



Grant Project Report

2024-2025



In 2024-2025, Cwlwm made a significant impact supporting childcare, early years, and playwork across Wales. We worked tirelessly to address staff recruitment and retention challenges, encouraged more people to learn Welsh, and helped many childcare settings to offer more bilingual care. By working closely with Welsh Government and other stakeholders, Cwlwm influenced key policies and kept the sector informed of important changes, while providing ongoing support for their implementation. Our efforts also helped create a more welcoming and inclusive sector for all children and families. Thanks to Cwlwm's dedication, the childcare workforce is stronger, more skilled, and better equipped to deliver high-quality care and education for children throughout Wales.



Some of Cwlwm's highlighted achievements for 2024-2025

Supporting the 10-Year Workforce Plan:

Tackling Recruitment & Retention Challenges

Cwlwm plays a key role in strengthening the childcare and playwork workforce across Wales.

Recruitment & Retention:

- Highlights sector needs directly to Welsh Government
- Supports recruitment and retention in response to staff shortages and low pay

Promoting the Sector:

- Attends job fairs to raise awareness of childcare careers
- Advertises vacancies and shares the benefits of working in the sector

Developing the Workforce:

- Champions continuous professional development (CPD)
- Encourages upskilling to build a skilled, sustainable workforce

The goal? A strong, valued workforce providing high-quality care and learning for children across Wales.

Camau Courses: Growing Bilingual Confidence:

Thanks to Cwlwm's collaboration with the National Centre for Learning Welsh, the Camau self-study courses are thriving across the sector. Cwlwm supported the rollout by actively promoting the courses, inspiring and encouraging sector participation, providing guidance to learners, and helping embed Welsh language learning into workforce development. Cwlwm is playing a key role in contributing to the delivery of the Cymraeg 2050 vision by creating a more confident, bilingual workforce for the future.

In 2024–25:



- **Entry course: 688** learners enrolled
- *building a strong foundation for the continued development of Welsh language skills within the workforce.*



- **Foundation course: 118** learners enrolled
- *actively supporting learner progression and building confidence in Welsh language abilities*



- **Intermediate course: 52** learners enrolled - *making significant strides in advancing Welsh proficiency across the sector*

What learners say:



***Manageable even with
full-time work!"***

– Amy, Childminder, Gwynedd

***Great intro to Welsh – fun,
easy to follow, helps my career.***

– Jonathan, Tiny Tots, Newport

***Staff now use Welsh daily
with confidence!***

– Sue, Highways, Flintshire

***Inspiring and a great way
to start learning Welsh!***

– Megan, Playworks Libanus, Caerphilly

***Audio and visuals really
helped – and made it fun!***

– Abigail, Interplay



Expanding Welsh Language Provision: The Welsh Promise • CYMell • Plethu Scheme

The Welsh Promise:

Developed, coordinated, and promoted by Cwlwm, the scheme has seen growing interest and engagement across the sector. Settings have worked towards bronze, silver, or gold recognition, drawing on the valuable support provided by Cwlwm to help meet the requirements of the 'Active Offer'. The continued uptake of the Welsh Promise reflects a consistent commitment to encouraging bilingual practice across the sector.

2024–25 Progress:

Learners engaged strongly with the awards, with
12 achieving Gold, 25 achieving Silver, and
74 achieving Bronze – reflecting significant skill
development across the sector.

12

25

74

Practitioner Voices:

“ *The Welsh Promise helped us
celebrate Wales and the language.*

– Little Acorns

*I use more Welsh and feel
more confident!*

– Christine, Childminder, Bridgend

*Children now use Welsh naturally
with us – it's so rewarding!*

– North Cornelly Playgroup

*We're proud to support
Cymraeg 2050 – and it's influenced
our personal lives too.*

– Two Tribes ASC, Monmouthshire

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CYMell:

Funded by Welsh Government, CYMell supports the growth and sustainability of Welsh-medium and bilingual Out of School Childcare across Wales

- **Tackling the shortage of CIW-registered Welsh-language provision**
- **Increasing Welsh use beyond the classroom**
- **Supporting Cymraeg 2050**

CYMell Achievements:

- **CIW Registration Support** – **16** settings achieved registration/expanded to provide Out of School Childcare (26 Project to Date (PTD)), with 26 registration grants (£1,000) awarded (47 PTD)
- **4 Sustainability Grants awarded (£2,500)**
- **Playwork Training – funded & bilingual** - **98** qualifications achieved (186 PTD), **71** bursaries paid allowing settings to pay staff to attend training (176 PTD)
- **3 Language Transition Grants** awarded (£4000): 1 setting has changed its operational language to Welsh (3 PTD)

“ Amazing tutors – supportive, clear, and bilingual! ”

“ I learned so much thanks to bilingual delivery. ”

**“ Very important for me to be able to speak
in Welsh during the training. ”**

**“ This has been one of my biggest confidence boosts,
I choose Welsh to give me the opportunities to use
more of the language in conversation. I have really
tried to interact and loved the opportunity. ”**



Plethu Scheme:

This project supports settings to fully transition to Welsh immersion and has helped create more Welsh language childcare spaces in local areas. With dedicated support and continued encouragement, settings made changes to how they work, updated their policies, and involved families and the wider community throughout the process.

- **3 settings supported**

Advocating for the Sector: Raising Our Voice



Shaping policy:

Cwlwm's ongoing efforts in various areas are making a significant impact on the childcare sector, benefiting it in a range of ways:

- **Representation:** By representing the sector's voice, Cwlwm helps shape policies that support providers, children, and families.
- **Impact:** Our contributions influence legislation and regulation, promoting a supportive and sustainable environment for childcare.
- **Insight Sharing:** Staying engaged keeps Cwlwm informed of sector changes, enabling us to pass on timely updates and guidance to providers.
- **Collaboration:** Working closely with policymakers and stakeholders leads to more relevant, practical solutions for the sector.
- **Policy Alignment:** Cwlwm helps ensure that emerging policies reflect the priorities and goals of those delivering early years care and education.

Cwlwm is building a stronger, fairer future for childcare across Wales.

Embedding Anti-Racism in Childcare

Cwlwm is proud to support Welsh Governments Anti-Racist Wales Action Plan 2030. By embedding anti-racist principles into its work, Cwlwm is helping create settings that are inclusive, equitable, and welcoming for all children and families, regardless of background.

Our Impact:

- **Anti-Racism Training** – Delivered practical sessions for practitioners, leaders, and managers, empowering them to lead anti-racist practice in their settings with confidence.
- **Partnership with DARPL** – Joint training and guidance based on lived experiences and best practice.
- **Bilingual Resources** – Accessible support materials for settings across Wales.
- **Raising Awareness** – Promoted inclusive practice through events, webinars, and campaigns.
- **Inclusive Environments** – Helping create welcoming spaces for all children and families.

Cwlwm is committed to a future where every child feels seen, heard, and valued.

Supporting the update to the National Minimum Standards (NMS) for regulated childcare:

Cwlwm played a key role in helping the childcare sector understand and apply the new NMS across Wales.

Our Contribution:

- **Advisory Groups** – Helped shape changes on ratios, qualifications & more.
- **Clear Communication** – Shared updates quickly with the sector.
- **Practical Support** – Delivered training & guidance on Safeguarding, First Aid & more.
- **Two-Way Feedback** – Gathered sector views to inform Welsh Government.

Helping providers stay informed, confident, and ready for change.

Keeping the Sector Informed and Connected:

Cwlwm keeps childcare, early years, and playwork providers across Wales up to date and supported.

How We Share Information:

- **Newsletters & Bulletins** – Regular updates on key issues.
- **Social Media** – Timely posts on news, guidance & opportunities.
- **Direct Contact** – Updates shared through our member organisations.
- **Webinars & Events** – Training and best practice sessions.
- **Partnerships** – Working with others to keep messages clear and relevant.

Helping the sector stay connected, confident, and informed.





Strengthening Relationships Through Strategic Collaboration:

Cwlwm brings the childcare, early years, and playwork sector together, ensuring everyone benefits from shared knowledge and support.

Our Collaborative Approach:

- **Working with Government & National Bodies** - Welsh Government, Senedd Members, Local Authorities, Social Care Wales, Care Inspectorate Wales, Business Wales
- **Supporting Sector Campaigns** - WeCare Wales, Teulu Cymru & more
- **Connecting with Providers & Communities** - Strong links with local settings, community partners and other third sector organisations through participation on Cross Party Groups

Why It Matters:

- We understand sector needs and speak up for providers
- We share practical resources and updates
- We build trust and support improvements across Wales

Together, we're shaping a stronger, more connected sector.

Supporting Financial Sustainability:

Cwlwm supports childcare and playwork providers to stay financially secure, access funding, and strengthen long-term sustainability.

How We Do This:

Grant Promotion & Support

- Identify and share various funding opportunities with **providers** e.g BBC Children in Need, Asda Foundation, Moondance Foundation, National Lottery Awards for All, Co-op Community Fund, Tesco Stronger Starts, Screwfix Foundation, Community Chest Funding, Local Authority Capital & Sustainability Grants.
- Identify and access funding as **umbrella organisations** to support the sector e.g. Moondance Foundation Assisted Places, National Lottery Fund to support improved sustainability and delivery of funding, financial planning, marketing, and supporting registration with Care Inspectorate Wales, Tax-free Childcare, and the Childcare Offer.
- Support Local Authorities with approvals of grants through panel meetings and promote Local Authority grants to members.
- Encourage providers to apply for relevant grants and funding sources.
- Provide necessary support and guidance throughout the grant application process.
- Build provider confidence in administering and managing grant funds.
- Support efforts to improve sustainability, staffing, quality of care, and resources through effective grant use.
- Understand the state of the sector in terms of financial sustainability through surveys and provide bespoke and strategic support.



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“The small grant scheme made a huge difference – helping us improve our environment and invest in play equipment that the children absolutely love. Without it, many of these updates wouldn’t have been possible.”

– Fun Foundations Day Nursery, Vale of Glamorgan

“The Moondance grant has truly made a difference to our lives, offering stability and a sense of normality during a turbulent time.”

“(Child) is fostered and her biological mother passed away recently. This play option gives her invaluable time to take her mind off the pressures of the world.

She has ADHD and global delay so (club) have worked wonders with her development.

Thank you so much.”

– Moondance Assisted Places Grant beneficiary



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“I’m very grateful for the grant. As a childcare provider it means I can give the children opportunities I would not otherwise be able to afford to provide.”

– Coram PACEY member in receipt of Moondance funding

“The club is busier than ever especially on Tuesdays and Wednesdays. The grant enabled us to pay staff through the holidays so that we could get all the relevant documentation ready such as policies, statement of purpose etc. Thank you”

– Ysgol Feithrin Pwllheli

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Practical Financial Support

- Delivered business health checks, helping members identify risks and create action plans for improvement.
- Provided business plan templates to help providers strengthen and manages their settings with confidence.
- Empowered treasurers with a clear, easy-to-use funding guide available online.
- Encouraged settings to promote financial support to parents through resources.
- Supported settings with marketing skills, blogs and toolkits.
- Guided committees through funding changes, rising wage costs & sustainability planning.
- Equipped providers with cash flow tools and timely grant alerts to support decision-making.
- Helped settings stay compliant with expert 1:1 support for Charity Commission accounts.
- Built confidence in reporting with training on annual reports and financial returns.
- Signposted providers to Business Wales for support in developing business plans required for some local authority grant applications.
- Partnered with Business Wales to deliver 3 bite-size webinars - *Legal Status & Compliance*, *Marketing & Growing Your Business*, *Tendering & Pledges*, supporting providers to grow, adapt, and prepare for Flying Start, Early Education, or business development.



Lee Stephenson from Business Wales stated:



It is great that we can work with a specific industry, this helps us in Business Wales build our network. It is great to hear what challenges and opportunities are happening within the childcare sector. We look forward to further collaboration in the future.



Supporting Welsh Government with the Childcare Offer

- Shares updates through newsletters, social media, and direct communications.
- Actively promotes Welsh Government surveys e.g Income and Expenditure for Childcare Providers.
- Feeds sector views, calling for clearer guidance on permissible charges under the Childcare Offer.
- Engages providers through forums, Q&A sessions, and webinars.
- Signposts settings to relevant guidance, eligibility tools, and application support.
- Promotes real stories and case studies to highlight benefits of the offer.



- Works in partnership with local authorities to support consistent messaging.
- Targets promotion to areas with lower uptake or limited awareness.

**Helping providers unlock funding, plan ahead,
and build stronger, more sustainable childcare
businesses.**

Supporting Welsh Government with Legislative Developments:

Cwlwm supports Welsh Government with legislative developments by providing sector insight, evidence, and coordinated responses to ensure that policy and regulatory changes reflect the needs of childcare, play, and early years providers across Wales.

National Minimum Standards (NMS)

- Provided collaborative input into the NMS review, ensuring that it reflects the realities of childcare and playwork settings.
- Participated in key advisory groups (e.g. ratios, qualifications, structure).
- Supported sector understanding through guidance, newsletters, and training.
- Gathered feedback from providers and shared insights with Welsh Government.

Child Minding and Day Care Exceptions (Wales) Order 2010

- Provided collaborative input to the Exceptions Order by challenging and testing proposals, highlighting potential unintended consequences, shaping questions for public consultation and considering a Voluntary Approval Scheme (and other models) for providers of childcare, play and activities.
- Advised Welsh Government through active participation in advisory groups, attending meetings and providing feedback on key documents including options for voluntary approval scheme.
- Supported Welsh Government by sharing insights on how the Exceptions Order and NMS work in practice, helping inform the review and potential changes.

Ministerial Review of Play

- Actively engaged in the Ministerial Review of Play, advocating for play to be embedded across all early years settings.
- Ensured that playwork principles were considered in the broader ECPLC context.
- Highlighted the importance of inclusive and accessible play opportunities across different communities, and the link between play, learning and childcare.



Independent Review of Childminding

- Supported Welsh Government in taking forward recommendations from the review.
- Continued to highlight the challenges of recruitment, retention and registration and push for key areas of development needed to ensure positive impact.
- Worked to support the development of an action plan to take work forward.
- Worked collaboratively with key partners and stakeholders.

Other Relevant Legislative and Policy Contributions

- Promoted alignment between Flying Start, Foundation Learning, and childcare by encouraging a joined up funded system.
- Supported Welsh Government's ECPLC policy framework through sector events and regular updates to raise awareness.
- **Workforce development and qualifications** - engaged in the reform of Level 2–5 qualifications to ensure accessibility, quality and bilingual delivery, and has contributed to shaping the All-Wales Workforce Development Plan.
- **Equality and Inclusion** - advocated for policies that reduce barriers to access for minority ethnic communities, disabled children, and those in poverty and supported work around anti-racist Wales and inclusivity in childcare.
- **Welsh Language Promotion** - Embedded Welsh language goals into legislative and policy discussions and promoted pathways for Welsh-medium childcare and play settings, helping Welsh Government meet Cymraeg 2050 goals.

Together with Welsh Government, we're building policies that work for children, families, and providers.



PROJECT DETAILS:

Name of Lead Organisation:

Mudiad Meithrin (MM)

Lead Organisation Contact Details:

Dr Gwenllian Lansdown Davies, Chief Executive, Y Ganolfan
Integredig, Boulevard de Saint Brieuc, Aberystwyth,
Ceredigion, SY23 1PD

Partners' Names:

Clybiau Plant Cymru Kids' Clubs (CPCCKC)

Coram PACEY Cymru (formally known as PACEY Cymru)

Early Years Wales (EYW)

Mudiad Meithrin (MM)

National Day Nurseries Association (NDNA Cymru)

Project Title:

CWLWM: Childcare in Wales Learning and Working Mutually

Reporting Period:

1.4.2024 – 31.3.2025

Grant Amount Received for the period 1.4.2024 – 31.3.2025

Cwlwm Main Grant - £1,890,000

Additional funding - £2,106,000

Cwlwm Main Grant

£1,819,000

Funding to deliver a bilingual, integrated service that supports the best outcomes for children and families across Wales within the Welsh Government's 'whole-system' approach.

Cymraeg 2050 Activities

£190,000

Funding to promote the Welsh Language skills within the workforce.

Additional Funding

£1,706,000

Funding for grants, membership support, and staff development to enhance childcare quality and sustainability.

Additional Funding

£400,000

Funding for expansion of Welsh medium childcare and early years provision activities.



Cwlwm partners would like to thank Welsh Government officers for their support, co-operation, and advice the year noting that working in partnership yields the best possible outcomes for children and their families (via the sector).