

Ken Skates AC / AM
Y Dirprwy Weinidog Diwylliant, Chwaraeon a Thwristiaeth
Deputy Minister for Culture, Sport and Tourism



Llywodraeth Cymru
Welsh Government

Eich cyf/Your ref P-04-632
Ein cyf/Our ref KS/00802/15

William Powell AM
Assembly Member for Mid & West Wales
Chair - petitions committee
Ty Hywel
Cardiff Bay
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committeebusiness@Wales.gsi.gov.uk

Dear William,

6 July 2015

Thank you for your letter on 18 June regarding Petition P-04-632 Mynyddoedd Pawb. I am responding on behalf of the Welsh Government regarding the protection of Welsh-language place-names.

I read the petition with interest and have shared your documents with relevant officials.

Welsh place names are valuable sources of evidence for informing the identification and management of historic assets. The Welsh Government is committed to promoting the Welsh language and recognises that people feel strongly about place names. However, we do not have direct responsibility for place-names or for the names of geographical features in Wales. Various public bodies, including local authorities and national park authorities, have a role in determining the official form and spelling of place-names and the names of geographic features in both languages.

With Tourism, Cadw and Culture now in the same portfolio, there are great opportunities to forge stronger working links across these areas which together clearly have a significant influence and role to play in making Wales a place that people want to visit and return to.

I am very much aware that Wales's countryside, coastline, culture, heritage and history comprise a major asset and strength in attracting visitors to Wales. This is being promoted and marketed effectively across many elements of the 'Have You Packed for Wales?' tourism marketing campaign; with detailed information on how to visit and experience many of these unique Welsh assets on the Visit Wales website.

Visit Wales has produced guidance for the tourism industry aimed at tourist destinations when applying for brown and white signs from the Motorway and Trunk Road Network. This

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new guidance for tourist traffic signs focuses on local needs and offers greater flexibility in dealing with tourist signing on the trunk road and motorway network in Wales.

Work is underway to further develop a pan-Wales heritage interpretation plan. There are opportunities to link smaller and unlisted sites with Cadw sites to help join up and complete historic stories for example. Opportunities like this, along with accompanying cross-promotional work will be taken forward working with Cadw, site owners/mangers and stakeholders.

Cultural distinctiveness is important for tourism in Wales. Many tourists undertake cultural and heritage visits as part of their overall holiday experience. In supporting tourism businesses to develop we encourage businesses to provide a 'Sense of Place' that positively provides a Welsh experience for visitors. Experiencing a different culture and heritage often forms a lasting memory for visitors and helps to raise the awareness of Wales as a unique and diverse country. Our tourism marketing campaigns strongly feature and promote our heritage offer.

The Royal Commission on the Ancient and Historical Monuments of Wales is jointly running Cymru1900Wales.org which asks for volunteers to record all the place names of Wales as they appeared on Ordnance Survey maps at the end of the Victorian period. This is a ground-breaking, crowd-sourcing project which has been developed jointly by the Royal Commission, The National Library of Wales, University of Wales and the People's Collection Wales.

I am sure it will prove to be successful, and will pave the way for further collaborative research and online volunteering projects in the future which will all help with the aspirations behind this petition.

Through Curriculum Cymreig, it is a requirement across the curriculum that learners should be given opportunities to develop and apply knowledge and understanding of the cultural, economic, environmental, historical and linguistic characteristics of Wales. As an example, the History Curriculum contributes to this requirement by making local and Welsh history a focus of the study and helping learners to understand the factors that have shaped Wales and other countries today. Geography contributes to Curriculum Cymreig by offering opportunities for learners to explore by investigation and fieldwork the diversity of the natural and human landscapes in Wales.

Yours ever,



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