



Consultation response form

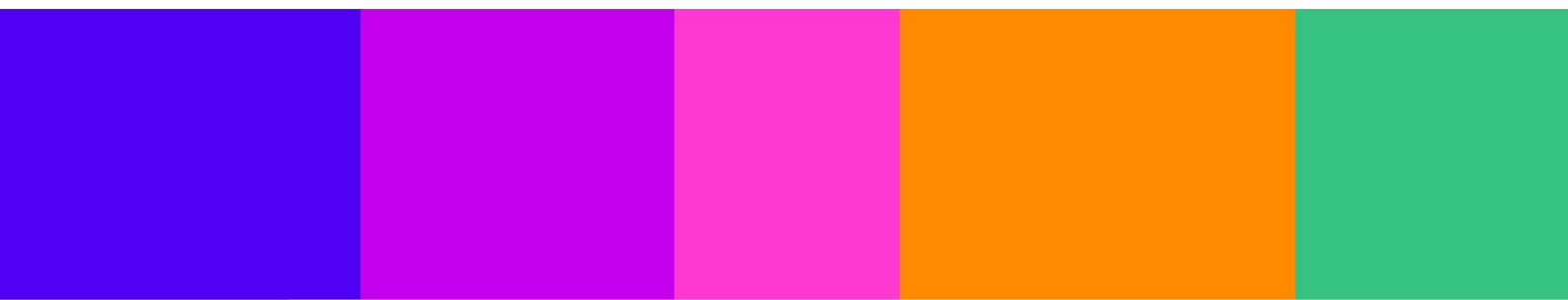
Please complete this form in full and return to planofwork@ofcom.org.uk

Consultation title	Consultation: Ofcom's Plan of Work 2026/27
Full name	Hywel Iorwerth
Contact phone number	03456033221
Representing (delete as appropriate)	Organisation
Organisation name	Welsh Language Commissioner
Email address	Hywel.iorwerth@cyg-wlc.cymru

Confidentiality

We ask for your contact details along with your response so that we can engage with you on this consultation. For further information about how Ofcom handles your personal information and your corresponding rights, see [Ofcom's General Privacy Statement](#).

Your details: We will keep your contact number and email address confidential. Is there anything else you want to keep confidential? Delete as appropriate.	Nothing
Your response: Please indicate how much of your response you want to keep confidential. Delete as appropriate.	None
For confidential responses, can Ofcom publish a reference to the contents of your response?	Yes



Your response

Question	Your response
Question 1: Do you have any comments on Ofcom's proposed Work Plan for 2026/27?	<p>Confidential? – N</p> <p>We welcome the opportunity to respond to this consultation on Ofcom's proposed plan of work for 2026/27.</p> <p>You may be aware of the findings of a recent report by the Welsh Language Commissioner on the use of the Welsh language by children and young people. The research shows that children and young people's use of Welsh in the digital world is generally limited. The trend among children and young people seems to be to use English online, on social media, and when watching TV and digital content. Part of the reason for this is the lack of prominence and presence of Welsh-medium content on television, on online platforms and on social media.</p> <p>Given the importance of digital media and social media in the lives of young people today, increasing the use of Welsh in these areas is key to the vitality of the Welsh language in the future. It is therefore necessary to consider what more could be done to encourage the use of Welsh in these areas, and how the attitudes and habits of young Welsh speakers could be changed.</p> <p>We believe that Ofcom has an important role to play in the above context. As an organisation with significant influence in this area, we believe that Ofcom should encourage broadcasters and digital platforms to increase the presence and visibility of Welsh language content. In the above context we are extremely pleased that Ofcom has already committed to working with the Welsh Language Commissioner to hold a roundtable event on the use of the Welsh language in broadcasting and digital media in March, 2026.</p> <p>In relation to the plan of work in question we are pleased to see that the plan contains a clear commitment to continue to facilitate the use of the Welsh language and to carry out impact assessments on the Welsh language in policy making, in line with Ofcom's statutory obligations under the Welsh Language (Wales) Measure 2011. We also welcome reference to Welsh language</p>

Question	Your response
	<p>content as part of the expected outcomes for Welsh audiences in implementing the new Media Act.</p> <p>While we welcome these general references to the Welsh language in the plan of work, we believe that the plan could be strengthened by referring to the Welsh language when discussing specific strategic priorities and work programmes. We would therefore encourage you to consider how the Welsh language could be incorporated into each of the four strategic priorities, for example by ensuring that media awareness, online safety, and digital content programmes take into account the needs of Welsh speakers. More specifically:</p> <ul style="list-style-type: none"> • As part of the work to understand the impact of artificial intelligence on consumer experience in telecommunications (strategic priority 1), the experiences of Welsh speakers should be considered in particular. • Strategic priority 2 refers to the importance of ensuring that audiences are able to find and access a wide variety of content that represents the diversity of the UK's countries and regions. <p>Point 2.12 of the consultation document which discusses visibility and accessibility and the intention to publish a final code of practice in 2026/27 is very relevant in the above context.</p> <p>There is a clear opportunity to ensure the accessibility and visibility of Welsh-medium services and content in this context. The key role of public service broadcasters in providing Welsh-medium provision and content is very important in this context.</p> <ul style="list-style-type: none"> • Point 2.14 of the consultation document refers to Ofcom's role in the context the BBC charter review in 2026/27. As you are aware, this review has important implications in terms of Welsh language broadcasting. Welsh-medium broadcasting is dependent on broadcasting services funded by public money. We would therefore encourage Ofcom to consider issues relating to Welsh-medium broadcasting as part of its work of providing input and expertise to this significant discussion.

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	<ul style="list-style-type: none"> • Strategic priority 3 refers to the importance of online safety. There is an opportunity here to integrate Welsh language considerations into Ofcom's online safety work. Consideration needs to be given to how Welsh-speaking users can be protected from illegal and harmful content online. This is an area where more research and understanding is needed. • We would also encourage you to consider how Ofcom can use its research capacity to guide policy discussions and interventions in broadcasting, digital media and the Welsh language. <p>We hope that the above comments are of use and we look forward to continuing to work together to ensure that the Welsh language is covered in all aspects of Ofcom's work.</p>

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