

WELSH LANGUAGE IMPACT ASSESSMENT TOOL

This Welsh Language Impact Assessment (WLIS) tool enables RCT Council to consider the principles and requirements of the [Welsh Language Standards \(No.1\) Regulations 2015](#) to ensure compliance with the [Welsh Language \(Wales\) Measure 2011](#).

Stage 1 – Information Gathering

NOTE: As you complete this tool you will be asked for **evidence to support your views**. Please see [Welsh Language Impact Assessment Guidance](#) for more information on data sources.

Proposal Name:	Private Rented Sector Strategy
Department	Housing Strategy & Investment
Service Director	Derek James
Officer Completing the WLIA	Oliver James
Email	Oliver.james@rctcbc.gov.uk
Phone	01443 281136
Brief Description	<p>The Private Rented Sector (PRS) Strategy 2026-2031 forms part of the overarching RCT Housing Strategy 2024 - 2030 and outlines how the Council will work in partnership with landlords, residents and statutory bodies to understand the profile of homes across the PRS in Rhondda Cynon Taf (RCT). The Strategy provides a framework for all activity in RCT aimed at improving housing conditions and management standards to ensure the PRS is an accessible housing option for residents of RCT.</p> <p>The need to have a distinct PRS Strategy in RCT is in recognition of the increase in the demand for housing, the PRS also plays a flexible and important role in the overall local housing market as a key partner in meeting housing need.</p>

Date	11/05/2026
Please outline who this proposal affects? (Service Users, Employees, Wider Community)	The Strategy will affect Service users, council employees and the Wider Community
What are the aims of the policy, and how do these relate to the Welsh Language?	<p>The importance to have a distinct Private Rented Sector (PRS) strategy is in recognition of the increase in demand for housing, across all tenures in Rhondda Cynon Taf (RCT). The PRS plays an important role in helping the Council meet its housing need and provides an alternative housing option to social rent or owner occupation.</p> <p>The PRS in Wales has grown over the last two decades and now accounts for approximately 14% of the Welsh housing stock (Stats Wales 2024). In RCT, between the 2011 and the 2021 Census, the percentage of private rented properties grew from 13.7% (Census 2011) to 17.8%, with an estimated 18,362 private rented properties in the Borough (Census 2021).</p> <p>The PRS in RCT has faced several challenges over the past decade such as changes to welfare reform, increase in tenants with support needs, poor property standards and the introduction of legislation aimed at regulating the PRS and improving standards. These challenges intensified further during and after the Covid-19 pandemic and have persisted into the ongoing cost of living crisis and interest rate uncertainty.</p> <p>Despite these challenges, the PRS has continued to be invaluable as a housing option for residents in RCT and to enable the Council to discharge its homelessness duty.</p> <p>The Council's current approaches in the PRS, serve to increase the availability of affordable private rented properties, support tenants to access and maintain private rented tenancies, and to work with landlords to ensure that standards in the private rented sector ensure properties are safe and attractive where residents want to live.</p> <p>RCT's overall vision for the PRS is to ensure the private rented sector in RCT provides safe, affordable, well-managed homes that support sustainable and accessible tenancies.'</p> <p>The following strategic aims have been identified to achieve the vision:</p>

1. **Increase the supply of affordable private rented homes.**
2. **Support residents to access and sustain tenancies to prevent homelessness.**
3. **Improve quality and management standards in the PRS.**
4. **Strengthen partnerships and engagement to support the private rented sector.**

The strategic aims will ensure that the PRS in RCT provides a suitable housing option for all residents and contributes towards a functional housing market which will result in prosperous communities.

A multi-agency approach to the aims of the strategy will ensure that all services involved are working in accordance with Welsh Language Standards. For example, bilingual service delivery for residents of Rhondda Cynon Taf and bilingual landlord communications, allowing relevant parties to access council services in the language of their choice.

**Who will benefit/Could the policy affect Welsh language groups?
If so, list them here.**

The strategy aims to benefit the following groups:

- PRS landlords
- Resident's, especially those seeking or currently residing in PRS accommodation
- Any other stakeholders such as local businesses (e.g. trades) that would benefit from a functioning PRS market

Welsh speaking residents will benefit from this PRS Strategy because it aims to create a functional private rented market. A functional PRS market would see that all residents of RCT, including Welsh speakers, would have access to affordable and high quality PRS homes in their communities. Increased access to and availability of PRS homes within the County Borough would retain current Welsh speakers within the community, allow Welsh speakers from elsewhere to move into the locality, and provide housing options for other non-Welsh speaking residents to remain within RCT. As well as retaining existing Welsh speakers, an increase in PRS housing would allow non-Welsh speakers to remain in the area, allowing them to benefit from various options

	for Welsh medium education for their children, in addition to allowing them the opportunity to benefit from opportunities to learn the Welsh language through local and national government and relevant local institutions including the council which offers free Welsh learning for its employees.
Current linguistic profile of the geographical area(s) concerned	Every ten years the nation sets aside one day for the Census, a count of all people and households. The Census is a key source of information about the number of people who can speak Welsh. The 2021 Census indicated that of the 237,700 residents living in the County Borough, 12.4% were able to speak Welsh, approximately the same proportion as at the 2011 census. This can be compared to 17.8% (538,300) Welsh residents able to speak Welsh at the 2021 Census, down 23,700 from the 2011 Census.
Other relevant data or research	RCT Local Housing Strategy 'Prosperous Homes, Prosperous Lives' 2024 – 2030. RCT Empty Homes Strategy 2022-2025, RCT Local Housing Market Assessment 2022. RCT Housing Support Programme Strategy 2022 - 2026

Stage 2 – Impact Assessment

In this section you need to consider the impact, the evidence and any action you are taking for improvement. This is to ensure that the opportunities for people who choose to live their lives and access services through the medium of Welsh are not inferior to what is afforded to those choosing to do so in English, in accordance with the requirement of the Welsh Language (Wales) Measure 2011.

Please note there is a separate impact assessment for Equality and Socio-Economic duty that must also be completed for policy proposals.

Remember that effects that are positive for some groups could be detrimental to others - even among Welsh language groups. Consider the effects on different groups. For example, a proposal may be beneficial to Welsh learners, but not to Welsh speakers.

Previous Welsh Language Impact Assessments can be found on Inform by [clicking here](#).

Will the proposed action affect any or all of the following?

	Does the proposal have any positive, negative or	Describe why it will have a positive/negative or neutral impact on the Welsh language.	What evidence do you have to support this view?	What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?

	neutral impacts?			
<p>Opportunities for persons to use the Welsh language</p> <p>e.g. staff, residents and visitors</p> <p>The rights of Welsh speakers and learners to use Welsh when dealing with the council and for staff to use Welsh at Work</p>	<p>Positive</p>	<p>As a result of the Covid-19 pandemic, hybrid working including within the Council has become normalised and is standard across large swathes of the public sector. This has afforded us ongoing opportunities to promote the Welsh Language as more service users access the Council's website, complete application forms, and obtain information online. All Council websites and key partners' websites have access to all services in the Welsh Language. The Council has responded to service users' needs by using new technologies to unlock the ability to support people in new and innovative ways, therefore providing Welsh speakers and learners with the opportunity to use the Welsh Language.</p> <p>The Private Rented Strategy aims to ensure that landlords and residents looking to rent in the private sector can access all of our services, including funding, incentives and further advice and</p>	<p>Increase in the number of service users using online tools to access services through the medium of Welsh.</p> <p>Both staff and service users are able to engage digitally and have their service requirements met through this method.</p> <p>New multi-agency approaches to the planning and commissioning of services to ensure that the Welsh Language is promoted.</p>	<p>Review how we have embraced technology and provided services that are innovative during the Pandemic and further enhance delivery methods and information in the Welsh Language.</p> <p>Develop training, updates and briefings to staff and providers to keep abreast of service developments, good practice, innovation and new practices via joint training sessions, Private Rented Sector Operational Group meetings and local, regional and national forums.</p> <p>A significant source of engagement with stakeholders of the PRS Strategy occurs through the landlord forum, landlord newsletter and landlord mailing list. Council materials for the landlord forum including invites and agendas are available and promoted bilingually, as is the landlord newsletter. Communications</p>

		<p>guidance. This includes ensuring that Welsh speakers and learners, not only have access to, but also are given a pro-active offer to all available information in Welsh.</p> <p>Through collaborative working with our partners, we will provide holistic, person centred support with effective officer interventions where necessary. This will promote the Welsh Language and allow us access to a larger pool of staff to fully utilise their Welsh language skills. Where an individual requests to have a meeting in Welsh, we would adhere to standards 26/26A by utilising Welsh Language resources from our internal staff resources or alternatively arranging for a translator.</p> <p>The Private Rented Sector Operational Group, as “overseers” of the strategy, will take responsibility for ensuring compliance with Welsh Language Standards and ensuring that there is an understanding amongst all partner groups that there is a</p>		<p>sent out to the landlords mailing list are also sent bilingually.</p>
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		<p>requirement to provide services in Welsh.</p> <p>Any staff training provided will undergo an assessment on whether the training should be delivered in Welsh, where there is a need to do this and resources allow.</p>		
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Stage 2 – Impact Assessment

Will the proposed action affect any or all of the following?

	Does the proposal have any positive, negative or neutral impacts?	Describe why it will have a positive/negative or neutral impact on the Welsh language.	What evidence do you have to support this view?	What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?
<p>Numbers and / or percentages of Welsh speakers e.g Welsh Medium Education / Study Opportunities. Links with the Welsh Government's Cymraeg 2050 Strategy / RCTCBC Five Year Welsh Language Strategy</p>	Positive	<p>As written in the 'Cymraeg 2050 Strategy', the Welsh Government strives to see the number of people able to enjoy speaking and using the Welsh Language reach a million by the year 2050. RCTCBC hopes to contribute and encourage this ambition by providing the conditions to facilitate an</p>	<p>In line with the Council's Welsh Language Promotional Strategy and our Welsh Language Standards, this strategy will ensure bilingual text (Welsh first) on all Council documentation.</p> <p>Increase in the number of staff and service users accessing Welsh language courses.</p>	<p>RCTCBC will ensure its key partners will provide and promote information through the medium of Welsh where possible.</p> <p>Work with the Welsh Language team to develop briefing notes to inform staff of the Welsh Language</p>

		<p>increase in the use of the Welsh Language within the County Borough in line with our 5-year Welsh Language Strategy which aspires to make RCTCBC a bilingual county.</p> <p>This Strategy supports these goals by ensuring, wherever possible that Welsh speakers have access to housing with improved conditions and management standards in a location that affords them the opportunities to continue to use or learn the Welsh language. By increasing the supply of affordable PRS accommodation in RCT, residents will be able to have access to Welsh learning opportunities in local schools, institutions, the council and through everyday exposure to the language. Current Welsh speakers will also have the opportunity to continue to reside in the area, where previous lack of housing may have caused them to leave.</p>	<p>RCTCBC will encourage staff and partners to enable staff to have access to Welsh Language courses and we will monitor this to ensure its effectiveness.</p>	<p>services that they need to offer customers/clients.</p>
<p>Opportunities to promote the Welsh language e.g. status, use of Welsh language services, use of Welsh</p>	<p>Positive</p>	<p>All promotional material relating to the advice and assistance offered to help and support landlords and tenants will be bilingual. An active offer will be</p>	<p>Increase in landlords accessing services such as the RCT Landlord Forum and RCT Landlord Forum Newsletters, by encouraging and developing</p>	<p>Ensuring that all material is bilingual with both Welsh and English published in line with the Welsh Language Standards.</p>

<p>in everyday life in work and in the community</p> <p>Actively encourage and promote the use of our services in Welsh to see an increase in demand over time</p>		<p>made to clients to use these services in Welsh and to receive Welsh language materials.</p> <p>Examples of current bilingual materials include landlord forum marketing, landlord communications via the mailing list, and the landlord newsletter.</p>	<p>bilingual information and promotional material.</p>	
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Stage 2 – Impact Assessment

Will the proposed action affect any or all of the following?

	Does the proposal have any positive, negative or neutral impacts?	Describe why it will have a positive/negative or neutral impact on the Welsh language.	What evidence do you have to support this view?	What action(s) can you take to mitigate any negative impacts or better contribute to positive impacts?
<p>Compliance with the Council's Statutory Welsh Language Standards e.g increasing or reducing the Council's ability to deliver services through the Medium of Welsh.</p> <p>Consider the rights of Welsh speakers to use Welsh when dealing with the Council and for staff to use Welsh at Work</p>	<p>Positive</p>	<p>The development of this strategy will increase the Council's ability to deliver services through the medium of Welsh by:</p> <p>Considering the rights of Welsh speakers to use Welsh language when dealing with the Council and for staff members who wish to use Welsh at work. The development of bilingual services will allow staff members to utilise the Welsh language at work.</p> <p>The Council will procure services in line with the requirements of the Welsh Language Standards, specifically Standards 76-80 which will allow suppliers to tender for a contract in Welsh if</p>	<p>Increase in services through the medium of Welsh will be evidenced by the increase in the digitalisation of the service, which will be accessible bilingually.</p> <p>Increase in the number of service users accessing Private Rented Sector services in Welsh. The Strategy will also be made available to the public in Welsh.</p> <p>The Council has already developed a Contract Strategy Document that includes a section on the Welsh Language Standards that officers must complete before inviting suppliers to tender for a contract. Officers are required to list all the relevant standards in this section to ensure</p>	<p>Ensure that all services relevant to this Strategy are promoted bilingually with Welsh first.</p> <p>Actively promote both Council services and services offered by key partners that are available in Welsh.</p>

		<p>that is their wish. Additionally, all relevant standards will be listed in the Invitation to Tender document so that our suppliers - when acting on our behalf or providing a service on our behalf - comply with our statutory responsibilities. Standard 94 requires the Council to publish a policy on awarding grants – all grants the Council awards must consider how the proposed use will influence the Welsh language. This will ensure that any identified negative or neutral impacts are mitigated, therefore having positive outcomes for the language.</p> <p>Back-office services, such as complaints handling and any correspondence, publicity, websites and phone services – where these are procured or provided directly by the Council will be available in Welsh in line with the Welsh Language Standards</p>	that suppliers are made aware of the Welsh language requirements of the contract.	
Treating the Welsh language, no less favourably than the English language	Positive	The development of this strategy will increase the Council's ability to deliver services through the medium of Welsh by:	Increase in services through the medium of Welsh will be evidenced by the increase in the digitalisation of the service, which will be accessible bilingually.	Ensure that all services relevant to this Strategy are promoted bilingually with Welsh first.

		<p>Considering the rights of Welsh speakers to use Welsh language when dealing with the Council and for staff members who wish to use Welsh at work. The development of bilingual services will allow staff members to utilise the Welsh language at work.</p> <p>The Council will procure services in line with the requirements of the Welsh Language Standards, specifically Standards 76-80 which will allow suppliers to tender for a contract in Welsh if that is their wish. Additionally, all relevant standards will be listed in the Invitation to Tender document so that our suppliers - when acting on our behalf or providing a service on our behalf - comply with our statutory responsibilities. Standard 94 requires the Council to publish a policy on awarding grants – all grants the Council awards must consider how the proposed use will influence the Welsh language. This will ensure that any identified negative or neutral impacts are mitigated, therefore having positive outcomes for the language.</p>	<p>Increase in the number of service users accessing Private Rented Sector services in Welsh. The Strategy will also be made available to the public in Welsh.</p> <p>The Council has already developed a Contract Strategy Document that includes a section on the Welsh Language Standards that officers must complete before inviting suppliers to tender for a contract. Officers are required to list all the relevant standards in this section to ensure that suppliers are made aware of the Welsh language requirements of the contract.</p>	<p>Actively promote both Council services and services offered by key partners that are available in Welsh.</p>
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		Back-office services, such as complaints handling and any correspondence, publicity, websites and phone services – where these are procured or provided directly by the Council will be available in Welsh in line with the Welsh Language Standards	
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Stage 3 - Strengthening the proposal

Having listed actions in section 2 which may mitigate any negative impacts or better contribute to positive impacts – please record below which ones you will imbed into the policy proposal and who will be responsible for them.

Also consider is the proposal necessary? Would it be possible to meet demand without any new developments? Could other existing provision be used? Where should the development be?

What are you going to do?	When are you going to do it?	Who is responsible?
Review the services we currently provide with particular emphasis on how we have embraced technology and provided services differently during and after the COVID-19 pandemic. We will further enhance best practice by ensuring that we deliver information in the Welsh language.	TBC	RCTCBC Housing Strategy Officers Members of Private Rented Sector Operational Group
Develop training, updates and briefings for staff and providers to keep abreast of any service developments, good practice, innovation and new ventures via joint training sessions, Private Rented Sector Operational Group meetings and local, regional and national forums.	Ongoing	RCTCBC Housing Strategy
Ensure that all material relating to the private rented sector advice or support are bilingual with the Welsh promoted before the English.	Ongoing	RCT Private Rented Sector Operational Group

<p>Ensure that all services relating to the private rented sector, including promotional literature, newsletters, application forms and information leaflets are promoted bilingually with Welsh first</p> <p>Actively promote both Council services and services offered by key partners that are available in Welsh.</p>	Ongoing	RCTCBC Housing Strategy & Investment Team
<p>RCTCBC will ensure its key partners provide and promote information through the medium of Welsh.</p>	Ongoing	RCTCBC Housing Strategy & Investment Team
<p>RCTCBC will ensure its key partners provide and promote information through the medium of Welsh.</p>	Ongoing	RCT Private Rented Sector Operational Group
<p>If ways of reducing the impact have been identified but are not possible to implement, please explain why. Give sufficient detail of data or research that has led to your reasoning.</p>		
<p>What was identified?</p>	<p>Why is it not possible?</p>	

Stage 4 – Review

For all policy proposals, whether it is a Significant Key Decision or not, you are required to forward this assessment to Welsh Language services – welshlanguageofficer@rctcbc.gov.uk and the Consultation and Engagement team – consultation@rctcbc.gov.uk in the first instance for some initial guidance and feedback.

As part of the Welsh Language, Equalities and Socio Economic Duty Impact Assessment Process all proposals that fall within the definition of Significant Key Decision should present at the Officer Review Panel. This panel is made up of officers from across Council Services and acts as a critical friend before your report is finalised and published for SLT/Cabinet approval.

If this proposal is a Key Strategic Decision please forward your completed (Stage 1>6) impact assessment, policy proposal/report and consultation report to CouncilBusiness@rctcbc.gov.uk for an Officer Review Panel to be organised to discuss your proposal. [See our guidance document](#) for more information on what a Significant Key Decision is.

It is important to keep a record of this process so that we can demonstrate how we have considered and built in sustainable Welsh language considerations wherever possible. Please ensure you update the relevant sections below in collaboration with the relevant departments.

Welsh Language Services Comments	Date Considered	Brief description of any amendments made following Welsh Language Services feedback
Officer Review Panel Comments	Date Considered	Brief description of any amendments made following Officer Review Panel considerations
Consultation Comments	Date Considered	Brief description of any amendments made following consultation

Stage 5 – Monitoring, Evaluating and Reviewing

How and who will you monitor the impact and effectiveness of the proposal?

The adoption of the Private Rented Sector Strategy will be supplemented by the Action Plan. The Council will monitor, steer and review the progress of the Strategy via the Private Rented Sector Operational Group, which meets every quarter or when necessary. Monitoring and outcomes in line with the action plan will be a standing item at these meetings.

Stage 6 – Summary of Impacts for the Proposal

Provide below a summary of the impact assessment, to include some of the main positive and negative impacts along with an overview of actions taken since the impact assessment to better contribute to more positive impacts. This summary must be included in the Welsh Language Considerations section of the SLT/Cabinet report template. It is not suitable to only write 'please see full report at Appendix x' in the body of the report. The impact assessment must be published alongside the report.

A Welsh Language Impact Assessment has been completed and the main findings are as follows –

The Private Rented Sector Strategy and its aims and objectives will have a positive effect on the Welsh language, Welsh speakers and Welsh learners, and any plans or developments that stem from the Strategy will fully comply with the Welsh Language Measures and the Welsh Language Standards.

The vision for the Strategy is to ensure that the **private rented sector in RCT provides safe, affordable, well-managed homes that support sustainable and accessible tenancies.**; this will enable people to have access to good quality housing and to be able to stay within their local communities. This vision is facilitated by offering incentives, grants and loans through Social Lettings Scheme and Houses into Homes loans, advice and guidance and where necessary enforcement action. We aim to provide high quality support to service users and we further aim to utilise all available technology, ensuring effective delivery of our service and providing person centred support.

All of the Strategy's aims will promote the service through the medium of the Welsh language and we will ensure that all information is produced bilingually and is accessible in Welsh. When offering our services, we ensure that all specialist needs are taken into account, including how the service user requests to engage with us. We will further focus on training and developing the Welsh language skills of our staff by encouraging them to take up Welsh language courses or to utilise their existing skills.

Stage 7 – Sign Off			
Name of Officer completing the WLIA	Oliver James	Service Director Name:	Derek James
Position	Housing Strategy Officer	I recommend that the proposal: (Highlight decision)	Is implemented with no amendments
			Is implemented taking into account the mitigating actions outlined
			Is rejected due to disproportionate negative impacts on the Welsh language
Signature		Service Director Signature	
Date		Date	