefydlu ac y dylid ystyried priodoldeb pwy sy'n mynd i gyfarfodydd. Bydd hyn yn cael ei ystyried yn ôl yr angen yn y dyfodol.

5. <u>Ansawdd</u>

Er mwyn gwella canrannau cadw mae cynllun yn cael ei ddatblygu i gynnig sesiynau blasu i ddarpar ddysgwyr i gyflwyno gwybodaeth cyn iddynt ymrestru er mwyn eu harfogi i wneud y penderfyniad cywir am ba gwrs i'w ddilyn. Ystyrir cyfuno hyn gyda chyrsiau haf neu ddysgu anffurfiol.
Nod y Ganolfan yw cael dyfarniad 'ardderchog' yn ei Hadolygiad Perfformiad Darparwr a chael gradd 1 gan Estyn yn ei harolwg cyntaf fel maes. Er mwyn gwireddu hyn rhaid i'r cynllun hyfforddi a datblygu gael effaith a'r gobaith yw y bydd yr arsylwi hefyd yn allweddol i godi safonau'n raddol.

Mae'r Ganolfan yn teimlo fod angen gweithio ar godi ymwybyddiaeth o fodolaeth a rôl y Ganolfan ymysg dysgwyr a thiwtoriaid a gofynnwyd am gefnogaeth y darparwyr i hwyluso hyn.

6. <u>Darpariaeth</u>

Mae disgwyl i'r Ganolfan gynnig mwy o ddarpariaeth ddwys gan fod hyn yn cynhyrchu siaradwyr Cymraeg ynghynt. Fodd bynnag nifer fechan o ddysgwyr sy'n gallu neilltuo'r amser angenrheidiol ar gyfer cwrs o'r fath. O'r herwydd mae'n fwriad gan y Ganolfan i ddatblygu darpariaeth dysgu anffurfiol i sicrhau'r oriau cyswllt ychwanegol. Mae hyn yn tanlinellu pwysigrwydd sefydlu strwythurau dysgu anffurfiol gan bob darparwr.

Cymraeg i'r Teulu – mae'r peilota wedi bod yn llwyddiant a bydd yn cael ei ymestyn ar draws y chwe sir.

Cymraeg i Rieni – mae angen datblygu cyrsiau prif ffrwd blwyddyn 1 a 2 mewn ardaloedd eang lle nad oes darpariaeth ar hyn o bryd.

Hyfedredd – mae prinder siaradwyr rhugl yn y sefydliadau AB yn benodol ac mae lle i ymchwilio i'r posibilrwydd o gynnig cyrsiau hyfedredd ar gyfer staff gan eu hagor i'r cyhoedd yn ogystal. Mae yna Gynllun Sabothol yn bodoli ond nid pawb sy'n gallu cael eu rhyddhau i fynychu. Dylid edrych hefyd ar ddatblygu cyrsiau yn y gweithle ar y lefelau hyfedredd.

Staffio - mae lle i edrych ar strwythur staffio ar gyfer y dyfodol er mwyn buddsoddi yn fwy effeithiol yn y staff a gyflogir ee yn hytrach na 10 tiwtor yn dysgu dwy awr yr wythnos yr un, cael llai o diwtoriaid wedi eu hyfforddi'n briodol yn dysgu mwy o oriau. Mae hyn yn beth i'w drafod a'i ystyried gyda sefydliadau yn unigol fel cam ymlaen.

7. <u>Hyfforddiant</u> – tynnodd HH sylw at y data oedran yn ei adroddiad, a chan mai dim ond 12% o diwtoriaid presennol sydd o dan 40 oed mae'n amserol dechrau buddsoddi yn y tiwtoriaid newydd sydd wedi derbyn hyfforddiant er mwyn osgoi problemau dybryd pan fydd y tiwtoriaid presennol yn ymddeol. Mae 14 o unigolion yn dilyn y cwrs Cymhwyster Cenedlaethol yn y Gogledd ar hyn o bryd, mae hwn yn ffitio'n dwt fel blwyddyn 1 TAR Prifysgol Casnewydd. Gan fod colegau'r hen sir Clwyd yn defnyddio TAR Prifysgol Glyndŵr mae trafodaethau ar y gweill gyda hwy i ddefnyddio TAR Prifysgol Glyndŵr. Bydd hyn o gymorth i ddatblygu TAR cyfrwng Cymraeg yn un o golegau'r hen sir Clwyd. Tynnodd FC sylw at y ffaith fod ysgolion sy'n cyflogi athrawon yn syth o'r coleg yn cael cyllid trwy gynllun ANG, mae'n anffodus nad yw'r GTCW yn cydnabod tiwtoriaid Addysg Bellach.

8. <u>Cynllun Marchnata Strategol</u> – cafwyd adroddiad cynnydd gan Elliw Ellis Davies o Gwmni Atom. Mae taflen yn canolbwyntio ar hyfforddiant i weithleoedd wedi ei chynhyrchu ac wedi ei hanfon i sefydliadau cyhoeddus y rhanbarth. Mae'r wefan wedi ei ail ddylunio, mae angen mwy o gynnwys a gofynnwyd am gyfraniadau o ran storïau i'w bwydo i'r wasg. Mae bwriad i baratoi taflen i gyflwyno'r wefan a chodi ymwybyddiaeth am y ganolfan. Efallai ei lansio mewn digwyddiad cyfathrebu. Bwydo mewn i'r strategaeth genedlaethol – targedu ymgyrch arbennig yn rhanbarthol a thargedu cynulleidfa leol fesul sefydliad. Y gynulleidfa darged am eleni fydd rhai sydd wedi cael rhywfaint o addysg CiO wedi cael addysg Gymraeg byw mewn ardaloedd Cymreig. Ar hyn o bryd mae pecyn dilyniant yn cael ei gynhyrchu yn genedlaethol. Mae angen addasu hwn yn rhanbarthol.

Mae gan y BBC ac S4C adnoddau ar lein, mae'r buddsoddiad a'r gwaith wedi ei wneud, gyda chefnogaeth a phartneriaeth bydd cyswllt ar wefan y Ganolfan yn arwain at y rhain, naill drwy ddolenni neu yn uniongyrchol.
Mae'r hinsawdd economaidd wedi cael effaith ar ymrestriadau a bydd Atom yn cydlynu ymgyrch farchnata o fis Ionawr, trwy hysbysebion yn y wasg ac ati.

9. <u>UFA</u>

Gofynnwyd i bapur gael ei baratoi erbyn y cyfarfod nesaf ynglŷn â'r Coleg Ffederal Newydd.

Diolchodd yr Athro Merfyn Jones i bawb am eu presenoldeb a'u cyfraniad a chaewyd y pwyllgor am 12.40yp.

Strategy Group

Wednesday 5th November, 2008 at 10.30a.m.
Venue: Deeside College

Present:

Merfyn Jones (Bangor University); Brec'hed Piette (Bangor University); Fred Cunningham (Coleg Llysfasi); H. Bryn Williams (Coleg Meirion Dwyfor); Dafydd Rhys (Workers' Educational Association); Jim O'Rourke (Nant Gwrtheyrn); Howard Edwards (Popeth Cymraeg); Huw Evans (Coleg Llandrillo); Haydn Edwards (Coleg Menai); Diane Martin (Coleg Glannau Dyfrdwy); Elliw Ellis Davies (Cwmni Atom); Ifor Gruffydd (Welsh for Adults Centre); Pam Evans-Hughes (Welsh for Adults Centre); Haydn Hughes (Welsh for Adults Centre); Siwan Hywel (Welsh for Adults Centre); Ellen Roberts (Welsh for Adults Centre);

Welcome and Introduction
Professor Merfyn Jones took the Chair for the first time and extended a word of welcome to those in attendance.

Minutes of Previous Meeting
Minutes of the meeting held on 9 July 2008 were received and confirmed.

1. Matters Arising

a. The Old Bell 3 Company will be making a presentation at the Newport Conference on 7th November and IG will be present, reporting back to members following the meeting. 3 (3.6)

Following discussion at the last meeting, pressure was exerted on DCELLS to consider the basis of the increase, but they are firm that the 10% increase will be based on cash rather than CEU. This represents a reduction of approximately £54,000 across the region. All those present were very supportive of any efforts by the Centre in this direction. 3 (6)

b. Siwan Hywel has established Informal Learning Panels which are about to start operating. 6

c. Concern persists regarding the inability of DCELLS quality control staff to deal with and respond to documents written in Welsh. They are committed to reorganising in response to this and it was agreed that the situation should be kept under review. 7

d. The Centre has applied to DCELLS to verify data on a monthly basis. 8

e. In contrast with the other 5 centres, the North Wales Welsh for Adults Language Centre will not be part of a national training in the workplace tender scheme. 9

f. It now appears unlikely that the Assembly will implement a national fees structure. It is important that there should be consistency between one provider and the other and the Centre should move forward to establish this in discussion with Providers. It is important to ensure that fees are appropriate and affordable to the target audience (especially WfF), ensuring that there is a firm basis for any divergence. 10

g. There was a request for a minute of the key messages in the presentation made by Hywel Jones of the Welsh Language Board.

2. Minutes of Quality Committee held on 15 October 2008.
In Gwenan Owen's absence, HH went through the minutes drawing attention to some of the key points.

Have received a sound Grade 2 following an Estyn report in Flintshire and are very happy with the report. Two points need particular attention, i.e. Completion Rates and Quality of Placements. 4
The Centre will observe all tutors in the region this year and start on the work in Gwynedd and Anglesey. A team of over 20 qualified observers has been established and a timetable has been set for the remaining counties. Completion is expected before the end of May 2009.

A draft observation timetable including the name of the observer will be sent to organisers inviting them to submit observations. The institution may reject a particular observer or arrange to send their own representative to the observation. Their hope is that observers from the institution will normally be used for tutors from that institution, with an observer from other institutions looking at a sample of cases. 5

SAR and QDP reports for the Centre - APD has been submitted to DCELLS and an award has been received for three elements:

- Participation and responsiveness - Good
- Learners' experience and achievements - Good
- Planning and Management – Satisfactory

This is a positive result leaving room for the Centre to develop knowing what elements need further attention for improvements. 8

The North Wales Centre will take the lead on Benchmarking Welsh for Adults Provision, a process which will start at a meeting in Newport on 6th November 2008. As there is no tradition of externalising quality in Further Education, this is an important and valuable step forward which can be extended to other subject areas.

A sizeable consultation document has been prepared, including a central reference to Welsh for Adults. A further meeting is to be held at Newport to discuss this and IG will be reporting back. 12

3. <u>Minutes of Providers' Panel held on 15 October 2008</u>

In the absence of Elwyn Hughes, IG went through the minutes drawing attention to a number of key points.

c. Financial reserves – an outline application has been made for funding for child care and this will be discussed on 6th November, IG will contact providers when more information is available. An application for support has also been submitted for learners with learning difficulties and/or disability. 5

d. Data submission – during the inspection a number of problems were experienced mainly due to the difficulty of relating data to evidence. We must await a report to see what corrective steps need to be taken. 6

c. Workplace – the Centre has received a number of enquiries regarding placements including information on costs and rates. It is essential that the Centre should have this information in order to promote provision in this area. Providers were asked to submit details of their rates to the Centre. 7

d. Formal data on enrolment must be returned before Christmas and providers will be informed during the next two weeks on procedures to follow. 13

4. <u>Director's Report</u>

a. An application has been made for an European grant offering Welsh for Adults training for workplace staff in the private sector. If successful, IG will conduct further discussions with providers. Data verification – the Group felt that clear monthly data is required and it is essential that this be given high priority. IG will investigate the matter further.

b. **Action Plan**

IG submitted the Centre's Action Plan. The purpose of the scheme is to report on progress to date.

Health and Safety – the Centre has secured the services of the Health and Safety Officer to ensure that they conform with the Assembly Government's code of practice guidelines. Some institutions need support in establishing a system and the Officer will be able to offer initial advice and support.

2009/2010 Provision – meetings have started since October with the aim of establishing the draft programmes of each provider by Christmas. The Centre can then hold any further discussions required and confirm initial allocations by the end of February. The results of the mapping exercise will be distributed showing any gaps or requirements. It is essential that the planning agenda should follow the set timescale. Forecasts show an increase of 10% in finances next year which is unique in further education and is conditional on reaching targets. This growth should continue until 2010/2011.

A campaign to recruit new tutors was successful and a number of excellent new tutors are available; providers are encouraged to employ them. In future the Centre will target such campaigns on areas where they have been informed by providers there is a shortage.

c. **DCELLS Agreement** – The DCELLS agreement was submitted for information. It was noted that point 25 (Promoting the Welsh language in the institution) is a matter for partners themselves to attend to. DCELLS accepts that view.

d. **Performance Indicators** – this is baseline data which will be built upon annually. It is useful to present current figures but the exercise will be far more beneficial when progression is apparent. It was agreed that this was a valuable report which should be regularly submitted.

e. **Draft Aims** – These were submitted as additional strategic aims looking beyond the current year. In terms of meetings, the view was noted that a disproportionate amount of time was spent listening to reports at meetings relating to Welsh for Adults, where there was a case for focus groups or task groups to be established and to consider who would be the most appropriate person to attend meetings. This will be considered in future as required.

5. Quality

To improve retention rates a scheme has been developed to offer taster sessions to prospective learners to submit information before they enrol, thus enabling them to make the correct decision on what course to follow. Consideration may be given to combining these with summer courses or informal learning.
The Centre's aim is to achieve 'excellent' in Provider Performance Review and to be awarded a grade 1 in Estyn's first inspection of the area. To achieve thisthe training and development scheme must take effect and it is hoped that observation will also be a key influence in gradually improving standards.

The Centre feels that work is required to raise awareness of the existence and role of the Centre amongst learners and tutors and the support of providers was requested to facilitate this.

6. Provision

The Centre is expected to offer more intense provision as this produced Welsh Speakers more quickly. However only a small number of learners can dedicate the time necessary for such a course. Therefore the Centre's intention is to develop informal learning provision to provide additional contact hours. This underlines the importance for every provider to establish informal teaching structures.

Welsh for All the Family – the pilot schemes have been a success and will be extended across the six counties.

Welsh for Parents – mainstream year 1 and 2 courses need to be developed over a wide area where there is no existing provision.

Proficiency – there is a lack of fluent speakers in the further education institutions specifically and there is room to investigate the possibility of offering proficiency courses for staff, and to make them available to the public. There is a Sabbatical Scheme in existence but not everyone can be released to attend. We must also look at developing workplace courses at their proficiency level.

Staffing – there is room to look at a future staffing structure in order to invest more effectively in the staff employed e.g. rather than employ 10 tutors teaching two hours per week each, we could employ fewer tutors trained appropriately to teach more hours. This is open for discussion and consideration with institutions on an individual basis.

7. Training – HH drew attention to the age profile in his report, and as only 12% of the current tutors are under 40 it is appropriate that we should start investing in new trained tutors to avoid severe issues when existing tutors retire. Currently there are 14 individuals following the National Qualification course in North. This fits well with year 1 PGCE at Newport University. As the colleges of the old Clwyd use the Glyndwr University PGCE there are discussions with them on using the Glyndwr University PGCE. This will help to develop a Welsh medium PGCE in one of the colleges of the old Clwyd. FC noted the fact that schools which employ teachers straight from college are funded through the NQT scheme. It is unfortunate that Further Education tutors are not acknowledged by the GTCW.

8. **Strategic Marketing Plan** – a progress report was received from Elliw Ellis Davies of Atom.
The paper focuses on training for the workplace and has been distributed to public institutions in the region. The website has been redesigned and requires more content. A request was made for material to be contributed in the form of press releases. A handout is to be prepared launching the website and raising awareness of the centre. It may be launched in a communication event. Feeding into the national strategy – targeting a special regional campaign and targeting the local clients through individual institutions. The target clients for this year will be those who have had some Welsh for Adults education and who have had living Welsh education in Welsh speaking areas. Currently a progression pack has been produced nationally. This needs to be adapted for the regional purposes.

   The BBC and S4C have online resources. The required investment and work has already taken place and with support and partnership a link to the Centre's website will lead to those resources, either directly or through a list of relevant links.
   The economic climate has affected enrolments and Atom will coordinate a marketing campaign from January, with adverts in the press, etc.

9. **Any Other Business**
   A paper was requested for the next meeting relating to a New Federal College.

   Professor Merfyn Jones thanked everyone for their attendance and contribution and the meeting was terminated at 12.40 p.m.