

Cymraeg yn y Gweithle: Y Stiwdio Brint

Y Stiwdio Brint is a photographic printing business in Lampeter. The owners are Sarah and Ashley Ward, Sarah is a fluent Welsh speaker and Ashley is a Welsh learner. They offer an array of photographic gifts in the shop. Established in 2016 on Harford Square, the business moved to new premises on the High Street in 2018. They chose a Welsh name for the business for many reasons, but mainly to highlight their Welsh heritage (rather than a business from outside Wales), and the decision to use a Welsh name resonated more than using an English name within a Welsh community such as Lampeter.

What service/s did your Welsh language Business Development Officer provide for your organisation?

We received advice, assessment and also encouraged to change a few processes as a business, e.g. promote and market bilingually. The Business Officer regularly called into the shop and kept in regular personal contact with us. She also forwarded information regarding other services that were available, such as free Welsh translations and any applicable courses. These were a bonus for us, which enabled us to utilise the Welsh translation service in order to update our photobooth application form, and also to begin with translating photo kiosk software.



Was increasing the use of the Welsh language in your business something you'd thought about before?

Yes, but I hadn't gained enough confidence to market our business in Welsh and bilingually. Now I understand that we play an important role in promoting the Welsh language, and by using the language in day-to-day situations wherever we can – especially on social media.

What's your background, and what were your feelings about trying to use the language in your business before working with your local officer?



I was born and raised in a Welsh first-language family, and lived in Lampeter until I left school to attend Huddersfield University in 2005, and returning to live in Ceredigion to live in 2011. I wasn't confident at all and didn't think my Welsh was of a standard high enough to run a business solely in the Welsh language, and therefore why should I use it at all? Today, however we now use the Welsh language naturally in the shop and our other businesses, and whilst Ashley is a Welsh learner who has received formal lessons in the past, welcoming the use of the Welsh language has improved his confidence when speaking to customers. Good move!

What was your experience of the service?

The service was easy, natural and supportive. Furthermore in supporting businesses to take giant leaps until they feel more comfortably in going alone. There is no need to hold our hand each and every time, but it certainly helped at the outset. I never would have thought that welcoming our Welshness would be so natural within our business without receiving the support at the outset. Now I can write every social media post bilingually, occasionally these can be long!!"

Have you had a positive response to using the Welsh language where you can in your organisation?

A lot of our customers are really happy to use our services through the Welsh language. We feel that we play an important role in the community with some individuals as they regularly pop in for a chat. We're steadfast members of Lampeter community and that increases the amount of Welsh we use. We take a more active role in the Welsh community, e.g. writing articles for Clonc 360, and I would never have pre-empted in seeing myself doing this

