

URDD GOBAITH CYMRU

FORWARD TO 100...

In an issue of 'Cymru'r Plant' in 1922 Sir Ifan ab Owen Edwards said: 'In many villages and in nearly all the towns of Wales, the children now play in English, read English-language books and forget that they are Welsh.' It was for these reasons that he founded Urdd Gobaith Cymru.

90 years later, Urdd Gobaith Cymru, Wales' largest youth organisation has 50,000 members belonging to 950 branches which take part in all sorts of activities. The work is supported by 10,000 volunteers across Wales.

The original aim of providing the opportunity, through the medium of Welsh, for young people in Wales to become fully rounded individuals, developing personal and social skills that will enable them to make a positive contribution to the world around them continues to be central to the organisation.

This aim is an increasingly challenging one, given the constantly changing linguistic and social environment in which we live. Now in its 90th year, the Urdd is a forward-looking movement that offers exciting experiences, through the medium of Welsh, to children and young people in Wales of all backgrounds.

The object of all these activities is to make the Welsh language a living reality for the children and young people of Wales and secure its future well-being.

VISION

As we celebrate the Urdd's 90th birthday, we wish to set the movement's priorities for the next ten years. The choice of areas for development is based on our research and on our knowledge of children and young people.

Informing all of our work is the desire to increase the use of Welsh by children and young people and offer them increased opportunities to use the language socially.

RESIDENTIAL CENTRES

The Urdd runs three main residential centres, in Llangrannog, Glan-Ilyn and Cardiff, where 40,000 members come to stay every year on nearly 800 courses. Each provides excellent

opportunities for social, cultural, outdoor and adventure activities. Through marketing and other means, we shall aim to ensure that all children and young people in Wales are made aware of what is available to them at these centres, and has an opportunity to attend. We also intend to

- Establish an outreach service to ensure that every child or young person, whatever their background, has the opportunity to take part in an outdoor activity.
- Broaden our market through developing courses and new experiences for young people through the medium of Welsh, including *Her Antur* (Adventure Challenge) courses, and summer and holiday courses.
- Develop family holidays at the centres.
- Increase turnover at the centres by 20% in order to continue developing capital resources and activities and investing £5m over the next ten years.

YOUTH AND THE COMMUNITY

Our development officers are a vital link between the Urdd's volunteers and members, in branches and in schools, and at both local and regional levels. We have 950 branches belonging to 17 regions in Wales.

The community activities supported include *eisteddfodau*, sports, visits to the residential centres, day visits and residential opportunities, and local group (*Adran* and *Aelwyd*) activities. Last year 500 members had the opportunity to travel with the Urdd – to Patagonia, France, Spain and Italy.

We aim to

- Increase the numbers benefiting from the Urdd's core activities across Wales and the opportunities for children and young people to socialise in Welsh.
- Develop new opportunities for young people through volunteer schemes, accrediting skills and celebrating the successes of children and young people and the contribution of our volunteers. We will build on our Routes to the Summit scheme which offers a valuable service in the convergence areas.
- Develop leaders and volunteers for the future.
- Continue to share our Annual Message of Peace and Goodwill with other nations.

In order to achieve these goals, we intend to appoint

- A dedicated Youth Officer in each area, additional to existing regional Development Officers, tasked with developing activities which meet the needs of young people so that they can live their lives through the medium of Welsh and benefit from participation in Welsh-language social experiences.

SPORTS

We place particular emphasis on sports, as children and young people have shown that they are keen to take part in such activities through the medium of Welsh outside the confines of school. 40,000 already take part in our annual sporting competitions, but we should like to see every child and young person given the chance to participate in a Welsh-medium community sports activity.

The number of Sports Officers will double, from 10 to 20, so that we can

- Increase from 600 to 1,200 the number of young volunteers trained to run community sports clubs.
- Increase from 70 to 140 the number of Welsh-medium community sports clubs and increase to 5,000 the number of participants in 'drop-in' sessions.

We shall also develop *Gemau Cymru* as a multi-sport festival of the highest quality, in which every young person will want to take part.

EISTEDDFOD

We shall develop the Urdd National Eisteddfod through close collaboration with our broadcasting and commercial partners and our volunteers. Our aim will be to achieve

- An increase of 10,000 in the number of competitors at local (*cylch*) level.
- An increase of 1,000 in the number of competitors in the National Eisteddfod.
- An increase of 20,000 in the number of those attending the Eisteddfod.
- Continue to develop the Urdd Gobaith Cymru Bryn Terfel Scholarship.

These are ambitious targets but we feel that every child and young person deserves the chance to benefit from the experience of participating in our Eisteddfod. We shall be considering new ideas for making the Eisteddfod a vibrant, fun-filled event, which children and young people from all linguistic backgrounds can enjoy.

COMMUNICATION

Means of communication are changing fast. In order to keep up with developments in this area we shall

- Seek to attract investment in the development of appropriate technologies for communication with our members.
- Ensure that young people are able to communicate with one another in Welsh by means of the latest technology.
- Increase the circulation of our magazines for Welsh-speakers and learners and ensure that they continue to appeal to children and young people.
- Work with schools and parents to convey to all the importance of promoting Welsh as a living language outside the confines of school.
- Work on schemes to ensure that the image of the Welsh language we project is a modern and affirmative one, including ensuring that young people utilise technology and investing in our website.

PUTTING OUR VISION INTO PRACTICE

We hope that by the time the Urdd celebrates its centenary we shall have achieved the goals outlined in this document.

Success will depend on the cooperation and support of our financial backers, other organisations in Wales, and our many volunteers and members.

We shall look forward to working with our partners in the private, voluntary and public sectors to achieve this vision.

The Urdd is a movement for the whole of Wales. We extend a warm welcome to all, irrespective of their background, to come and help us.

We are open to new ideas and suggestions and invite anyone interested to contact us at 90@urdd.org. You can follow us on twitter@Yr_Urdd and Mistar Urdd's facebook page.

FACTS ABOUT THE URDD

50,000 members

10,000 volunteers

265 staff and a turnover of £8.7m / £170,000 a week

54% of all 10 year-old Welsh speakers are members

28,000 read our magazines each month

500 take part in visits to France, Italy, Spain and Patagonia

90,000 visit the Urdd Eisteddfod

35,000 compete in county and local (*cylch*) eisteddfodau

40,000 take part in competitions and sports

