Grŵp Strategol

ddydd Mercher 21ain Ionawr, 2009 am 10.30y.b.
Lleoliad: Ystafell Madog Coleg Llandrillo yn Rhos

Presennol:

Merfyn Jones, Is-ganghellor Prifysgol Bangor (Cadeirydd);
Kevern Kerswell, Coleg Iâl; Ian Rees, Coleg Meirion Dwyfor; D F Cunningham, Coleg Llysfasi; Jane Watkins, Coleg Llysfasi; David Hedley Williams, Nant Gwrtheyrn; Julie Brake, Prifysgol Glyndŵr; Trefor Fôn Owen, Coleg Harlech/CAG; Huw Evans, Coleg Llandrillo; Rhian McCarthy, Coleg Llandrillo; Brec'hed Piétte, Prifysgol Bangor; Debbie Tebbutt, Coleg Menai; Ifor Gruffydd, Canolfan Cymraeg i Oedolion; Haydn Hughes, Canolfan Cymraeg i Oedolion; Elliw Ellis-Davies, Cwmni Atom; Ceri Llwyd, Canolfan Cymraeg i Oedolion.

Ymddiheuriadau: Verona Pritchard Jones, Popeth Cymraeg; Ioan Talfryn, Popeth Cymraeg; Haydn Edwards, Coleg Menai; Jim O'Rourke, Nant Gwrtheyrn; David Jones, Coleg Glannau Dyfrdwy; Paul Croke, Coleg Iâl.

1. **Croeso a Rhagarweiniad**
   Croesawyd pawb i'r cyfarfod gan Yr Athro Merfyn Jones.

2. **Cadarnhau cofnodion y cyfarfod diwethaf**
   Derbyniwyd a chadarnhawyd cofnodion y cyfarfod a gynhaliwyd ar 5ed o Dachwedd, 2008. Er nad oedd cofnod swyddogol cynigiodd y Cadeirydd y dylid gweithredu ar ysbryd y drafodaeth yn y cyfarfod diwethaf trwy ysgrifennu at Meri Huws i ddatgan ein gwerthfawrogiad iddi am ei gwaith o ffurfio a Chadeirio'r Grŵp dros y ddwy flynedd ddiwethaf. Derbyniwyd yr awgrym.

3. **Materion yn codi**
   - Eitem 1. ch - adroddwyd fod APADGOS wedi cytuno i wirio data yn fisol i'r Ganolfan
   - Eitem 4a - adroddwyd fod y cais wedi ei wrthod ond bod Prifysgol Morgannwg yn ceisio canfod pam ac yn ceisio datrys y sefyllfa fel bod modd ei ail gyflwyno. Cytunwyd y byddai aelodau'r Grŵp yn cynnig eu cefnogaeth petai'r ymgais hwn yn methu
   - Eitem 9, Coleg Ffederal - Cyflwynodd IG adroddiad byr ar y trafodaethau sydd wedi eu cynnal hyd yma mewn cysylltiad â'r Coleg Ffederal. Nodwyd bod dau gyfarfod eisoes wedi bod i drafod tri chynllun posibl ar gyfer y Coleg Ffederal. Adroddwyd nad oedd unrhyw drafodaethau a oedd yn berthnasol i CiO wedi codi hyd yma ond y byddai IG yn cadw golwg ar y trafodaethau.

3. **Panel Ansawdd a gynhaliwyd ar 14 Ionawr 2009 – Derbyn y cofnodion**
   Derbyniwyd y cofnodion gan nodi'r angen i gywiro enw James Nelson, Coleg Llandrillo. Dygwyd sylw'r aelodau at y materion canlynol:
   - Mae'r gwaith o arsylwi Gwynedd a Môn bellach wedi ei gwblhau a diolchwyd i bawb am eu cydweithrediad a bod y broses wedi rhedeg yn esmwyth.
   - Dadansoddwyd canfyddiadau'r adroddiad. Bwriedir dadansoddi'r ffurflenni arsylwi fel a ganlyn:
     i) Proffil CA 1
     ii) Proffil CA 2
     iii) Materion a nodwyd yn CA 3-7
     iv) Argymhellion hyfforddi
     v) Yr uchod yng nghyd-destun ardal a darparwr, sef Dwyfor , Gwynedd, Môn, Dwyfor a Môn, Gwynedd a Môn, Prifysgol Bangor, Coleg Menai, Coleg Meirion Dwyfor, Coleg Harlech CAG

     Bydd ffurflenni adborth yn mynd allan i'r tiwtoriaid ac i'r darparwyr erbyn dydd Gwener, Ionawr 23ain. Bydd adroddiadau unigol yn trafod yr arsylwadau yn cael eu paratoi i bob darparwr maes o law. Bwriedir gwerthuso'r broses gyda'r tiwtoriaid a'r tîm arsylwi cyn dechrau yng Nghonwy a Dinbych. Gofynnwyd i PB, PC, CLl, CAG a Llysfasi ddanfon eu hamserlenni at y Ganolfan cyn gynted â phosibl.

     Bydd hyfforddiant yn cael ei gynnig yn benodol ar gyfer y tiwtoriaid a dderbyniodd radd 3, 4 neu 5 cyn yr haf. Fodd bynnag bydd holl diwtoriaid y Ganolfan yn cael gwahoddiad i fynychu'r sesiynau hyfforddiant hyn. Profodd yr arsylwadau bod angen trefnu hyfforddiant ar sut i ymarfer iaith a chyflwyno iaith yn ogystal.

Ychwanegwyd bod y data a gesglir yn sgil yr arsylwadau yn fodd o osod meincnodau ar gyfer maes Cymraeg i Oedolion.

- Eglurwyd bod Estyn wedi cyflwyno dogfen ymgynghorol parthed eu fframwaith arsylwi newydd. Gweler gwefan Estyn am gopi.

- Cynhelir arsylwadau Conwy a Dinbych ym mis Mawrth. Mynegodd HH ei barodrwydd i arsylwi tiwtoriaid Coleg Harlech yn Wrecsam a Fflint yn ogystal gan fod arolwg yn y sefydliad y tymor hwn.

- Dywedodd FC bod Coleg Llysfasi yn cael arolwg o 9fed – 19ain o Fawrth, 2009 felly ni fydd y Ganolfan yn eu harsylwi tan ar ôl y Pasg.

5. Panel Darparwyr a gynhaliwyd ar 14 Ionawr 2009

Derbyniwyd y cofnodion. Dygwyd sylw i'r materion canlynol:

- Eitem 3 - adroddwyd fod anawsterau gweinyddu a gweithredu'r gronfa arian wrth gefn ond bod trafodaethau'n cael eu cynnal i geisio trefnu 'gweinyddwr' ar ran y Ganolfan. Os methir yn yr ymgais hwn, cytunwyd y dylid gofyn i bob darparwr weinyddu'r gronfa ar gyfer eu dysgwyr eu hunain
- Eitem 5 – Cwrs Cymraeg i'r Teulu. Adroddwyd fod bwriad i lunio cwrs prif-ffrwd cenedlaethol newydd a fyddai'n cael ei ddefnyddio gan CAG ar draws y rhanbarth
- Eitem 8 – Data. Pwysleisiwyd yr angen i bob darparwr gyflwyno data yn unol â'r dyddiadau sydd wedi eu cylchredeg a gofynnwyd i'r aelodau am eu cefnogaeth i sicrhau bod hynny'n digwydd

6. Cynllun Gweithredu

Dygodd IG sylw'r aelodau at y materion canlynol:

- Amcan 7 – Cynyddu nifer y staff dysgu amser llawn a ffracsiynol yn y gogledd. Nododd IG y bydd yn trafod hyn yn unigol gyda phob darparwr yng nghyd-destun eu dyraniadau a strategaeth y Ganolfan ar gyfer datblygu'r ddarpariaeth.
- Amcan 11 – Ymrestriadau. Nodwyd bod ymrestriadau ar ddiwedd Rhagfyr 2008 yn debyg iawn i'r sefyllfa yn Rhagfyr 2007. Bydd y data a gyflwynir yn fisol o hyn ymlaen yn fodd o fesur perfformiad yn fwy manwl
- Amcan 41 – Cydlynydd Dysgu Anffurfiol – nodwyd bod y penodiad wedi arwain at newid arwyddocaol yn y ddarpariaeth anffurfiol gyda thargedau Bwrdd yr Iaith eisoes wedi eu cyflawni gyda 398 o weithgareddau a 800 o oriau cyswllt wedi eu darparu hyd ddiwedd Rhagfyr.

7. Cyrsiau Modiwlar

Cyflwynodd IG bapur a oedd yn rhoi ystyriaeth i gyflwyno cyrsiau modiwlar yn rhanbarth y gogledd a chynigiodd ddadansoddiad bras o blaid ac yn erbyn y syniad. Cafwyd croeso brwd i'r syniad o beilota cyrsiau o'r fath yn 2009/2010 a nodwyd y byddai'r Ganolfan yn trafod hyn gyda darparwyr dros yr wythnosau nesaf er mwyn trefnu cynlluniau peilot ar gyfer 2009/2010.

8. Hyfforddiant

Cyflwynodd HH adroddiad cynnydd ar raglen hyfforddi'r Ganolfan gan roi sylw penodol i'r canlynol:

- Y Cymhwyster Cenedlaethol - trafodaethau'n parhau gyda Phrifysgol Glyndŵr ynghylch derbyn y cymhwyster fel rhan o'i chwrs TAR; a thiwtoriaid y gogledd wedi ennill y marciau cyfartalog uchaf yn genedlaethol
- Cynllun Hyfforddi – Cynllun 2009/2011 wedi ei lunio sy'n cynnwys buddsoddiad o £105K ar hyfforddiant tiwtoriaid dros 2 flynedd. Hyd yma, mae hyfforddiant y Ganolfan wedi dangos lefel uchel iawn o foddhad ymysg tiwtoriaid gyda 96% ar gyfartaledd yn nodi ardderchog neu da iawn fel 'marc'
- Hyfforddiant mewn swydd - dwy sesiwn hyfforddi wedi eu trefnu o ganlyniad i ddadansoddi anghenion hyfforddi fel rhan o'r broses arsylwi ym Môn a Gwynedd. Disgwylir i bob tiwtor a raddiwyd yn 3/4/5 i fynychu a gofynnwyd am gefnogaeth yr aelodau i sicrhau bod hyn yn digwydd. Mae gwahoddiad agored i unrhyw diwtor arall fynychu'r hyfforddiant hwn.

9. Hyfforddiant y Gweithle – Ymchwil

Cyflwynodd IG adroddiad cryno ar brosiect ymchwil a gynhaliwyd gyda chyrff sector cyhoeddus a gwirfoddol yn y gogledd. Pwrpas y gwaith oedd ymchwilio i sut yr oedd hyfforddiant iaith yn cael ei gynllunio gan weithleoedd a nododd IG fod y canfyddiadau yn siomedig iawn ac o bryder i'r Ganolfan o ystyried pwysigrwydd datblygu hyfforddiant iaith effeithiol yn y gweithle. Y prif ganfyddiadau a nodwyd oedd:

- Canran isel â dogfennau cynllunio hyfforddiant iaith

- Canran isel gyda chyllideb benodol ar gyfer hyfforddiant iaith
- Ymwybyddiaeth isel iawn am faint o amser mae'n cymryd i ddysgu iaith
- Hyfforddiant iaith yn digwydd yn fympwyol yn bennaf yn hytrach na thrwy gynllunio adrannol
- Prin yw'r cyflogwyr sy'n gosod nodau dysgu penodol i'w staff cyn dechrau
- Prin yw'r cyflogwyr sy'n gofyn am gymorth i adnabod pa gyrsiau sy'n briodol i'w staff
- Nid yw hanner y cyflogwyr yn mesur cynnydd eu dysgwyr
- Nid yw traean y cyflogwyr yn gwerthuso llwyddiant a chost yr hyfforddiant
- Mae 1 o bob 6 cyflogwr yn dal i wrthod rhyddhau staff o'u gwaith i ddysgu Cymraeg
- Prin yw'r cyflogwyr sy'n mynnu bod eu staff yn presenoli mewn gwersi
- Canran bach iawn o gyflogwyr sy'n disgwyl i'w staff ddefnyddio'r Gymraeg a ddysgwyd yn eu gwaith
- Dim system mentora gan fwyafrif y cyflogwyr
- Cefnogaeth anffurfiol i ddysgwyr gan tua hanner y cyflogwyr
- Sector iechyd yn sylweddol salach na'r un sector arall

Nododd IG y byddai'n parhau i hyrwyddo gwasanaeth ymgynghorol y Ganolfan er mwyn cynorthwyo gweithleoedd i gynllunio'r hyfforddiant yn fwy effeithiol.
Nodwyd fod bathodynnau dysgwyr wedi profi'n boblogaidd yn y gorffennol ond bod y fenter hon bellach wedi dod i ben. IG i ymchwilio ymhellach i'r posibilrwydd o atgyfodi'r syniad

10. Gwerthusiad Rhaglen CiO gan Dateb

Cyflwynwyd yr adroddiad interim hwn er gwybodaeth i'r aelodau a nododd IG fod yr adroddiad yn gynhwysfawr iawn ac yn onest ei sylwadau. Dygodd sylw at y canlynol:

- Cymal 5.1.9 – yr awgrym y dylid newid y drefn o lunio dogfennau cynllunio fel bod y baich gweinyddol ar Ganolfannau yn llai – croesawyd hyn
- Cymal 6.3.18 - cadarnhawyd yr hyn sydd wedi ei adrodd yn y Grŵp hwn eisoes, sef bod anawsterau ymarferol wedi codi gyda'r cymhwyster cenedlaethol
- Cymal 6.5.2 – ceir cydnabyddiaeth yma o werth y Cynlluniau Hyfforddi, a'r budd maent wedi eu cynnig i bob rhanbarth
- Ni chafwyd cyfeiriad at reoli ansawdd nac ymchwil a nododd IG y byddai'n crybwyll hyn wrth Dateb wrth gyflwyno adborth i'r adroddiad. Gan fod gwella ansawdd yn greiddiol i fodolaeth y Canolfannau, teimlwyd y dylai gael sylw amlwg yn hytrach nac achlysurol yn yr adroddiad

11. Cynllun Marchnata Strategol

Cyflwynodd EED adroddiad cynnydd llafar gan fanylu ar y canlynol:

- Cyfarfod y Grŵp Marchnata cenedlaethol a gynhaliwyd yn y Drenewydd 15/01/09. Lleisiodd yn y cyfarfod deimladau rhai o Banel y Darparwyr nad oedd y Pecyn Croeso yn gwbl berthnasol i ddarparwyr y gogledd ac y buasai marchnata / brandio bag neu ffeil cwrs yn fwy o fudd.
- Mae'r broses o gynllunio a dylunio'r wefan yn dal ar y gweill a'r gobaith ydyw trosglwyddo linc i bob un o'r darparwyr ddechrau Chwefror. Byddai Gary Smith, Rheolwr Data, CCiO yn croesawu adborth darparwyr i'r ddelwedd newydd.
- Fel rhan o farchnata digwyddiadau allgyrsiol y bwriad ydyw creu bwletin wythnosol ar safle gwe'r Ganolfan trwy e-bostio pawb sy'n cofrestru ar y cyrsiau. Canmolwyd y Swyddog fod digwyddiadau allgyrsiol wedi dwyn ffrwyth yn gynt na'r disgwyl.
- Nodwyd bod cytundeb y Ganolfan gyda Champion a Coast FM i noddi ymadrodd y dydd yn dod i ben ddiwedd mis Mawrth. Bydd y Ganolfan yn ystyried parhad y fenter yn ystod y gwanwyn.
- Bydd y Ganolfan yn parhau i gynhyrchu datganiadau i'r wasg yn rheolaidd ac atgoffwyd aelodau fod croeso iddynt awgrymu materion i ATOM PR roi sylw iddynt.

Dygodd FC sylw at y ffaith fod S4C yn lansio eu gwefan newydd yn Ninbych ar 26 Ionawr ond bod neb ar y Grŵp yn ymwybodol o'r digwyddiad. Addawodd EED i godi hyn yn y Grŵp Marchnata cenedlaethol gyda'r nod o sicrhau fod APADGOS yn cydlynu cyhoeddusrwydd i ddigwyddiadau perthnasol o'r fath yn y dyfodol.

12. U.F.A.

Dim

13. Dyddiad y cyfarfod nesaf

Dydd Mercher, 22ain Ebrill 2009, Prifysgol Bangor

Strategic Group

Wednesday 21st January, 2009 at 10.30a.m.
Venue: Madog Room, Coleg Llandrillo yn Rhos

Present:
Merfyn Jones, Vice-Chancellor Bangor University (Chair);
Kevern Kerswell, Coleg Iâl; Ian Rees, Coleg Meirion Dwyfor; D F Cunningham, Coleg Llysfasi; Jane Watkins, Coleg Llysfasi; David Hedley Williams, Nant Gwrtheyrn; Julie Brake, Glyndŵr University; Trefor Fôn Owen, Coleg Harlech/WEA; Huw Evans, Coleg Llandrillo; Rhian McCarthy, Coleg Llandrillo; Brec'hed Piétte, Bangor University; Debbie Tebbutt, Coleg Menai; Ifor Gruffydd, Welsh for Adults Centre; Haydn Hughes, Welsh for Adults Centre; Elliw Ellis-Davies, Cwmni Atom; Ceri Llwyd, Welsh for Adults Centre.

Apologies: Verona Pritchard Jones, Popeth Cymraeg; Ioan Talfryn, Popeth Cymraeg; Haydn Edwards, Coleg Menai; Jim O'Rourke, Nant Gwrtheyrn; David Jones, Coleg Glannau Dyfrdwy; Paul Croke, Coleg Iâl.

1. **Welcome and Introduction**
   A welcome was extended to all to the meeting by Professor Merfyn Jones.

4. Confirmation of the minutes of the previous meeting
The minutes of the meeting held on the 5th of November were accepted and confirmed. Although there was no official minute, the Chair proposed that the group should proceed in the spirit of the discussion at the previous meeting by writing to Meri Huws to express our appreciation to her for her work in forming the Group and chairing it over the last two years. The proposal was accepted.

3. Matters arising
- Item 1.ch – It was reported that DCELLS had agreed to verify data on a monthly basis for the Centre.
- Item 4a – It was reported that the application had been rejected but that Glamorgan University was attempting to discover why and was trying to resolve the situation so that it might be resubmitted. It was agreed that Group members would offer their support if this attempt were to fail.
- Item 9, Federal College - IG presented a short report on the discussions that have been held hitherto in relation to the Federal College. It was noted that two meetings have already been held to discuss three possible schemes for the Federal College. It was reported that no discussions relating to Welsh for Adults had arisen thus far but IG would keep track of the discussions.

4. Quality Panel held on 14 January 2009 – Acceptance of minutes
The minutes were accepted, while noting the need to correct the name of James Nelson, Coleg Llandrillo. Members' attention was drawn to the following matters:
- Gwynedd and Anglesey observation work has now been completed and all were thanked for their cooperation and the process was said to have run smoothly.
- The findings of the report were analysed. It is intended that the observation forms will be analysed as follows:
  i. Profile KQ 1
  ii. Profile KQ 2
  iii. Matters identified in KQ 3-7
  iv. Training Recommendations
  v. The above in the context of area and provider, i.e. Dwyfor, Gwynedd, Anglesey, Dwyfor and Anglesey, Gwynedd and Anglesey, Bangor University, Coleg Menai, Coleg Meirion Dwyfor, Coleg Harlech WEA.

  Feedback forms will go out to tutors and to providers by Friday, 23rd January. Individual reports discussing the observations will be prepared for each provider in due course. The intention is to evaluate the process with the tutors and the observation team before commencing in Conwy and Denbigh. Bangor University, Popeth Cymraeg, Coleg Llandrillo, WEA and Llysfasi were asked to send their timetables to the Centre as soon as possible.

  Training will be offered, specifically for tutors that received grade 3, 4 or 5, before the summer. However, all the Centre's tutors will be invited to attend these training sessions. The observations proved that training needed to be organised both on how to practise language and also how to present language.

It was added that the data collected in the wake of the observations was a means of setting benchmarks for the Welsh for Adults field.

- It was explained that Estyn had submitted a consultation document with reference to their new observation framework. Please refer to the Estyn website for a copy.

- Observations will be held in Conwy and Denbigh in March. HH expressed his willingness to observe Coleg Harlech tutors in both Wrexham and Flint as there was an inspection at the institution this term.

- FC stated that Coleg Llysfasi was being inspected on 9th – 19th March 2009 and, therefore, the Centre will not be holding their observations until after Easter.

5. Provider Panel held on 14 January 2009

The minutes were accepted. The following matters were highlighted:

- Item 3 - It was reported that the administration and operation of the contingency fund was proving difficult but that discussions were taking place to attempt to arrange an 'administrator' on behalf of the Centre. If this attempt fails, it was agreed that each provider should be asked to administer the fund for their own learners.
- Item 5 – Welsh for the Family course. It was reported that it was intended to plan a new national mainstream course that would be used by WEA across the region.
- Item 8 – Data. It was emphasised that each provider needed to present data in accordance with the dates that had been circulated and members were asked for their support to ensure this took place.

6. Action Plan

IG drew members' attention to the following matters:

- Objective 7 – Increase the number of full time and fractional teaching staff in North Wales. IG stated that he will discuss this with each provider individually in the context of their allocations and the Centre's strategy for provision development.
- Objective 11 – Enrolments. It was stated that enrolments at the end of December 2008 were very similar to the situation in December 2007. The data presented on a monthly basis from now on will enable performance to be measured more closely.
- Objective 41 – Informal Learning Coordinator – It was stated that the appointment had led to significant change in the informal provision and the Welsh Language Board's targets had already been reached with 398 activities and 800 contact hours provided up to the end of December 2008.

7. Modular Courses

IG presented a paper that considered the introduction of modular courses in the North Wales region and he offered a general analysis for and against the idea. There was an enthusiastic welcome for the suggestion of piloting such courses in 2009/10 and it was stated that the Centre would discuss this with providers over the coming weeks in order to organize pilot schemes for 2009/2010.

8. Training

HH presented a progress report on the Centre's training programme paying particular attention to the following:

- The National Qualification – Discussions are ongoing with Glyndŵr University concerning the acceptance of the qualification as part of its PGCE course; and North Wales tutors had gained the highest average marks nationally.
- Training Scheme – The 2009/2011 scheme has been drawn up which involves an investment of £105K on tutor training over 2 years. Up to now, the Centre's training has shown a very high level of satisfaction amongst tutors with 96% on average recording excellent or very good as a 'mark'
- In-service Training – Two training sessions have been arranged as a result of analysing training needs as part of the observation process in Anglesey and Gwynedd. Every tutor that was awarded a grade 3/4/5 is to attend and the members' support was requested to ensure this did occur. There is an open invitation to any other tutor to attend this training.

9. Workplace training – Research

IG presented a brief report on a research project that was held with public and voluntary sector organisations in North Wales. The purpose of the work was to explore how language training was being planned by workplaces and IG noted that the findings were very disappointing and a matter of concern to the Centre, in view of the importance of developing effective language training in the workplace. The main findings noted were:

- A low percentage had language training planning documents.

- A low percentage had a specific budget for language training.
- Very poor awareness of how much time it takes to learn a language.
- Language training takes place mainly in an arbitrary way rather than through departmental planning.
- The employers, who set specific learning aims for their staff before they begin, are rare.
- The employers, who request help to identify which courses are appropriate for their staff, are few.
- Half the employers do not assess their learners' progress.
- A third of employers do not evaluate the success and cost of the training.
- 1 out of every 6 employers still refuses to release staff from their work to learn Welsh.
- Few employers insist that staff be present in lessons.
- Only a very small percentage of employers expect their staff to use the Welsh that was learned in the course of their work.
- The majority of employers have no mentoring system.
- Learners receive informal support from approximately half the employers.
- The health sector is significantly worse than any other sector.

IG stated that he would continue to promote the Centre's consultation service in order to assist workplaces to plan training more effectively.
It was said that learner badges had been popular in the past but this initiative had now come to an end. IG is to look further into the possibility of reviving this idea.

10. Evaluation of the Welsh for Adults Programme by Dateb

This interim report was presented for information to members and IG noted that the report was very comprehensive and honest in its remarks. He highlighted the following:

- Clause 5.1.9 – The suggestion that the method of drawing up planning documents should be changed in order to reduce the administrative burden on Centres – this was welcomed.
- Clause 6.3.18 – What has been reported in this Group already is confirmed, namely that practical difficulties have arisen with the national qualification.
- Clause 6.5.2 – Here there is recognition of the value of the Training Schemes, and the benefit they have offered to each region.
- There was no reference to quality management or research and IG stated that he would raise this with Dateb when he presented feedback on the report. As quality improvement lies at the very heart of the Centres' existence, it was felt it should receive prominent rather than occasional attention.

11. Strategic Marketing Scheme

EED presented a verbal progress report giving details of the following:

- The National Marketing Group meeting that was held in Newtown on 15/01/09. She had voiced in the meeting the feelings of some members of the Provider Panel that the Welcome Pack was not entirely relevant to North Wales providers and that marketing/branding of a bag or course file would be more useful.
- The process of planning and designing the website is ongoing and it is hoped that a link may be transferred to each provider by the beginning of February. Gary Smith, the Data Manager at the WfA Centre, would welcome feedback from providers on the new image.
- As part of marketing extra-curricular events the intention is to produce a weekly bulletin on the Centre's website by e-mailing all who register on courses. The Officer was commended for the fact that the extra-curricular events had borne fruit earlier than expected.
- It was stated that the Centre's agreement with Champion and Coast FM to sponsor the phrase of the day will come to an end at the end of March. The Centre will consider the continuation of the initiative during the spring.
- The Centre will continue to produce press releases on a regular basis and members were reminded they were welcome to suggest issues for ATOM PR to highlight.

FC drew attention to the fact that S4C was launching its new website in Denbigh on 26 January but that no-one in the Group was aware of the event. EED agreed to raise this in the national Marketing Group with the aim of ensuring that DCELLS coordinated publicity for such relevant events in the future.

12. A.O.B.

None.

13. Date of next meeting

Wednesday, 22nd April 2009, Bangor University.