CITY OF CARDIFF COUNCIL
CYNGOR DINAS CAERDYDD

CABINET MEETING: 16 JUNE 2016

WELSH LANGUAGE STANDARDS: ANNUAL REPORT 2015-16

REPORT OF INTERIM MONITORING OFFICER

AGENDA ITEM: 3

PORTFOLIO: LEADER (ECONOMIC DEVELOPMENT & PARTNERSHIPS)

Reason for this Report

1.   To agree and approve the content of the 2015-16 Welsh Language Standards Annual Report prior to publication in accordance with the Welsh Language Standards under the Welsh Language (Wales) Measure 2011.

Background

2.   The Welsh Language (Wales) Measure 2011 established a legal framework to impose duties on certain organisations to comply with standards in relation to the Welsh language by way of sub-legislation (Welsh Language Regulation Standards). The standards issued to the City of Cardiff Council are listed in 'The City of Cardiff Council Compliance Notice – Section 44 Welsh Language (Wales) Measure 2011 (see Appendix 1).

3.   **The main principal of the legislation (standards) is to ensure that the Welsh language is treated no less favourably than the English language with the emphasis on actively offering and recording language choice rather than the onus being on the individual service user or employee to request information or services in Welsh.**

4.   The standards are listed in the following categories:

Service delivery standards:

In relation to the delivery of services in order to promote or facilitate the use of the Welsh language, or to ensure that it is treated no less favourably than English.

Policy making standards:

Require organisations to consider what effect their policy decisions will have on the ability of persons to use the language and on the principle of treating Welsh no less favourably than English.

Operational standards:

Standards which deal with the internal use of Welsh by organisations.

Promotional standards:

Require organisations to adopt a strategy setting out how it proposes to promote and facilitate the use of Welsh.

Record keeping standards:

These standards make it necessary to keep records about some of the other standards, and about any complaints received by an organisation. These records will assist the Commissioner in regulating the organisation's compliance with standards.

5. The Welsh language standards have been drafted with the aim of:

- Improving the services Welsh-speakers can expect to receive from organisations in Welsh
- Increasing the use people make of Welsh-language services
- Making it clear to organisations what they need to do in terms of the Welsh language
- Ensuring that there is an appropriate degree of consistency in terms of the duties placed on organisations in the same sectors.

6. Each local authority has been issued with a compliance notice from the Welsh Language Commissioner which lists the standards and compliance date which the organisation is expected to comply with. The City of Cardiff Council has been issued with **171** standards, of which 155 have a compliance date of 30th March 2016.

The City of Cardiff Council				
Categories	**Compliance date 30 March 2016**	**Compliance date 30 September 2016**	**Compliance date 30 September 2018**	**Total**
Service Delivery	85	3	0	88
Policy Making	16	0	0	16
Operational	41	7	1	49
Record Keeping	13	1	0	14
Promotional	0	4	0	4
Total	155	15	1	**171**

7. The Council has a statutory duty to comply with the Welsh language standards which includes the requirement to produce an annual Report on compliance with these standards.

Issues

8. The Welsh Language Standards Annual Report has been completed to meet the requirements of the Welsh Language Standards (Welsh Language [Wales] Measure 2011)

9. Approval needs to be given by the Cabinet so the report can proceed to Council prior to it being published on the Council's website by the required deadline of 30th June 2016.

10. As this is a report on our compliance with the Welsh Language Standards in 2015-16 which were only in force from 30th March 2016, this report will primarily focus on the actions the Council has taken to prepare to comply with the new standards, as well as providing certain information which we are required to under these standards as specified in the legal implications section of this report.

11. The Welsh Language Commissioner can investigate a failure to comply with the Welsh Language Standards and can take enforcement action, including imposing a civil penalty, requiring an action plan to remedy the breach or publicising the breach.

Reason for Recommendation

12. Standard 158, 164 and 170 requires the Council to produce an annual report, in relation to each financial year, which deals with the way in which the Council has complied with the service delivery, policy making and operational standards.

Legal Implications

13. The Welsh Language (Wales) Measure 2011 introduces a new system of regulation through 'standards', which specify how an organisation should use the Welsh Language and created the Welsh Language Commissioner. It is a statutory requirement to comply with the Welsh Language (Wales) Measure 2011.

14. The Welsh Language Standards (Number 1) Regulations 2015 were approved on 24 March 2015 which specify standards in relation to the conduct of County Councils. The Welsh Language Commissioner issued the Council with a Compliance Notice on 30 September 2015. This contains 5 different types of standards; service delivery standards, policy making standards, operational delivery standards, promotional standards and record keeping standards.

15. Standard 158 requires the Council to produce an annual report, in relation to each financial year, which deals with the way in which the Council has complied with the service delivery standards, similarly standard 164 requires this is in relation to the policy making standards and standard 170 makes similar provision for the operational delivery standards. The annual report (set out in appendix 2) must include the number of complaints that the Council received during that year which

related to compliance with the standards (see appendix 3), details about the Welsh language skills of the Council's staff, training courses offered and attended by the Council's staff (see appendix 4) and number of posts advertised with Welsh as a requirement (see appendix 5). The annual report must be published no later than 30 June following the financial year to which the report relates and must be publicised and placed on the Council's website as well as at any Council offices.

16. The Welsh Language Commissioner can investigate a failure to comply with the Welsh Language Standards and can take enforcement action, including imposing a civil penalty, requiring an action plan to remedy the breach or publicising the breach.

Financial Implications

17. There are no direct financial implications arising from this report. In the event of any action being required as a result of the contents of the report then any associated costs would need to be found from within the existing budgetary resource allocation.

RECOMMENDATION

The Cabinet is recommended to approve the Welsh Language Standards Annual Report (as attached as Appendix 2) and agree the report be considered at Council prior to publication in accordance with the Welsh Language Standards (Welsh Language (Wales) Measure 2011).

DAVID MARR
Interim Monitoring Officer
10 June 2016

The following appendices are attached:

Appendix 1 – Section 44 Compliance Notice
Appendix 2 – Welsh Language Standards: Annual Report 2015-16
Appendix 3 – Complaints
Appendix 4 – Welsh Learners
Appendix 5 – Welsh Essential and Desirable Posts 2015-16
Appendix 6 - Welsh Government Welsh Language Strategy 2012-2017

Comisiynydd y
Gymraeg
Welsh Language
Commissioner

COMPLIANCE NOTICE – SECTION 44 WELSH LANGUAGE (WALES) MEASURE 2011

City of Cardiff Council – Issue Date: 30/09/2015

Standards required to comply with within 6 months.

Standard Number	Class of Standard	Standard	Imposition Date
1	Service Delivery	If you receive correspondence from a person in Welsh you must reply in Welsh (if an answer is required), unless the person has indicated that there is no need to reply in Welsh.	30/03/2016
2	Service Delivery	When you correspond with an individual ("A") for the first time, you must ask A whether A wishes to receive correspondence from you in Welsh, and if A responds to say that A wishes to receive correspondence in Welsh you must - (a) keep a record of A's wish, (b) correspond with A in Welsh when corresponding with A from then onwards, and (c) send any forms you send to A from then onwards in Welsh.	30/03/2016
3	Service Delivery	When you send correspondence addressed to two individuals who are members of the same household (for example, the parents of a child) for the first time, you must ask them whether they wish to receive correspondence from you in Welsh; and if - (a) both individuals respond to say that they wish to receive	30/03/2016

		correspondence in Welsh, you must keep a record of that wish and correspond in Welsh from then onwards when sending correspondence addressed to both of those individuals; (b) one (but not both) of the individuals responds to say that he or she wishes to receive correspondence in Welsh, you must keep a record of that wish and provide a Welsh language version of correspondence from then onwards when sending correspondence addressed to both of those individuals.	
4	Service Delivery	When you send the same correspondence to several persons, you must send a Welsh language version of the correspondence at the same time as you send any English language version.	30/03/2016
5	Service Delivery	If you don't know whether a person wishes to receive correspondence from you in Welsh, when you correspond with that person you must provide a Welsh language version of the correspondence.	30/03/2016
6	Service Delivery	If you produce a Welsh language version and a corresponding English language version of correspondence, you must not treat the Welsh language version less favourably than the English language version (for example, if the English version is signed, or if contact details are provided on the English version, then the Welsh version must be treated in the same way).	30/03/2016
7	Service Delivery	You must state - (a) in correspondence, and (b) in publications and official notices that invite persons to respond to you or to correspond with you, that you welcome receiving correspondence in Welsh, that you will respond to any correspondence in Welsh, and that corresponding in Welsh will not lead to delay.	30/03/2016

8	Service Delivery	When a person contacts you on your main telephone number (or numbers), or on any helpline numbers or call centre numbers, you must greet the person in Welsh.	30/03/2016
9	Service Delivery	When a person contacts you on your main telephone number (or numbers), or on any helpline numbers or call centre numbers, you must inform the person that a Welsh language service is available.	30/03/2016
10	Service Delivery	When a person contacts you on your main telephone number (or numbers), or on any helpline numbers or call centre numbers, you must deal with the call in Welsh in its entirety if that is the person's wish (where necessary by transferring the call to a member of staff who is able to deal with the call in Welsh).	30/03/2016
12	Service Delivery	When you advertise telephone numbers, helpline numbers or call centre services, you must not treat the Welsh language less favourably than the English language.	30/03/2016
14	Service Delivery	When you publish your main telephone number, or any helpline numbers or call centre service numbers, you must state (in Welsh) that you welcome calls in Welsh.	30/03/2016
15	Service Delivery	If you have performance indicators for dealing with telephone calls, you must ensure that those performance indicators do not treat telephone calls made in Welsh any less favourably than calls made in English.	30/03/2016
16	Service Delivery	Your main telephone call answering service (or services) must inform persons calling, in Welsh, that they can leave a message in Welsh.	30/03/2016
17	Service Delivery	When there is no Welsh language service available on your main telephone number (or numbers), or any helpline numbers or call centre numbers, you must inform persons calling, in Welsh (by way of an automated message or otherwise), when a Welsh language	30/03/2016

		service will be available.	
18	Service Delivery	If a person contacts one of you departments on a direct line telephone numbers (including on staff members' direct line numbers), and that person wishes to receive a service in Welsh, you must provide that service in Welsh in its entirety (if necessary by transferring the call to a member of staff who is able to deal with the call in Welsh).	30/03/2016
20	Service Delivery	When a person contacts you on a direct line number (whether on a department's direct line number or on the direct line number of a member of staff), you must ensure that, when greeting the person, the Welsh language is not treated less favourably than the English language.	30/03/2016
21	Service Delivery	When you telephone an individual ("A") for the first time you must ask A whether A wishes to receive telephone calls from you in Welsh, and if A responds to say that A wishes to receive telephone calls in Welsh you must keep a record of that wish, and conduct telephone calls made to A from then onwards in Welsh.	30/03/2016
22	Service Delivery	Any automated telephone systems that you have must provide the complete automated service in Welsh.	30/03/2016
24	Service Delivery	If you invite one person only ("P") to a meeting you must ask P whether P wishes to use the Welsh language at the meeting, and inform P that you will, if necessary, provide a translation service from Welsh to English for that purpose.	30/03/2016
24A	Service Delivery	If you have invited one person only ("P") to a meeting and P has informed you that P wishes to use the Welsh language at the meeting, you must arrange for a simultaneous translation service from Welsh to English to be available at the meeting (unless you conduct the meeting in Welsh without the assistance of a translation	30/03/2016

		service).	
26	Service Delivery	If you invite an individual ("A") to a meeting, and the meeting relates to the well-being of A, you must ask A whether A wishes to use the Welsh language at the meeting, and inform A that you will, if necessary, provide a translation service from Welsh to English and from English to Welsh for that purpose.	30/03/2016
26A	Service Delivery	You must arrange for a simultaneous translation service from Welsh to English and from English to Welsh to be available at a meeting - (a) if the meeting relates to the well-being of an invited individual ("A"), and (b) if A has informed you that A wishes to use the Welsh language at the meeting; unless you conduct the meeting in Welsh without the assistance of a translation service.	30/03/2016
27	Service Delivery	If you invite more than one person to a meeting (which does not relate to the well-being of one or more of the individuals invited), you must ask each person whether they wish to use the Welsh language at the meeting.	30/03/2016
27A	Service Delivery	If you have invited more than one person to a meeting (which does not relate to the well-being of one or more of the individuals invited), and at least 10% (but less than 100%) of the persons invited have informed you that they wish to use the Welsh language at the meeting, you must arrange for a simultaneous translation service from Welsh to English to be available at the meeting.	30/03/2016
27D	Service Delivery	If you have invited more than one person to a meeting (which does not relate to the well-being of one or more of the individuals invited), and all of the persons invited have informed you that they wish to use the Welsh language at the meeting, you must arrange for a	30/03/2016

		simultaneous translation service from Welsh to English to be available at the meeting (unless you conduct the meeting in Welsh without the assistance of a translation service).	
29	Service Delivery	If you invite more than one person to a meeting, and that meeting relates to the well-being of one or more of the individuals invited, you must - (a) ask that individual or each of those individuals whether he or she wishes to use the Welsh language at the meeting, and (b) inform that individual (or those individuals) that, if necessary, you will provide a translation service from Welsh to English and from English to Welsh for that purpose.	30/03/2016
29A	Service Delivery	You must provide a simultaneous translation service from Welsh to English and from English to Welsh at a meeting - (a) if you have invited more than one person to the meeting, (b) if the meeting relates to the well-being of one or more of the individuals invited, and (c) if at least one of those individuals has informed you that he or she wishes to use the Welsh language at the meeting; unless you conduct the meeting in Welsh without the assistance of a translation service.	30/03/2016
30	Service Delivery	If you arrange a meeting that is open to the public you must state on any material advertising it, and on any invitation to it, that anyone attending is welcome to use the Welsh language at the meeting.	30/03/2016
31	Service Delivery	When you send invitations to a meeting that you arrange which is open to the public, you must send the invitations in Welsh.	30/03/2016
32	Service Delivery	If you invite persons to speak at a meeting that you arrange which is open to the public you must - (a) ask each person invited to speak whether he or she wishes to use	30/03/2016

		the Welsh language, and (b) if that person (or at least one of those persons) has informed you that he or she wishes to use the Welsh language at the meeting, provide a simultaneous translation service from Welsh to English for that purpose (unless you conduct the meeting in Welsh without a translation service).	
33	Service Delivery	If you arrange a meeting that is open to the public, you must ensure that a simultaneous translation service from Welsh to English is available at the meeting, and you must orally inform those present in Welsh - (a) that they are welcome to use the Welsh language, and (b) that a simultaneous translation service is available. **You must comply with standard 33 in every circumstance, except:** ○ **where an invitation or material advertising the meeting has asked persons to inform you whether they wish to use the Welsh language, and that no person has informed you that he or she wishes to use the Welsh language at the meeting.**	30/03/2016
34	Service Delivery	If you display any written material at a meeting that you arrange which is open to the public, you must ensure that that material is displayed in Welsh, and you must not treat any Welsh language text less favourably than the English language text.	30/03/2016
35	Service Delivery	If you organise a public event, or fund at least 50% of a public event, you must ensure that, in promoting the event, the Welsh language is treated no less favourably than the English language (for example, in the way the event is advertised or publicised).	30/03/2016

36	Service Delivery	If you organise a public event, or fund at least 50% of a public event, you must ensure that the Welsh language is treated no less favourably than the English language at the event (for example, in relation to services offered to persons attending the event, in relation to signs displayed at the event and in relation to audio announcements made at the event).	30/03/2016
37	Service Delivery	Any publicity or advertising material that you produce must be produced in Welsh, and if you produce the advertising material in Welsh and in English, you must not treat the Welsh language version less favourably than you treat the English language version.	30/03/2016
38	Service Delivery	Any material that you display in public must be displayed in Welsh, and you must not treat any Welsh language version of the material less favourably than the English language version.	30/03/2016
41	Service Delivery	If you produce the following documents you must produce them in Welsh - (a) agendas, minutes and other papers that are available to the public, which relate to management board or cabinet meetings; (b) agendas, minutes and other papers for meetings, conferences or seminars that are open to the public. **You must comply with standard 41(a) in every circumstance, except:** ○ **other papers that are available to the public, which relate to management board or cabinet meetings.** **You must comply with standard 41(b) in every circumstance, except:**	30/03/2016

		o other papers for meetings that are open to the public.	
42	Service Delivery	Any licence or certificate you produce must be produced in Welsh.	30/03/2016
43	Service Delivery	Any brochure, leaflet, pamphlet or card that you produce in order to provide information to the public must be produced in Welsh.	30/03/2016
45	Service Delivery	Any rules that you publish that apply to the public must be published in Welsh.	30/03/2016
46	Service Delivery	When you issue any statement to the press you must issue it in Welsh and, if there is a Welsh language version and an English language version of a statement, you must issue both versions at the same time.	30/03/2016
47	Service Delivery	If you produce a document for public use, and no other standard has required you to produce the document in Welsh, you must produce it in Welsh - (a) if the subject matter of the document suggests that it should be produced in Welsh, or (b) if the anticipated audience, and their expectations, suggests that the document should be produced in Welsh.	30/03/2016
48	Service Delivery	If you produce a document in Welsh and in English (whether separate versions or not), you must not treat any Welsh language version less favourably than you treat the English language version.	30/03/2016
49	Service Delivery	If you produce a Welsh language version and a separate English language version of a document, you must ensure that the English language version clearly states that the document is also available in Welsh.	30/03/2016
50	Service Delivery	Any form that you produce for public use must be produced in Welsh.	30/03/2016
50A	Service Delivery	If you produce a Welsh language version and a separate English language version of a form, you must ensure that the English	30/03/2016

		language version clearly states that the form is also available in Welsh.	
50B	Service Delivery	If you produce a form in Welsh and in English (whether separate versions or not), you must ensure that the Welsh language version is treated no less favourably than the English language version, and you must not differentiate between the Welsh and English versions in relation to any requirements that are relevant to the form (for example in relation to any deadline for submitting the form, or in relation to the time allowed to respond to the content of the form).	30/03/2016
52	Service Delivery	You must ensure that - (a) the text of each page of your website is available in Welsh, (b) every Welsh language page on your website is fully functional, and (c) the Welsh language is not treated less favourably than the English language on your website. **You must comply with standard 52 in every circumstance, except:** ○ **catalogue and contract information on the e-commerce web service Basware.**	30/03/2016
55	Service Delivery	If you have a Welsh language web page that corresponds to an English language web page, you must state clearly on the English language web page that the page is also available in Welsh, and you must provide a direct link to the Welsh page on the corresponding English page. **You must comply with standard 55 in every circumstance, except:**	30/03/2016

		○ **catalogue and contract information on the e-commerce web service Basware.**	
56	Service Delivery	You must provide the interface and menus on every page of your website in Welsh. **You must comply with standard 56 in every circumstance, except:** ○ **catalogue and contract information on the e-commerce web service Basware.**	30/03/2016
57	Service Delivery	All apps that you publish must function fully in Welsh, and the Welsh language must be treated no less favourably than the English language in relation to that app.	30/03/2016
58	Service Delivery	When you use social media you must not treat the Welsh language less favourably than the English language.	30/03/2016
59	Service Delivery	If a person contacts you by social media in Welsh, you must reply in Welsh (if an answer is required).	30/03/2016
60	Service Delivery	You must ensure that any self service machines that you have function fully in Welsh, and the Welsh language must be treated no less favourably than the English language in relation to that machine.	30/03/2016
61	Service Delivery	When you erect a new sign or renew a sign (including temporary signs), any text displayed on the sign must be displayed in Welsh (whether on the same sign as you display corresponding English language text or on a separate sign); and if the same text is displayed in Welsh and in English, you must not treat the Welsh language text less favourably than the English language text.	30/03/2016
62	Service Delivery	When you erect a new sign or renew a sign (including temporary signs) which conveys the same information in Welsh and in English,	30/03/2016

		the Welsh language text must be positioned so that it is likely to be read first.	
63	Service Delivery	You must ensure that the Welsh language text on signs is accurate in terms of meaning and expression.	30/03/2016

64	Service Delivery	Any reception service you make available in English must also be available in Welsh, and any person who requires a Welsh language reception service must not be treated less favourably that a person who requires an English language reception service.
		
		You must comply with standard 64 in relation to the following by 30 March 2016:
		
		   ○ **The body's main reception service**
		
		You must comply with standard 64 in relation to the following by 30 September 2016:
		
		   ○ **Every other reception service**
			30/03/2016

67	Service Delivery	You must display a sign in your reception which states (in Welsh) that persons are welcome to use the Welsh language at the reception.	30/03/2016
68	Service Delivery	You must ensure that staff at the reception who are able to provide a Welsh language reception service wear a badge to convey that.	30/03/2016
69	Service Delivery	Any official notice that you publish or display must be published or displayed in Welsh, and you must not treat any Welsh language version of a notice less favourably than an English language version.	30/03/2016
70	Service Delivery	When you publish or display an official notice that contains Welsh language text as well as English language text, the Welsh language text must be positioned so that it is likely to be read first.	30/03/2016
71	Service Delivery	Any documents that you publish which relate to applications for a grant, must be published in Welsh, and you must not treat a Welsh	30/03/2016

		language version of such documents less favourably than an English language version.	
72	Service Delivery	When you invite applications for a grant, you must state in the invitation that applications may be submitted in Welsh and that any application submitted in Welsh will be treated no less favourably than an application submitted in English.	30/03/2016
72A	Service Delivery	You must not treat applications for a grant submitted in Welsh less favourably than applications submitted in English (including, amongst other matters, in relation to the closing date for receiving applications and in relation to the time-scale for informing applicants of decisions).	30/03/2016
74	Service Delivery	If you receive an application for a grant in Welsh and it is necessary to interview the applicant as part of your assessment of the application you must - (a) offer to provide a translation service from Welsh to English to enable the applicant to use the Welsh language at the interview, and (b) if the applicant wishes to use the Welsh language at the interview, provide a simultaneous translation service for that purpose (unless you conduct the interview in Welsh without a translation service).	30/03/2016
75	Service Delivery	When you inform an applicant of your decision in relation to an application for a grant, you must do so in Welsh if the application was submitted in Welsh.	30/03/2016
76	Service Delivery	Any invitations to tender for a contract that you publish must be published in Welsh, and you must not treat a Welsh language version of any invitation less favourably than an English language version. **You must comply with standard 76 in the following circumstances:** **(a) If the subject matter of the tender for a contract suggests**	30/03/2016

		that it should be produced in Welsh, or (b) If the anticipated audience, and their expectations, suggests that the document should be produced in Welsh.	
77	Service Delivery	When you publish invitations to tender for a contract, you must state in the invitation that tenders may be submitted in Welsh, and that a tender submitted in Welsh will be treated no less favourably than a tender submitted in English.	30/03/2016
77A	Service Delivery	You must not treat a tender for a contract submitted in Welsh less favourably than a tender submitted in English (including, amongst other matters, in relation to the closing date for receiving tenders, and in relation to the time-scale for informing tenderers of decisions).	30/03/2016
79	Service Delivery	If you receive a tender in Welsh and it is necessary to interview the tenderer as part of your assessment of the tender you must - (a) offer to provide a translation service from Welsh to English to enable the tenderer to use the Welsh language at the interview, and (b) if the tenderer wishes to use the Welsh language at the interview, provide a simultaneous translation service for that purpose (unless you conduct the interview in Welsh without a translation service).	30/03/2016
80	Service Delivery	When you inform a tenderer of your decision in relation to a tender, you must do so in Welsh if the tender was submitted in Welsh.	30/03/2016
81	Service Delivery	You must promote any Welsh language service that you provide, and advertise that service in Welsh.	30/03/2016
82	Service Delivery	If you provide a service in Welsh that corresponds to a service you provide in English, any publicity or document that you produce, or website that you publish, which refers to the English service must also state that a corresponding service is available in Welsh.	30/03/2016
83	Service Delivery	When you form, revise or present your corporate identity, you must not treat the Welsh language less favourably than the English	30/03/2016

		language.	
84	Service Delivery	If you offer an education course that is open to the public, you must offer it in Welsh. **You must comply with standard 84 in every circumstance, except:** ○ **when an assessment carried out in accordance with standard 86 comes to the conclusion that there is no need for that course to be offered in Welsh.**	30/03/2016
86	Service Delivery	If you develop an education course that is to be offered to the public, you must assess the need for that course to be offered in Welsh; and you must ensure that the assessment is published on your website.	30/03/2016
87	Service Delivery	When you announce a message over a public address system, you must make that announcement in Welsh and, if the announcement is made in Welsh and in English, the announcement must be made in Welsh first.	30/03/2016
88	Policy Making	When you formulate a new policy, or review or revise an existing policy, you must consider what effects, if any (whether positive or adverse), the policy decision would have on - (a) opportunities for persons to use the Welsh language, and (b) treating the Welsh language no less favourably than the English language.	30/03/2016
89	Policy Making	When you formulate a new policy, or review or revise an existing policy, you must consider how the policy could be formulated (or how an existing policy could be changed) so that the policy decision would have positive effects, or increased positive effects, on - (a) opportunities for persons to use the Welsh language, and (b) treating the Welsh language no less favourably than the English	30/03/2016

		language.	
90	Policy Making	When you formulate a new policy, or review or revise an existing policy, you must consider how the policy could be formulated (or how an existing policy could be changed) so that the policy decision would not have adverse effects, or so that it would have decreased adverse effects, on - (a) opportunities for persons to use the Welsh language, and (b) treating the Welsh language no less favourably than the English language.	30/03/2016
91	Policy Making	When you publish a consultation document which relates to a policy decision, the document must consider, and seek views on, the effects (whether positive or adverse) that the policy decision under consideration would have on - (a) opportunities for persons to use the Welsh language, and (b) treating the Welsh language no less favourably than the English language.	30/03/2016
92	Policy Making	When you publish a consultation document which relates to a policy decision the document must consider, and seek views on, how the policy under consideration could be formulated or revised so that it would have positive effects, or increased positive effects, on (a) opportunities for persons to use the Welsh language, and (b) treating the Welsh language no less favourably than the English language.	30/03/2016
93	Policy Making	When you publish a consultation document which relates to a policy decision the document must consider, and seek views on, how the policy under consideration could be formulated or revised so that it would not have adverse effects, or so that it would have decreased adverse effects, on -	30/03/2016

		(a) opportunities for persons to use the Welsh language, and (b) treating the Welsh language no less favourably than the English language.	
94	Policy Making	You must produce and publish a policy on awarding grants (or, where appropriate, amend an existing policy) which requires you to take the following matters into account when you make decisions in relation to the awarding of a grant - (a) what effects, if any (and whether positive or negative), the awarding of a grant would have on - (i) opportunities for persons to use the Welsh language, and (ii) treating the Welsh language no less favourably than the English language; (b) how the decision could be taken or implemented (for example, by imposing conditions of grant) so that it would have positive effects, or increased positive effects, on - (i) opportunities for persons to use the Welsh language, and (ii) treating the Welsh language no less favourably than the English language; (c) how the decision could be taken or implemented (for example, by imposing conditions of grant) so that it would not have adverse effects, or so that it would have decreased adverse effects on - (i) opportunities for persons to use the Welsh language, and (ii) treating the Welsh language no less favourably than the English language; (ch) whether you need to ask the applicant for any additional information in order to assist you in assessing the effects of awarding a grant on - (i) opportunities for persons to use the Welsh language, and	30/03/2016

		(ii) treating the Welsh language no less favourably than the English language.	
95	Policy Making	When you commission or undertake research that is intended to assist you to make a policy decision, you must ensure that the research considers what effects, if any (and whether positive or adverse), the policy decision under consideration would have on - (a) opportunities for persons to use the Welsh language, and (b) treating the Welsh language no less favourably than the English language.	30/03/2016
96	Policy Making	When you commission or undertake research that is intended to assist you to make a policy decision, you must ensure that the research considers how the policy decision under consideration could be made so that it would have a positive effects, or so that it would have increased positive effects, on - (a) opportunities for persons to use the Welsh language, and (b) treating the Welsh language no less favourably than the English language.	30/03/2016
97	Policy Making	When you commission or undertake research that is intended to assist you to make a policy decision, you must ensure that the research considers how the policy decision under consideration could be made so that it would not have adverse effects, or so that it would have decreased adverse effects, on - (a) opportunities for persons to use the Welsh language, and (b) treating the Welsh language no less favourably than the English language.	30/03/2016
98	Operational	You must develop a policy on using Welsh internally for the purpose of promoting and facilitating the use of the language, and you must publish that policy on your intranet.	30/03/2016

99	Operational	When you offer a new post to an individual, you must ask that individual whether he or she wishes for the contract of employment or contract for services to be provided in Welsh; and if that is the individual's wish you must provide the contract in Welsh.	30/03/2016
100	Operational	You must - (a) ask each employee whether he or she wishes to receive any paper correspondence that relates to his or her employment, and which is addressed to him or her personally, in Welsh, and (b) if an employee so wishes, provide any such correspondence to that employee in Welsh.	30/03/2016
105	Operational	If you publish a policy relating to behaviour in the workplace, you must publish it in Welsh.	30/03/2016
106	Operational	If you publish a policy relating to health and well-being at work, you must publish it in Welsh.	30/03/2016
107	Operational	If you publish a policy relating to salaries or workplace benefits, you must publish it in Welsh.	30/03/2016
108	Operational	If you publish a policy relating to performance management, you must publish it in Welsh.	30/03/2016
109	Operational	If you publish a policy about absence from work, you must publish it in Welsh.	30/03/2016
110	Operational	If you publish a policy relating to working conditions, you must publish it in Welsh.	30/03/2016
111	Operational	If you publish a policy regarding work patterns, you must publish it in Welsh.	30/03/2016
112	Operational	You must allow each member of staff - (a) to make complaints to you in Welsh, and (b) to respond in Welsh to any complaint made about him or about	30/03/2016

		her.	
112A	Operational	You must state in any document that you have that sets out your procedures for making complaints that each member of staff may - (a) make a complaint to you in Welsh, and (b) respond to a complaint made about him or about her in Welsh; and you must also inform each member of staff of that right.	30/03/2016
114	Operational	If you receive a complaint from a member of staff or a complaint about a member of staff, and a meeting is required with that member of staff, you must - (a) ask the member of staff whether he or she wishes to use the Welsh language at the meeting; (b) explain that you will provide a translation service from Welsh to English for that purpose if it is required; and if the member of staff wishes to use the Welsh language, you must provide a simultaneous translation service from Welsh to English at the meeting (unless you conduct the meeting in Welsh without translation services).	30/03/2016
115	Operational	When you inform a member of staff of a decision you have reached in relation to a complaint made by him or by her, or in relation to a complaint made about him or about her, you must do so in Welsh if that member of staff - (a) made the complaint in Welsh, (b) responded in Welsh to a complaint about him or about her, (c) asked for a meeting about the complaint to be conducted in Welsh, or (ch) asked to use the Welsh language at a meeting about the complaint.	30/03/2016
116	Operational	You must allow all members of staff to respond in Welsh to	30/03/2016

		allegations made against them in any internal disciplinary process.	
116A	Operational	You must - (a) state in any document that you have which sets out your arrangements for disciplining staff that any member of staff may respond in Welsh to any allegations made against him or against her, and (b) if you commence a disciplinary procedure in relation to a member of staff, inform that member of staff of that right.	30/03/2016
118	Operational	If you organise a meeting with a member of staff regarding a disciplinary matter that relates to his or her conduct you must - (a) ask the member of staff whether he or she wishes to use the Welsh language at the meeting, and (b) explain that you will provide a translation service for that purpose if it is required; and, if the member of staff wishes to use the Welsh language, you must provide a simultaneous translation service from Welsh to English at the meeting (unless you conduct the meeting in Welsh without a translation service).	30/03/2016
119	Operational	When you inform a member of staff of a decision you have reached following a disciplinary process, you must do so in Welsh if that member of staff - (a) responded to allegations made against him or her in Welsh, (b) asked for a meeting regarding the disciplinary process to be conducted in Welsh, or (c) asked to use the Welsh language at a meeting regarding the disciplinary process.	30/03/2016
120	Operational	You must provide staff with computer software for checking spelling and grammar in Welsh, and provide Welsh language interfaces for	30/03/2016

		software (where an interface exists).	
122	Operational	You must ensure that - (a) the text of the homepage of your intranet is available in Welsh, (b) any Welsh language text on your intranet's homepage (or, where relevant, your Welsh language intranet homepage) is fully functional, and (c) the Welsh language is treated no less favourably than the English language in relation to the homepage of your intranet.	30/03/2016
124	Operational	If you have a Welsh language page on your intranet that corresponds to an English language page, you must state clearly on the English language page that the page is also available in Welsh, and must provide a direct link to the Welsh language page on the corresponding English language page.	30/03/2016
125	Operational	You must designate and maintain a page (or pages) on your intranet which provides services and support material to promote the Welsh language and to assist your staff to use the Welsh language.	30/03/2016
126	Operational	You must provide the interface and menus on your intranet pages in Welsh.	30/03/2016
127	Operational	You must assess the Welsh languages skills of your employees.	30/03/2016
130	Operational	You must provide opportunities during working hours - (a) for your employees to receive basic Welsh language lessons, and (b) for employees who manage others to receive training on using the Welsh language in their role as managers.	30/03/2016
131	Operational	You must provide opportunities for employees who have completed basic Welsh language training to receive further training free of charge, to develop their language skills.	30/03/2016
132	Operational	You must provide training courses so that your employees can	30/03/2016

		develop - (a) awareness of the Welsh language (including awareness of its history and its role in Welsh culture); (b) an understanding of the duty to operate in accordance with the Welsh language standards; (c) an understanding of how the Welsh language can be used in the workplace.	
133	Operational	When you provide information to new employees (for example by means of an induction process), you must provide information for the purpose of raising their awareness of the Welsh language.	30/03/2016
134	Operational	You must provide text or a logo for your staff to include in e-mail signatures which will enable them to indicate whether they speak Welsh fluently or whether they are learning the language.	30/03/2016
135	Operational	You must provide wording for your employees which will enable them to include a Welsh language version of their contact details in e-mail messages, and to provide a Welsh language version of any message which informs others that they are unavailable to respond to e-mail messages.	30/03/2016
136	Operational	When you assess the requirements for a new or vacant post, you must assess the need for Welsh language skills, and categorise it as a post where one or more of the following apply - (a) Welsh language skills are essential; (b) Welsh language skills need to be learnt when appointed to the post; (c) Welsh language skills are desirable; or (ch) Welsh language skills are not necessary.	30/03/2016
136A	Operational	If you have categorised a post as one where Welsh language skills are essential, desirable or need to be learnt you must -	30/03/2016

		(a) specify that when advertising the post, and (b) advertise the post in Welsh.	
137	Operational	When you advertise a post, you must state that applications may be submitted in Welsh, and that an application submitted in Welsh will not be treated less favourably than an application submitted in English.	30/03/2016
137A	Operational	If you publish - (a) application forms for posts; (b) material that explains your procedure for applying for posts; (c) information about your interview process, or about other assessment methods when applying for posts; (ch) job descriptions; you must publish them in Welsh; and you must ensure that the Welsh language versions of the documents are treated no less favourably than any English language versions of those documents.	30/03/2016
137B	Operational	You must not treat an application for a post made in Welsh less favourably than you treat an application made in English (including, amongst other matters, in relation to the closing date you set for receiving applications and in relation to any time-scale for informing individuals of decisions).	30/03/2016
139	Operational	You must ensure that your application forms for posts - (a) provide a space for individuals to indicate that they wish to use the Welsh language at an interview or at any other method of assessment, and (b) explain that you will provide a translation service from Welsh to English for that purpose if it is required; and, if the individual wishes to use the Welsh language at the interview or assessment, you must provide a simultaneous	30/03/2016

		translation service at the interview or assessment (unless you conduct the interview or assessment in Welsh without that translation service).	
140	Operational	When you inform an individual of your decision in relation to an application for a post, you must do so in Welsh if the application was made in Welsh.	30/03/2016
141	Operational	When you erect a new sign or renew a sign in your workplace (including temporary signs), any text displayed on the sign must be displayed in Welsh (whether on the same sign as the corresponding English language text or on a separate sign), and if the same text is displayed in Welsh and in English, you must not treat the Welsh language text less favourably than the English language text.	30/03/2016
142	Operational	When you erect a new sign or renew a sign in your workplace (including temporary signs) which conveys the same information in Welsh and in English, the Welsh language text must be positioned so that it is likely to be read first.	30/03/2016
143	Operational	You must ensure that the Welsh language text on signs displayed in your workplace is accurate in terms of meaning and expression.	30/03/2016
144	Operational	When you make announcements in the workplace using audio equipment, that announcement must be made in Welsh, and if the announcement is made in Welsh and in English, the announcement must be made in Welsh first.	30/03/2016
147	Record Keeping	You must keep a record, in relation to each financial year, of the number of complaints you receive relating to your compliance with standards.	30/03/2016
148	Record Keeping	You must keep a copy of any written complaint that you receive that relates to your compliance with the standards with which you are under a duty to comply.	30/03/2016

149	Record Keeping	You must keep a copy of any written complaint that you receive that relates to the Welsh language (whether or not that complaint relates to the standards with which you are under a duty to comply).	30/03/2016
150	Record Keeping	You must keep a record of the steps that you have taken in order to ensure compliance with the policy making standards with which you are under a duty to comply.	30/03/2016
151	Record Keeping	You must keep a record (following assessments of your employees' Welsh language skills made in accordance with standard 127), of the number of employees who have Welsh language skills at the end of each financial year and, where you have that information, you must keep a record of the skill level of those employees.	30/03/2016
153	Record Keeping	You must keep a copy of every assessment that you carry out (in accordance with standard 136) in respect of the Welsh language skills that may be needed in relation to a new or vacant post.	30/03/2016
154	Record Keeping	You must keep a record, in relation to each financial year of the number of new and vacant posts which were categorised (in accordance with standard 136) as posts where - (a) Welsh language skills are essential; (b) Welsh language skills need to be learnt when appointed to the post; (c) Welsh language skills are desirable; or (ch) Welsh language skills are not necessary.	30/03/2016
155	Supplementary - Service Delivery	You must ensure that a document which records the service delivery standards with which you are under a duty to comply, and the extent to which you are under a duty to comply with those standards, is available - (a) on your website, and (b) in each of your offices that are open to the public.	30/03/2016

156	Supplementary - Service Delivery	You must - (a) ensure that you have a complaints procedure that deals with the following matters - (i) how you intend to deal with complaints relating to your compliance with the service delivery standards with which you are under a duty to comply, and (ii) how you will provide training for your staff in relation to dealing with those complaints, (b) publish a document that records that procedure on your website, and (c) ensure that a copy of that document is available in each of your offices that are open to the public.	30/03/2016
157	Supplementary - Service Delivery	You must - (a) ensure that you have arrangements for (i) overseeing the way you comply with the service delivery standards with which you are under a duty to comply, (ii) promoting the services that you offer in accordance with those standards, and (iii) facilitating the use of those services, (b) publish a document that records those arrangements on your website, and (c) ensure that a copy of that document is available in each of your offices that are open to the public.	30/03/2016
158	Supplementary - Service Delivery	(1) You must produce a report (an "annual report"), in Welsh, in relation to each financial year, which deals with the way in which you have complied with the service delivery standards with which you were under a duty to comply during that year. (2) The annual report must include the number of complaints that you	30/03/2016

		received during that year which related to your compliance with the service delivery standards with which you were under a duty to comply. (3) You must publish the annual report no later than 30 June following the financial year to which the report relates. (4) You must publicise the fact that you have published an annual report. (5) You must ensure that a current copy of your annual report is available - (a) on your website, and (b) in each of your offices that are open to the public.	
159	Supplementary - Service Delivery	You must publish a document on your website which explains how you intend to comply with the service delivery standards with which you are under a duty to comply.	30/03/2016
160	Supplementary - Service Delivery	You must provide any information requested by the Welsh Language Commissioner which relates to your compliance with the service delivery standards with which you are under a duty to comply.	30/03/2016
161	Supplementary - Policy Making	You must ensure that a document which records the policy making standards with which you are under a duty to comply, and the extent to which you are under a duty to comply with those standards, is available - (a) on your website, and (b) in each of your offices that are open to the public.	30/03/2016
162	Supplementary - Policy Making	You must - (a) ensure that you have a complaints procedure that deals with the following matters - (i) how you intend to deal with complaints relating to your compliance with the policy making standards with which you are under a duty to	30/03/2016

		comply, and (ii) how you will provide training for your staff in relation to dealing with those complaints, (b) publish a document that records that procedure on your website, and (c) ensure that a copy of that document is available in each of your offices that are open to the public.	
163	Supplementary - Policy Making	You must - (a) ensure that you have arrangements for overseeing the way you comply with the policy making standards with which you are under a duty to comply, (b) publish a document that records those arrangements on your website, and (c) ensure that a copy of that document is available in each of your offices that are open to the public.	30/03/2016
164	Supplementary - Policy Making	(1) You must produce a report (an "annual report"), in Welsh, in relation to each financial year, which deals with the way in which you have complied with the policy making standards with which you were under a duty to comply during that year. (2) The annual report must include the number of complaints you received during the year which related to your compliance with the policy making standards with which you were under a duty to comply. (3) You must publish the annual report no later than 30 June following the financial year to which the report relates. (4) You must publicise the fact that you have published an annual report. (5) You must ensure that a current copy of your annual report is available -	30/03/2016

		(a) on your website, and (b) in each of your offices that are open to the public.	
165	Supplementary - Policy Making	You must publish a document on your website which explains how you intend to comply with the policy making standards with which you are under a duty to comply.	30/03/2016
166	Supplementary - Policy Making	You must provide any information requested by the Welsh Language Commissioner which relates to compliance with the policy making standards with which you are under a duty to comply.	30/03/2016
167	Supplementary - Operational	You must ensure that a document which records the operational standards with which you are under a duty to comply, and the extent to which you are under a duty to comply with those standards, is available - (a) on your website, and (b) in each of your offices that are open to the public.	30/03/2016
168	Supplementary - Operational	You must - (a) ensure that you have a complaints procedure that deals with the following matters - (i) how you intend to deal with complaints relating to your compliance with the operational standards with which you are under a duty to comply, and (ii) how you will provide training for your staff in relation to dealing with those complaints, and (b) publish a document that records that procedure on your intranet.	30/03/2016
169	Supplementary - Operational	You must - (a) ensure that you have arrangements for (i) overseeing the way you comply with the operational standards with which you are under a duty to comply, (ii) promoting the services that you offer in accordance with those	30/03/2016

		standards, and (iii) facilitate the use of those services, and (b) publish document that records that procedure on your intranet.	
170	Supplementary - Operational	(1) You must produce a report (an "annual report"), in Welsh, in relation to each financial year, which deals with the way in which you have complied with the operational standards with which you were under a duty to comply during that year. (2) The annual report must include the following information (where relevant, to the extent you are under a duty to comply with the standards referred to) - (a) the number of employees who have Welsh language skills at the end of the year in question (on the basis of the records you kept in accordance with standard 151); (b) the number of members of staff who attended training courses you offered in Welsh during the year (on the basis of the records you kept in accordance with standard 152); (c) if a Welsh version of a course was offered by you during that year, the percentage of the total number of staff attending the course who attended the Welsh version (on the basis of the records you kept in accordance with standard 152); (ch) the number of new and vacant posts that you advertised during the year which were categorised as posts where - (i) Welsh language skills were essential, (ii) Welsh language skills needed to be learnt when appointed to the post, (iii) Welsh language skills were desirable, or (iv) Welsh language skills were not necessary, (on the basis of the records you kept in accordance with standard 154);	30/03/2016

		(d) the number of complaints that you received during that year which related to your compliance with the operational standards with which you were under a duty to comply. (3) You must publish the annual report no later than 30 June following the financial year to which the report relates. (4) You must publicise the fact that you have published an annual report. (5) You must ensure that a current copy of your annual report is available - (a) on your website, and (b) in each of your offices that are open to the public.	
171	Supplementary - Operational	You must publish a document on your website which explains how you intend to comply with the operational standards with which you are under a duty to comply.	30/03/2016
172	Supplementary - Operational	You must provide any information requested by the Welsh Language Commissioner which relates to compliance with which you are under a duty to comply.	30/03/2016
175	Supplementary - Record Keeping	You must ensure that a document which records the record keeping standards with which you are under a duty to comply, and the extent to which you are under a duty to comply with those standards, is available - (a) on your website, and (b) in each of your offices that are open to the public.	30/03/2016
176	Supplementary - Record Keeping	You must provide any records you kept in accordance with the record keeping standards with which you are under a duty to comply to the Welsh Language Commissioner, if the Commissioner asks for those records.	30/03/2016

Standards required to comply with within a year.

Standard Number	Class of Standard	Standard	Imposition Date
13	Service Delivery	If you offer a Welsh language service on your main telephone number (or numbers), on any helpline numbers or call centre numbers, the telephone number for the Welsh language service must be the same as for the corresponding English language service.	30/09/2016
44	Service Delivery	If you produce the following documents, and they are available to the public, you must produce them in Welsh - (a) policies, strategies, annual reports and corporate plans; (b) guidelines and codes of practice; (c) consultation papers.	30/09/2016
51	Service Delivery	If you pre-enter information on a Welsh language version of a form (for example, before sending it to a member of the public in order for him or her to check the content or to fill in the remainder of the form), you must ensure that the information that you pre-enter is in Welsh.	30/09/2016
101	Operational	You must ask each employee whether he or she wishes to receive any documents that outline his or her training needs or requirements in Welsh; and if that is the employee's wish you must provide any such documents to him or to her in Welsh.	30/09/2016
102	Operational	You must ask each employee whether he or she wishes to receive any documents that outline his or her performance objectives in Welsh; and if that is the employee's wish you must provide any such documents to him or to her in Welsh.	30/09/2016
103	Operational	You must ask each employee whether he or she wishes to receive any documents that outline or record his or her career plan in Welsh; and if that is the employee's wish you must provide any such	30/09/2016

		documents to him or to her in Welsh.	
104	Operational	You must ask each employee whether he or she wishes to receive any forms that record and authorise - (a) annual leave, (b) absences from work, and (c) flexible working hours, in Welsh; and if that is an employee's wish, you must provide any such forms to him or to her in Welsh.	30/09/2016
123	Operational	You must ensure that each time you publish a new intranet page or amend a page - (a) the text of that page is available in Welsh, (b) any Welsh language version of that page is fully functional, And (c) the Welsh language is treated no less favourably than the English language in relation to the text of that page.	30/09/2016
128	Operational	You must provide training in Welsh in the following areas, if you provide such training in English - (a) recruitment and interviewing; (b) performance management; (c) complaints and disciplinary procedures; (ch) induction; (d) dealing with the public; and (dd) health and safety.	30/09/2016
129	Operational	You must provide training (in Welsh) on using Welsh effectively in - (a) meetings; (b) interviews; and (c) complaints and disciplinary procedures.	30/09/2016
145	Promotion	You must produce, and publish on your website, a 5-year strategy that sets out how you propose to promote the Welsh language and to	30/09/2016

		facilitate the use of the Welsh language more widely in your area; and the strategy must include (amongst other matters) - (a) a target (in terms of the percentage of speakers in your area) for increasing or maintaining the number of Welsh speakers in your area by the end of the 5 year period concerned, and (b) a statement setting out how you intend to reach that target; and you must review the strategy and publish a revised version on your website within 5 years of publishing a strategy (or of publishing a revised strategy).	
146	Promotion	Five years after publishing a strategy in accordance with standard 145 you must - (a) assess to what extent you have followed that strategy and have reached the target set by it, and (b) publish that assessment on your website, ensuring that it contains the following information - (i) the number of Welsh speakers in your area, and the age of those speakers; (ii) a list of the activities that you have arranged or funded during the previous 5 years in order to promote the use of the Welsh language.	30/09/2016
152	Record Keeping	You must keep a record, for each financial year of - (a) the number of members of staff who attended training courses offered by you in Welsh (in accordance with standard 128), and (b) if a Welsh version of a course was offered by you in accordance with standard 128, the percentage of the total number of staff attending the course who attended that version.	30/09/2016
173	Supplementary - Promotion	You must ensure that a document which records the promotion standards with which you are under a duty to comply, and the extent to which you are under a duty to comply with those standards, is	30/09/2016

		available - (a) on your website, and (b) in each of your offices that are open to the public.	
174	Supplementary - Promotion	You must provide any information requested by the Welsh Language Commissioner which relates to compliance with the promotion standards with which you are under a duty to comply.	30/09/2016

Standards required to comply with within 3 years.

Standard Number	Class of Standard	Standard	Imposition Date
121	Operational	You must ensure that - (a) the text of each page of your intranet is available in Welsh, (b) every Welsh language page on your intranet is fully functional, and (c) the Welsh language is treated no less favourably than the English language on your intranet.	30/09/2018

Meri Huws
Welsh Language Commissioner

Date: 30/09/2015

Welsh Language Standards: Annual Report 2015-16

From 30th March 2016 all local authorities in Wales have a statutory duty to comply with new regulation Welsh language standards which explain how they as organisations should use the Welsh language in different situations.

The Welsh Language (Wales) Measure 2011 established a legal framework to impose duties on certain organisations to comply with standards in relation to the Welsh language by way of sub-legislation (Welsh Language Regulation Standards). The standards issued to the City of Cardiff Council are listed in 'The City of Cardiff Council Compliance Notice – Section 44 Welsh Language (Wales) Measure 2011 – **see appendix 1**. A copy of the standards which is referred to in this report is also available from www.cardiff.gov.uk/bilingualcardiff .

The standards replace the Council's former Welsh language scheme which was created as a requirement of the Welsh Language Act 1993. As this is a report on our compliance with the Welsh language standards in 2015-16 which were only in force from 30th March 2016 this report will primarily focus on the actions that the Council has taken to prepare to comply with the new standards, as well as providing certain information which we are required to under these standards.

1. Introduction

The Council is committed to realising our vision of creating a truly bilingual Capital city for Wales which provides an equally high quality service in both Welsh and English for our citizens.

We are already complying with the majority of the requirements of the standards through our previous Welsh Language Scheme so we are relatively well placed to meet the new legislative requirements due to the amount of work undertaken prior to the introduction of the Welsh language standards.

The main principal of the legislation (standards) is to ensure that the Welsh language is treated no less favourably than the English language, with the emphasis on actively offering and recording language choice rather than the onus being on the individual service user or employee to request information or services in Welsh.

The standards are listed in the following categories

• **Service delivery standards**:
In relation to the delivery of services in order to promote or facilitate the use of the Welsh language, or to ensure that it is treated no less favourably than English.

- **Policy making standards**:
Require organisations to consider what effect their policy decisions will have on the ability of persons to use the language and on the principle of treating Welsh no less favourably than English.
- **Operational standards**:
Standards which deal with the internal use of Welsh by organisations.
- **Promotional standards**:
Require organisations to adopt a strategy setting out how it proposes to promote and facilitate the use of Welsh.
- **Record keeping standards**:
These standards make it necessary to keep records about some of the other standards, and about any complaints received by an organisation. These records will assist the Commissioner in regulating the organisation's compliance with standards.

The Welsh language standards have been drafted with the aim of:

- Improving the services Welsh-speakers can expect to receive from organisations in Welsh
- Increasing the use people make of Welsh-language services
- Making it clear to organisations what they need to do in terms of the Welsh language
- Ensuring that there is an appropriate degree of consistency in terms of the duties placed on organisations in the same sectors.

Each local authority has been issued with a compliance notice from the Welsh Language Commissioner which lists the standards and compliance date which the organisation is expected to comply with. The City of Cardiff Council has been issued with **171** standards, of which 155 have a compliance date of 30th March 2016.

The City of Cardiff Council				
Categories	**Compliance date 30 March 2016**	**Compliance date 30 September 2016**	**Compliance date 30 September 2018**	**Total**
Service Delivery	85	3	0	88
Policy Making	16	0	0	16
Operational	41	7	1	49
Record Keeping	13	1	0	14
Promotional	0	4	0	4
Total	155	15	1	**171**

This report outlines our progress to date and also key data which we are required to report on under the standards.

The Annual Monitoring Report will be agreed and approved by full Council on **30th June 2016** prior to being published on the Council's website in accordance with the requirements of the standards.

The report will be available to download on the Council's website from the 30th June 2016 www.cardiff.gov.uk/bilingualcardiff

2. Achievements & Challenges

Achievements

- The Council worked in partnership with stakeholders on the creation of a Welsh cultural centre in the city centre ('Yr Hen Lyfrgell') which opened in February 2016. The centre offers a variety of services, facilities as well as a full program of activities including a Cafe Bar and restaurant, a shop selling Welsh products, a Welsh medium crèche, Welsh lessons for learners, performance area, conference facilities, function rooms and Cardiff Story Museum.
- Bilingual Cardiff return **94.2%** of translation requests by agreed deadlines (**5,069,914** words). The team translated more words than any previous year.
- The Corporate Welsh language awareness e-module which was developed in partnership with 4 other local authorities was launched in September 2015. To date **981** staff have completed in 2015-16.
- The Council advertised more Welsh Essential posts than any previous year (**52**) and a further **136** posts where Welsh was a desirable requirement.
- Bilingual Cardiff have purchased simultaneous translation equipment and trained 2 translators to deliver this service in-house to all service areas as well as partner organisations.
- Bilingual Cardiff have created a series of corporate guidelines in order to assist staff in complying with the new standards and continue to publish the monthly Welsh language brief for Council all staff (distributed via the Welsh language coordinators) to update on developments within the Welsh language agenda or any complaints received against the Welsh language scheme/standards.
- **123** staff attended corporately funded Welsh language training in 2015-16.
- Promoted a successful '*Diwrnod Shwmae'* event across the council in October. An event which was aimed at encouraging staff to greet each other in Welsh or use any Welsh they might have.
- An internal marketing campaign to raise staff awareness of the Welsh language standards ("Are you ready for the Welsh language standards?")

- Bilingual Cardiff now offers a full translation service for all our partners and associated organisations. This includes simultaneous translation services for events, conferences, meetings and interviews as well as text translation. These services are advertised on Yr Hen Lyfrgell website http://www.yrhenlyfrgell.wales/services

Challenges

Whilst it is not our intention to challenge any of the duties at present, it must be noted that there are a number of standards which may pose a significant challenge to the Council, both in financial terms as well as potential resource implications, specifically:

Standard 62

This standard relates to ensuring that Welsh appears first on all signage, which the Council supports in principle, and did not oppose during consultation. However, although permanent signs will be replaced during maintenance works and are cost neutral, we will need to ensure that contactors working on behalf of the Council comply with this standard in relation to temporary signs also.

Standard 64

This standard requires us to ensure that our main reception area can provide an equal service in Welsh and English within 6 months (30th March 2016) with all reception areas being subject to this standard within 9 months (30th September 2016).

Fully meeting the requirements of this standard within the allocated timeframe poses a significant challenge, not least as Welsh speakers remain under represented in our workforce (4.78% as of 31 March 2016). However, measures have been put in place to achieve this with an action for all managers to assess their team's capacity to deliver bilingual services incorporated into every Directorate business plan since April 2015. As part of the assessment all frontline staff are offered corporately funded Welsh language lessons as a matter of course, with manager's eager to upskill the current workforce in order to meet these requirements in the first instance.

'Welsh essential' posts can also be advertised externally in order to ensure that these posts are filled by bilingual staff thereby increasing the number of Welsh speakers in the workforce.

There are other standard which will be challenging, however, overall, we are broadly content with the standards in our Final Compliance Notice and have no intention of challenging any of the current standards. Work is already underway to raise awareness of the standards through management team briefings, the Welsh language coordinators and champions' network, the Welsh matters monthly newsletter to all Directorates as well as a standing item in the monthly corporate Core Brief and on the Bilingual Cardiff intranet page.

During management team meetings managers were asked to identify risks within their own Directorates and these will be incorporated into the 2016-17 service area business plans. It is envisaged that this approach as agreed in SMT on 27th October 2015 will ensure that we will be in a position to meet the vast majority, if not all, of the requirements by the deadline specified.

Should our organisational situation change significantly in the future, the decision not to challenge present or future duties may be revisited.

3. Yr Hen Lyfrgell – Cardiff's Welsh Cultural Centre

The establishment of Cardiff's Welsh Cultural Centre based at the Old Library was approved by Cabinet on the 28th May 2015.

A new Welsh Cultural Centre ('Yr Hen Lyfrgell') based at the Old Library building opened in February 2016. The aim of the centre is to promote and celebrate Welsh as a living language in the capital city in a friendly and welcoming centre open to all citizens of Cardiff and its visitors. Yr Hen Lyfrgell offers a variety of facilities and activities in a sociable and inclusive atmosphere where the Welsh language and culture is at the heart of everything.

There is cafe, bar and restaurant serving Welsh food and drink, a shop selling quality Welsh goods, a book shop, a children's crèche, teaching rooms offering courses for Welsh learners, a flexible performance and exhibition area, and the Cardiff Story Museum.

Showcasing 'the best of Cardiff and Wales', Yr Hen Lyfrgell is an energetic and innovative centre which aims to attract Welsh speakers and non-Welsh speakers alike, from Cardiff and beyond. A unique visitor attraction where the Welsh language will be used to celebrate everything that is great about Wales and its capital city - its culture, heritage and people.

Yr Hen Lyfrgell is made possible through effective partnership working with the Welsh Government and Cardiff based organisations – Menter Caerdydd, Cardiff University, Clwb Ifor Bach, Cardiff Story Museum, Mudiad Meithrin, Mela and Bodlon.

4. Complaints against the Welsh language scheme / Welsh language standards 2015-16

During 2015/16, a total of **28** complaints were received in relation to the operation of the Welsh Language Scheme (or Welsh language standards). Whether the complaints were received in the medium of English or Welsh they were dealt with in accordance with the corporate complaints procedure. Please see **Appendix 3.**

The Corporate Complaints policy has recently been updated to reflect certain requirements arising from the introduction of the Welsh language standards including confirming that the Council welcomes complaints in both Welsh and English, and will respond in whichever language in which we are contacted.

The policy has been well publicised and all Directorates are required to complete a Complaints Monitoring Form each quarter in order to report the number of complaints they have received that relate to the Welsh Language Scheme.

5. Posts advertised in 2015/16

During 2015/16 **991** new and vacant posts were advertised in accordance with the Council's Corporate Welsh Language Skills Strategy. Please see **Appendix 5.**

52 posts were advertised where Welsh language skills were essential.

136 posts were advertised where Welsh language skills were desirable

803 posts were advertised where Welsh language skills were deemed not necessary at present.

Please not that these figures also include re-advertised posts.

The Council does not currently hold information regarding Welsh language skills which need to be learnt when appointed to posts as under the Council's Welsh Language Skills Strategy posts are either designated Welsh essential, desirable or not required. There have been occasions where posts have been re-advertised with the requirement for the successful applicants to attend Welsh language training.

6. Welsh Language Training & Welsh Medium training courses

The City of Cardiff Council has been issued with standard 128 which states that we are required to provide training in Welsh for staff in the following areas, if they are provided in English:

- Recruitment and interviewing;
- Performance management;
- Complaints and disciplinary procedures;
- Induction;
- Dealing with the public; and
- Health and safety.

The compliance date for this standard is 30 September 2016 therefore staff attending Welsh medium training in the areas listed above have not been recorded in 2015/16.

82 staff attended Welsh language training courses in 2015/16 and a further **41** staff attended a 2 day Welsh language taster course in June & July 2015.

The number and percentage of staff who received Welsh language and Welsh language awareness training is monitored closely and individual records kept on DigiGov (internal HR system). Please see **Appendix 4** for breakdown of staff who have attended these courses.

In September 2015 the new Welsh Language Awareness training e-module was made available to staff on the Cardiff Learning Pool site.

981 Staff have completed the Welsh language awareness module in 2015-16
90 Staff had started and are currently undertaking the module.
45 Health & Social Care managers have attended our 'Mwy na Geiriau / More than Just Words' Welsh language awareness training in 2015-16.

7. Employees Welsh Language Skills

With the development of DigiGov and the opportunity for staff to validate their own personal data, this has enabled the Council to record the Welsh language ability (and other languages) of staff. As of 31st March 2016 **6,368** (non-school based) staff are employed by the City of Cardiff Council and of these a total of **4,516** staff have validated their entries on the DigiGov system. From these **216** staff have stated they have Welsh language skills. This represents **4.78%** of those registered on the system. Further roll-out of DigiGov will need to be undertaken with other areas of the Council (specifically school based employees), which will enable wider monitoring. Articles have featured in the Welsh Matters brief reminding staff of the need to update their entries on DigiGov.

A survey letter was sent to non-school based staff in April 2016 advising them of the standards and asking them to note their Welsh language skills and language preference. This survey will be sent to school based staff in early 2016 and to all new employees which will allow the Council to fully comply with the requirements of standard 127 (assessing employees Welsh language skills) and standard 100-104 (employee language preference). The data captured from this exercise will be reported in the 2016-17 Welsh language standards Annual Report.

8. Mwy na Geiriau / More than just Words
   Strategic Framework for Welsh Language in Health, Social Services and Social Care

Progress Report 2015 – 16

The introduction of the Welsh Language Standards has resulted in more corporate responsibility for ensuring provision of bilingual services both in social care and the council as a whole.

The legislation behind the Welsh Language Standards has helped to reinforce the important requirements of Mwy na Geiriau. The new Follow-on Strategy for Mwy na Geiriau and its action plan for 2016-19, links each of its objectives now to the relevant part of the Welsh Language Standards.

This leaves the Social Services Directorate to focus on the importance of language need and the active offer in the field of social services, with an emphasis on supporting the staff to be able to meet the requirements of both the Mwy na Geiriau and the Welsh Language Standards.

Achievements over 2015-16

- Communication of corporate guidance on the Welsh Language Standards to all Social Services Staff and to managers with specific responsibilities.

- Delivered half day training sessions on Welsh Language Awareness with an emphasis on Mwy na Geiriau / More than Just Words to 45 managers from adults and children's services (totalling 85 social services managers).

  Key priority for 2016-17 will be working towards the completion of awareness raising for all staff in social services.

- Delivered presentations to the Independent care provider managers on the expectations of the Strategy and the Welsh Language Standards. Also, held sessions on the importance of Welsh language need in social care, with undergraduates on the social work degree course at Cardiff University and Cardiff Metropolitan University.

- Welsh language skills assessments have been completed for staff in adult services and working towards full completion in children's services.

- Worked with an independent Welsh tutor to put together a training programme of basic Welsh for care staff in domiciliary care.

- Worked with electronic record system (Care First) implementation managers to ensure that language preference can be recorded and progress is being made towards recording the Active Offer.

- Working with the commissioning team to ensure that the use of Welsh language is now included in the monitoring of care homes. Monitoring already exists for domiciliary care services through customer satisfaction surveys. We are currently looking at the legal

implications of the independent sector compliance and the wider issues of commissioning for all care services.

- Represented the Local Authority at national Welsh Language Champions for Mwy na Geiriau meetings and workshops over the year.

- The Director of Social Services and his Senior Management Team have taken an active interest in the progress of this work, with regular reports being requested.

- Annual Director's Report and Directorate Business Plan contains sections on the Welsh language and the Delivery Plan actions include an objective to increase Directorate capacity to deliver bilingual services during 2016/17.

9. Monitoring & Overseeing Compliance with the Standards

During November 2015 all Directorates were asked to complete a mapping exercise to identify standards that pose a challenge to their teams, and to include relevant actions within their service delivery plans. Specific actions relating to complying with the standards have been included in all service area business plans for 2016/17 as well as a corporate action relating to ensuring sufficient capacity to deliver bilingual services.

The Cardiff Improvement System (CIS) will continue to be the authority's main tool for monitoring compliance with the new Welsh Language Standards. All 171 standards will be grouped and entered as improvement actions (IACTs) into the required database on CIS. Each action will appear against each of the Directorates in order to ensure that all Directorates are aware of every measure, as well as responsibility and target date. More specific standards will only be allocated to the relevant Manager within the relevant Directorate.

Directorate Welsh Language Coordinators and Champions who observe instances of non-compliance with the Standards in the course of their work will log them as required Improvement Actions (IACTs) on CIS. They will work to ensure that the standards allocated to their Directorate are achieved within the timescale and will update the CIS system accordingly.

The Welsh Language Champions or relevant manager will update the CIS database to enter a comment on IACTs which are progressing on target or completed. Overdue actions as reported by the Coordinators and Champions will be discussed at Management Team meetings where appropriate actions will then be updated accordingly. This ensures that Managers and Senior Officers will become aware of instances of non-compliance as well as areas for improvement within their Directorate.

Matters relating to the Welsh language will report through the Terms of Reference of the Policy Review and Performance Scrutiny Committee and the Bilingual Cardiff Member group.

10. Promoting & Facilitating the Standards - Actions to Date

Please see below additional measures that have been put in place to ensure compliance with any new requirements resulting from the Welsh language standards.

SERVICE DELIVERY STANDARDS
ACTIONS TO DATE
CAPTURING LANGUAGE CHOICE SAP Customer Records Management system (CRM) has been designed to record service users' language choice. Each Directorate or service area will have a database (e.g. Care First / Civica) which has the capacity to record or note language choice but at present this information cannot be shared or transferred. Parts of C2C recently went live with the SAP CRM database which gives a single view of the customer and records language preference against the customer record when they contact the Council. The existing C2C database does this also. At present the information held in these systems cannot be transferred to other databases or to other Directorates. The long term goal is to roll out these services to all parts of the council where appropriate. Each Directorate will have a nominated contact who would be able to view an extract of the customer records from both systems in a collaboration area in SharePoint. **CORRESPONDENCE** All external Council emails as well as the new corporate letterhead include the following statement within the footer in order to comply with the requirements of standards 2, 3 & 7. *Mae'r Cyngor yn croesawu gohebiaeth yn Gymraeg a Saesneg a byddwn yn sicrhau ein bod yn cyfathrebu â chi yn eich dewis iaith boed yn Gymraeg, yn Saesneg neu'n ddwyieithog dim ond i chi roi gwybod i ni pa un sydd well gennych. Ni fydd gohebu yn Gymraeg yn creu unrhyw oedi.*

The Council welcomes correspondence in English and Welsh and we will ensure that we communicate with you in the language of your choice, whether that's English, Welsh or bilingual as long as you let us know which you prefer. Corresponding in Welsh will not lead to any delay.

Guidelines on Communicating Bilingually have been published on the Bilingual Cardiff intranet page to assist staff on complying with these requirements.

TELEPHONE CALLS
New staff guidelines on Welsh language calls have been published to assist staff in complying with these requirements.

The vast majority of telephone calls are received by the Council's C2C contact centre which has a dedicated Welsh language team.

On the central phone directory staff can filter to view all Welsh language speakers within their service areas / Directorates.

MEETINGS
New staff guidelines on holding bilingual meetings have been published to assist staff in complying with these requirements.

The Bilingual Cardiff team will provide in-house simultaneous translation services for all Directorates and services areas.

DOCUMENT & FORMS
Meetings (41)
Bilingual agendas and minutes will be uploaded via the Cardiff Modern.Gov site.

The Council's web content request form and translation request form remind all staff to include the following wording in accordance with standards 49 and 50A.

This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg.

This form is available in Welsh / Mae'r ffurflen hon ar gael yn Gymraeg.

SIGNS & NOTICES
Strategic Planning, Highways, Traffic & Transportation Directorate will ensure that the Welsh first bilingual signage requirement is in all relevant tenders, contracts etc. and that this requirement is implemented and monitored. The requirement for Welsh text to be positioned first has also been reiterated to all contractors.

New guidance note on signs & notices have been published to make staff aware of these requirements.

WEBSITES & ONLINE SERVICES
Welsh language requirements are actively considered as part of any project brief or new project mandate as part of the statement of requirements.

ICT will continue to advise customers of their responsibility to provide Welsh language material for all customer facing projects at the project brief phase of all IT related projects. It is the customer's responsibilities to determine whether they require bilingual aspects of any new system after receiving this advice so it is their responsibility to satisfy themselves that they are meeting the standards.

The Web Team will conduct manual audit of all sections of www.caerdydd.gov.uk to ensure Welsh is published on every page. This will involve checking pages, forms, docs, links, etc.

English / Cymraeg option appears in global navigation of the website. This provides direct link between English and corresponding Welsh content.

RECEPTION SERVICES
New guidelines on bilingual reception services have been published to assist staff in complying with these requirements.

We continue to implement the Council's Corporate Welsh Language Skills Strategy which aims to increase the number of staff with Welsh language skills in frontline posts. This Strategy ensures that the linguistic requirements of all frontline posts are assessed and designated Welsh essential, Welsh desirable or no linguistic requirement accordingly.

A mapping exercise of hubs, libraries and leisure centres receptions was undertaken in 2015-16 to asses our current compliance with the standards. The bilingual reception guidelines have also been sent to all reception managers.

We continue to provide a flexible package of corporately funded Welsh language courses for staff run by Welsh for Adults (Cardiff University). Staff can attend over 100 courses across Cardiff & the Vale of Glamorgan at times and locations what suit them and their work.

AWARDING GRANTS
Relevant grant documents have been updated to reflect the new requirements and all grant applicants are asked their language preference.

AWARDING CONTRACTS
Tender specifications have been updated to reflect the new requirements.

New "Selling to the Council Guide" will include the following statement.

"In accordance with the Welsh Language Standards (The City of Cardiff Council Compliance Notice – Section 44 Welsh Language (Wales) Measure 2011) tenders may be submitted in the English or Welsh language. A tender for a contract submitted in Welsh will not be treated less favourably than a tender submitted in English (including, amongst other matters, in relation to the closing date for receiving tenders, and in relation to the time-scale for informing tenderers of decisions). The Council will communicate with tenderers in the language of their choice, whether that's English, Welsh or bilingual."

The Bilingual Cardiff team will provide in-house simultaneous translation services in any tender intrerviews, and the standard Terms and Conditions for service contractors will contain an updated clause which addresses the new legislative requirements.

Officers in the Council's Legal department have been instructed to include the following updated Welsh language clause in all contracts.

During the Term of the Agreement the Contractor agrees that it will comply with the requirements of:

- *The Welsh Language (Wales) Measure 2011 and the Welsh language standards issued to the City of Cardiff Council (Compliance Notice – Section 44 Welsh Language (Wales) Measure 2011) insofar as it relates to the provision /carrying out of the **** (Services, Works, Grant).*
- *A copy of the Welsh language standards is available from www.cardiff.gov.uk/bilingualcardiff*

COURSES OFFERED BY A BODY

Adult Community Learning have contacted all learners to ask their language preference (86) and include an additional question to this effect on their evaluation forms. A copy of the survey is available to view on the Council's website.

PROMOTING & FACILITATING

In order to promote and facilitate the implementation of the standards, the Council has created and updated guidelines for staff. These include:
- A summary of the 'Service Delivery Standards'
- Communicating Bilingually
- Bilingual Reception Service
- Holding Meetings Bilingually
- Welsh Language Calls
- Guidance Note: Bilingual Signage & Official Notices
- Translation Guidelines

These guidelines are available for staff on the Bilingual Cardiff Intranet and have been regularly promoted to staff through established communication channels including the monthly Core Brief and 'Welsh Matters' newsletters which are distributed to all staff. Regular articles have also appeared on the Council's intranet homepage.

In advance of the standards the Communication team and Bilingual Cardiff have coordinated a promotional campaign which includes regular articles, staff drop in sessions and posters across main Council offices.

Reception signs (standard 67) and email signature logos (standard 134) are also available to staff on the Bilingual Cardiff intranet page as well as a copy of the full standards, annual monitoring reports, and online translation request form.

The web content and translation request form have both been updated to remind staff to include the corporate statements to comply with standards 2, 3 & 7 (Correspondence), 49 (forms) and 50A (documents).

TRANSLATION & POLICY ADVICE
Bilingual Cardiff provides a full Welsh-English and English-Welsh translation and simultaneous translation service for all Council Directorates.

The team offer guidance and advice to all Council staff, along with organisations, companies and individuals who provide services on behalf of the Council, on issues regarding the Welsh language, translation and the Council's commitment under the statutory Welsh Language Standards.

WELSH LANGUAGE COORDINATORS & CHAMPIONS
The Council has a network of Welsh language coordinators and champions across our various Directorates, who support the work of Bilingual Cardiff in implementing the Welsh Language Standards. The role of the members includes

- Ensuring that their Directorate complies with the Council's Welsh language standards.
- Feedback on issues relating to the Welsh language from the Directorate to the group, and vice versa if necessary.
- Feedback on any complaints or issues regarding the Welsh language from services users to the group.
- Distribute relevant documentation and information within service areas.
- Coordinate response for the Annual Monitoring Report for their Directorate.

The coordinators network meet on a monthly basis.

BILINGUAL CARDIFF MEMBER GROUP
The Bilingual Cardiff Member Group is a cross-party group established to take a lead role in developing a truly bilingual Cardiff where citizens and staff of the City of Cardiff Council can access services and support in either language equally through improved partnership working. During 2015-

16 the group met twice to discuss Welsh language matters, primarily the development of the new Welsh Cultural Centre in the Old Library in the city centre. The next meeting is planned for mid-June where the members will consider the future model for the group to pursue with a view to driving the agenda forward.

BILINGUAL CARDIFF: 5 YEAR STRATEGY

In accordance with standard 145, the Council will create and publish a five year strategy by the 30th of September 2016 which sets out how we will promote and facilitate the use of Welsh. This strategy will include a target to increase the number of Welsh speakers within Cardiff as well as specific actions to facilitate the use of the language in line with the Welsh Government's Welsh Language Strategy 2012—17 – **see appendix 6**.

CORPORATE WELSH LANGUAGE SKILLS STRATEGY

The Welsh Language Skills Strategy (WLSS) was approved by full Council, with full Unions support, in 2009. The purpose of the WLSS is to ensure that we have staff with the linguistic skills required to provide a bilingual service at first point of contact.

The strategy provides a practical toolkit to help managers in assessing their Welsh language requirements, so that certain posts can be advertised as 'Welsh essential' and current staff can be offered Welsh language training.

WELSH LANGUAGE TRAINING

Staff are supported to use their Welsh language skills when communicating with the public. Currently staff can choose from over 100 approved courses in Cardiff University or in the community, varying from total beginners to fluent speakers at a time and location that best suits them.

There is a corporate budget for Welsh language training, therefore the courses are free for Cardiff Council staff (priority to frontline staff) and staff will get their hours credited for time attending courses.

POLICY MAKING STANDARDS

ACTIONS TO DATE

The Policy Integration Tool has been developed into the **Statutory Policy Screening Tool** to reflect the evolving policy context. If a strategy, policy or activity is being developed within the Council that is likely to impact people, communities or land use in any way then there are a number of statutory requirements that apply. Failure to comply with these requirements, or demonstrate due regard, can expose the Council to legal challenge or other forms of challenge.

Completing the Policy Screening Tool will ensure that all strategies, policies and activities of the City of Cardiff Council comply with relevant statutory obligations and responsibilities. Where a more detailed consideration of an issue is required, the Screening Tool will identify if there is a need for a full impact assessment, as relevant.

The main statutory requirements that strategies, policies or activities must reflect include:

- Equality Act 2010 - Equality Impact Assessment
- Welsh Government's Sustainable Development Bill
- Welsh Government's Statutory Guidance – Shared Purpose Shared Delivery
- United Nations Convention on the Rights of the Child
- United Nations Principles for Older Persons
- Welsh Language (Wales) Measure 2011
- Health Impact Assessment
- Habitats Regulations Assessment
- Strategic Environmental Assessment

The Policy Screening Tool allows the Council to meet the requirements of all these pieces of legislation as part of an integrated screening method that usually taken no longer than an hour. More importantly, it will ensure that the Council's approach is joined up and well informed.

The Tool is embedded in the corporate process. All reports which require a formal cabinet decision must first of all complete a forward plan. The forward plan established if the strategy/policy or activity needs to be subject to the screening tool. If yes, then the process will be completed before the report goes to cabinet for final decision.

The tool is updated on a rolling basis as relevant officers with responsibility for specific areas highlight any change to the policy environment. For instance, the tool has been updated to reflect the specific requirements of Council policy emerging from the Welsh Language (Wales) Measure 2011.

In this way we can encourage joined up decision making and ensure that any development work undertaken within the Council is aware of wider requirements and the potential impact on important matters such as the Welsh language.

To ensure the Welsh language is considered as a central component of any policy development work it has also been included alongside the 9 protected characteristics identified by the Single Equalities Act and features prominently in Everyone Matters (the Council's Strategic Equality Plan). This allows Welsh language to be mainstreamed along with the 9 protected characteristics across the organisation.

Within the screening tool itself, there is a section which prompts a consideration of any impact (positive, negative, neutral or uncertain) on the Welsh language. See below:

Will this Policy/Strategy/Project have a differential impact on any of the following:
• Disability
• Gender Reassignment
• Marriage & Civil Partnership
• Pregnancy & Maternity
• Race
• Religion/Belief
• Sex
• Sexual Orientation
• Welsh Language

The Screening Tool can be completed as a self-assessment or as part of a facilitated session, should further support be needed.

As a critical analysis, a number of major strategies, plans and activities (such as the Corporate Plan) have been considered via the statutory screening tool which has helped policy development; however it is important that a wider awareness of some of the statutory requirements is promoted. It is important that officers across the Council understand the spirit and purpose of the legislation and much of this work is done through the Cardiff academy, particularly Equality Awareness and Welsh language courses.

The Statutory Policy Screening Tool has been revised to meet the specific requirements of the Policy Making standards.

To comply with the new standards, the screening tool now asks:
Part 4: Welsh Language (Wales) Measure 2011

		Yes	No	Unsure
4.1	Have you considered how the policy could be formulated so that the policy decision would have positive effects, or increased positive effects on opportunities for persons to use the Welsh language?			
4.2	Does the policy ensure that the Welsh language is treated no less favourably than the English language?			

If you have any doubt about your answers to the above questions, then please consult the Bilingual Cardiff team for advice on (029) 2087 2527 or email: Bilingualcardiff@cardiff.gov.uk

All completed assessments can be made available, and processes are in place to ensure that all emerging strategies, policies and activities which need to be, are subject to the Screening Tool. The Council has helped ensure that the screening tool is a corporate consideration, observed by all Directorates in the development of new policies, strategies and activities. Responsibility for making the Corporate Team aware of appropriate updates for specific policy areas will sit with relevant services areas.

OPERATIONAL STANDARDS

ACTIONS TO DATE

98 Policy on facilitating the use of the Welsh language internally
A draft policy on using Welsh internally for the purpose of promoting and facilitating the use of the language has been published on the Bilingual Cardiff intranet page pending formal approval of the policy.

99 New Posts
It is current practice to offer new employees contracts in Welsh or English in accordance with their language preference.

100-104 Staff Employment Correspondence & Documentation
A survey letter has been sent to all staff in April 2016 advising them of their rights under the standards, as well as asking staff to record their Welsh language skills and language choice.

105-111 HR Policies
The policies stated in standards 105-111 are available bilingually.

112-119 Complaints & Disciplinary
The Council's disciplinary and resolution policy has been replaced by a new resolution policy from April 2016. This will include reference to rights of staff who wish to have specific information/process made available in Welsh.

Under the Welsh Language Standards, employees have the right to make complaints, and respond to complaints or allegations made against them via the disciplinary process in Welsh. The Council will ensure that correspondence, documents and any associated proceedings, meetings and outcomes will be made available in Welsh. We will provide a simultaneous translation service from Welsh to English for associated meetings unless they are conducted in Welsh

without translation services.

120 Software
"Cysgliad" (Welsh spellchecking software) is available to all staff that have PC's as their desktop interface, and its availability is frequently advertised in the Welsh Matters newsletter and articles on 'Your Inbox'. Staff can request a copy via the Service Desk. Windows and Office are also available in Welsh, and advice on changing language settings is available from ICT.

121-126 Intranet
ICT, Communications & Bilingual Cardiff will work to ensure that the Council meets its duty to develop a fully bilingual intranet site for staff within the stated compliance dates.

127 Assessing language skills
A survey letter was sent to staff in April 2016 advising them of the standards and asking them to note their Welsh language skills and language preference.

Currently staff are reminded to validate their own personal data on DigiGov (HR system) this has enabled the Council to record the Welsh language ability (and other languages) of staff.

128-132 Training
We are finalising arrangements to ensure that future that staff can request to receive their training through the medium of Welsh in accordance with 128.

Compliance can also be achieved through the All Wales Academy e-training site which is available to all staff as well as the potential of working with other Local Authorities in South East Wales to arrange Welsh medium training.

Welsh Language Training
Staff are supported to use their Welsh language skills when communicating with the public. Currently staff can choose from over 100 approved courses in Cardiff University or in the community, varying from total beginners to fluent speakers at a time and location that best suits them.

There is a corporate budget for Welsh language training, therefore the courses are free for Cardiff Council staff (priority to frontline staff) and staff will get their hours credited for time attending courses.

Welsh Language Awareness Online Training

In September 2015 the new Welsh Language Awareness training module was made available to staff on the Cardiff Learning Pool site.

The aim of the course is for staff to:

- Understand of the importance of the Welsh language in the delivery of Council services within Wales.
- Understand their own role and responsibilities in delivering Welsh language and bilingual services.
- Assess how they currently deliver Welsh language services and identify areas for improvement.
- Understand and be able to use simple Welsh words and phrases that may be useful when dealing with Welsh speaking service users.

136 - Assessing linguistic requirements for each vacant post.
The corporate Welsh language skills strategy provides a practical toolkit (linguistic assessment tool) to help managers in assessing their team's Welsh language requirements, so that certain posts can be advertised as 'Welsh essential' and current staff can be offered Welsh language training.

Managers are reminded to complete the linguistic assessment forms each time a new post is recruited through the HR DigiGov system.

Due to the number of posts advertised by the Council (991 excluding schools in 2015-16) HR and Bilingual Cardiff are investigating the feasibility of integrating this function (linguistic assessment tool) into the DigiGov recruitment process.

137-140 – Application Forms
Current forms have been updated to comply with the new requirements. All interview offer letters provide a space for individuals to indicate that they wish to use the Welsh language at an interview or at any other method of assessment.

141-143 Signs displayed in a body's workplace
New guidance note on signs & notices have been published to make staff aware of these requirements.

144 - Audio announcements and messages in a body's workplace
Requirement included in the HR People Service Welsh language standards action plan.

PROMOTING & FACILITATING

HR People Services have created an action plan to implement the 'Operational Standards' which they are subject to.

A survey letter has been sent to all staff advising them of their rights under the standards, as well as asking staff to record their Welsh language

skills and language preferences.

	Date	Complaint	Service Area / Directorate
1	April 2015	English only letter sent by Highways	Strategic Planning, Highways, Traffic & Transportation (CITY OPERATIONS)
2	April 2015	English only temporary road signs – Cathedral Rd / Plas Plasturton	Strategic Planning, Highways, Traffic & Transportation (CITY OPERATIONS)
3	April 2015	English only road signs near BBC in Llandaff	Strategic Planning, Highways, Traffic & Transportation (CITY OPERATIONS)
4	April 2015	Customer complained regarding the poor standard of Welsh language in a Welsh Proms promotional letter.	Economic Development
5	May 2015	Failure to provide a Welsh language service on Cyd Cymru scheme (Energy helpline)	CITY OPERATIONS
6	May 2015	For the Social Lettings Unit (within housing) about not being asked their preferred language, offered an interview in Welsh or forms given in Welsh	COMMUNITIES, HOUSING & CUSTOMER SERVICES
7	June 2015	Failure to provide a Welsh language service / Welsh language simultaneous translation for a schools appeal hearing.	EDUCATION & LIFELONG LEARNING
8	June 2015	Incorrect Welsh on a Council Tax Reduction form	COMMUNITIES, HOUSING & CUSTOMER SERVICES
9	July 2015	Complaint regards the Central and South Wales Education Consortium failure to provide a Welsh resource	EDUCATION & LIFELONG LEARNING

10	July 2015	2 complaints received by C2C regarding English only letters in relation to Howardian School (School Organisational Planning)	EDUCATION & LIFELONG LEARNING
11	July 2015	English only traffic letter.	Strategic Planning, Highways, Traffic & Transportation (CITY OPERATIONS)
12	July 2016	English only letter regarding Victoria Park Bowling Green sent to residents.	Parks, Sport & Harbour Authority (CITY OPERATIONS)
13	August 2015	Automated text reply from Electoral Service in English only	Electoral Services (GOVERNANCE & LEGAL SERVICES)
14	August 2015	Complaint regarding the failure to provide a Welsh language service by the Highways department	Strategic Planning, Highways, Traffic & Transportation (CITY OPERATIONS)
15	September 2015	English only footpath sign on the Taff Trail.	Strategic Planning, Highways, Traffic & Transportation (CITY OPERATIONS)
16	October 2015	Complaint regarding an English only response sent by Highways and general standard of service. Complainant claims that he was also informed by the traffic department that the Council did not have a Welsh language policy	Strategic Planning, Highways, Traffic & Transportation (CITY OPERATIONS)
17	November 2015	English only letter sent from Education (Early Years funding). Complainant alleges that she had frequently received English letters despite completing the forms in Welsh.	EDUCATION & LIFELONG LEARNING
18	November 2015	English only letter sent by Pest Control to residents in Grangetown.	Environment
19	November 2015	Complaint in relation to the lack of bilingual forms for the "60+ scheme" in Maindy Leisure Centre.	Leisure & Play (CITY OPERATIONS)

20	December 2015	English only reminder letter sent by the Registry Office.	Bereavement & Registration Services (CITY OPERATIONS)
21	December 2016	English only notification sent by Registration services in relation to a Wedding booking.	Bereavement & Registration Services (CITY OPERATIONS)
22	January 2016	No Welsh language forms available in Llanishen Leisure Centre. Complainant also mentions the lack of bilingual posters and signage	Leisure & Play (CITY OPERATIONS)
23	February 2016	English only temporary road signage in Llandaff.	Strategic Planning, Highways, Traffic & Transportation (CITY OPERATIONS)
24	February 2016	Complaint regarding cabinet papers and cardiff.moderngov.co.uk Papers and pages only available in English	Democratic Services (GOVERNANCE & LEGAL SERVICES)
25	February 2016	English only temporary road signs on Newport Road.	Strategic Planning, Highways, Traffic & Transportation (CITY OPERATIONS)
26	March 2016	English only car park signage outside Cardiff Learning Disabilities Team (Market Rd, Canton)	SOCIAL SERVICES
27	March 2016	Further complaint received regarding English only temporary Road signs in Cardiff Bay.	Strategic Planning, Highways, Traffic & Transportation (CITY OPERATIONS)
28	March 2016	Complaint received regarding a Chaperone course. English only material given and English only certificates. Complainant enquired about the need to provide the course in Welsh due to the number of Welsh speakers in attendance.	SOCIAL SERVICES

Service Area	Taster	Entry	Foundation	Intermediate	Advanced	Proficiency
Childrens Services	1	1	1			1
City Operations		4	2		1	
Communities, Housing & Customer Services	2	11	5	2		
Democratic Services	1					1
Economic Development	2	1		1		
Education & Lifelong Learning		2			1	
Finance		1	2			
Health & Social Care	1	6	3			1
HR People Services		3	2	1		
Governance and Legal Services		1	3		1	
Regulatory		1			3	
Resources		1				
Sport, Leisure & Culture		6		3	1	1
Strategic Planning, Highways, Traffic & Transport	1					
SUB TOTAL	*8*	*38*	*18*	*7*	*7*	*4*
2 DAY IN-HOUSE WELSH TASTER COURSE	**41**					
OVERALL TOTAL	**123**					

Posts highlighted in Green are re-advertisements	
SERVICE AREA	**POST NUMBER**
Children's Services	CH50003467
Children's Services	CH50003478
Children's Services	CH50217978
Communities, Housing & Customer Services	CS50006013
Communities, Housing & Customer Services	CS50023406
Communities, Housing & Customer Services	CS50024031
Communities, Housing & Customer Services	CS50221084
Communities, Housing & Customer Services	CS50221931
Communities, Housing & Customer Services	CS50223750
Communities, Housing & Customer Services	CS50223752
Health & Social Care	HS50005328
Sport, Leisure & Culture	SC50009949
Sport, Leisure & Culture	SC50215889
Children's Services	CH50230962
Communities, Housing & Customer Services	CS50004074
Communities, Housing & Customer Services	CS50006991
Communities, Housing & Customer Services	CS50220351
Communities, Housing & Customer Services	CS50228884
Communities, Housing & Customer Services	CS50235040
Communities, Housing & Customer Services	CS50235041
Communities, Housing & Customer Services	CS50235120
Communities, Housing & Customer Services	CS50235799
Environment	EN50235762
Environment	EN50235763
Environment	EN50235802
HR People Services	HR50186833
Sport, Leisure & Culture	SC50177204
Sport, Leisure & Culture	SC50205288
Children's Services	CH50235996
Communities, Housing & Customer Services	CS50006959
Communities, Housing & Customer Services	CS50215390
Communities, Housing & Customer Services	CS50224438
Communities, Housing & Customer Services	CS50229745
Communities, Housing & Customer Services	CS50230468
Communities, Housing & Customer Services	CS50235512
Democratic Services	DS50166772
Environment	EN50235762
Environment	EN50235763
Economic Development	ET50235755
Economic Development	ET50236496
Sport, Leisure & Culture	SC50009943
Strategic Planning, Highways, Traffic & Transportation	ST50009885

Communities, Housing & Customer Services	CS50006004
Communities, Housing & Customer Services	CS50006963
Communities, Housing & Customer Services	CS50006986
Communities, Housing & Customer Services	CS50196455
Communities, Housing & Customer Services	CS50220350
Communities, Housing & Customer Services	CS50232144
Communities, Housing & Customer Services	CS50233390
Communities, Housing & Customer Services	CS50235091
Communities, Housing & Customer Services	CS50215427
Communities, Housing & Customer Services	CS50235498
Communities, Housing & Customer Services	CS50235847
Communities, Housing & Customer Services	CS50237038
Communities, Housing & Customer Services	CS50237189
Democratic Services	DS50236333
Economic Development	ET50009404
Economic Development	ET50177204
HR People Services	HR50186833
Health & Social Care	HS50004222
Health & Social Care	HS50005339
Change & Improvement	RS50236334
Sport, Leisure & Culture	SC50008007
Sport, Leisure & Culture	SC50009954
Sport, Leisure & Culture	SC50067519
Sport, Leisure & Culture	SC50156208
Social Services	CH50023240
Social Services	CH50023248
Social Services	CH50217976
Communities, Housing & Customer Services	CS50006967
Communities, Housing & Customer Services	CS50186177
Communities, Housing & Customer Services	CS50215431
Communities, Housing & Customer Services	CS50226823
Communities, Housing & Customer Services	CS50237409
Communities, Housing & Customer Services	CS50237411
Communities, Housing & Customer Services	CS50237414
Communities, Housing & Customer Services	CS50237416
Democratic Services	DS50237462
HR People Services	HR50186763
City Operations	SC50234432
City Operations	SC50237321
City Operations	ST50009883
Social Services	CH50023242
Communities, Housing & Customer Services	CS50235847
Communities, Housing & Customer Services	CS50007000
Communities, Housing & Customer Services	CS50186177
Communities, Housing & Customer Services	CS50196453

Communities, Housing & Customer Services	CS50229913
Communities, Housing & Customer Services	CS50229744
Communities, Housing & Customer Services	CS50229745
Communities, Housing & Customer Services	CS50233329
Communities, Housing & Customer Services	CS50234302
Communities, Housing & Customer Services	CS50235499
Communities, Housing & Customer Services	CS50237416
Communities, Housing & Customer Services	CS50237839
Communities, Housing & Customer Services	CS50237840
Communities, Housing & Customer Services	CS50237841
Communities, Housing & Customer Services	CS50237842
Governance & Legal Services	DS50237462
Governance & Legal Services	DS50237836
Economic Development	ET50236496
City Operations	SC50008075
City Operations	SC50008244
City Operations	SC50234432
Social Services	CH50003435
Social Services	CH50106020
Communities, Housing & Customer Services	CS50186172
Communities, Housing & Customer Services	CS50234302
Communities, Housing & Customer Services	CS50235847
Governance & Legal Services	DS50237836
Economic Development	ET50009351
Economic Development	ET50009369
Economic Development	ET50236597
Resources	RS50237262
Resources	RS50237263
City Operations	SC50237321
Communities, Housing & Customer Services	CS50006201
Communities, Housing & Customer Services	CS50235089
Communities, Housing & Customer Services	CS50210791
Communities, Housing & Customer Services	CS50215431
Communities, Housing & Customer Services	CS50229186
Governance & Legal Services	DS50006801
Economic Development	ET50009358
Economic Development	ET50009376
Economic Development	ET50219468
Economic Development	ET50219575
City Operations	SC50008525
City Operations	SC50009953
Social Services	CH50003463
Social Services	CH50003770
Communities, Housing & Customer Services	CS50004231
Communities, Housing & Customer Services	CS50232144

Appendix 5

Communities, Housing & Customer Services	CS50234302
Communities, Housing & Customer Services	CS50235091
Communities, Housing & Customer Services	CS50235503
Communities, Housing & Customer Services	CS50235847
Communities, Housing & Customer Services	CS50240375
Governance & Legal Services	DS50236478
Social Services	HS50005339
Resources	RS50234337
Resources	RS50237263
Education & Lifelong Learning	ED50237367
Social Services	CH50003770
Communities, Housing & Customer Services	CS50023355
Communities, Housing & Customer Services	CS50186178
Communities, Housing & Customer Services	CS50196458
Communities, Housing & Customer Services	CS50229531
Communities, Housing & Customer Services	CS50229533
Communities, Housing & Customer Services	CS50232859
Communities, Housing & Customer Services	CS50232864
Communities, Housing & Customer Services	CS50235120
Communities, Housing & Customer Services	CS50235503
Governance & Legal Services	DS50236478
Education & Lifelong Learning	ED50221311
Education & Lifelong Learning	ED50228823
Education & Lifelong Learning	ED50230349
City Operations	EN50233025
City Operations	SC50008020
City Operations	SC50008021
Communities, Housing & Customer Services	CS50006006
Communities, Housing & Customer Services	CS50023355
Communities, Housing & Customer Services	CS50215387
Communities, Housing & Customer Services	CS50220034
Communities, Housing & Customer Services	CS50233326
Education & Lifelong Learning	ED50049550
Economic Development	ET50109329
HR People Services	HR50186834
City Operations	SC50008021
Social Services	CH50003475
Social Services	CH50003770
Communities, Housing & Customer Services	CS50006205
Communities, Housing & Customer Services	CS50149482
Communities, Housing & Customer Services	CS50186177
Communities, Housing & Customer Services	CS50223719
Communities, Housing & Customer Services	CS50224441
Communities, Housing & Customer Services	CS50228889
Communities, Housing & Customer Services	CS50229532

Communities, Housing & Customer Services	CS50235092
Communities, Housing & Customer Services	CS50240820
Communities, Housing & Customer Services	CS50241096
Communities, Housing & Customer Services	CS50241098
Education & Lifelong Learning	ED50010420
City Operations	EN50150229
City Operations	EN50235760
City Operations	EN50235763
Economic Development	ET50009637
Governance & Legal Services	LS50241206
Resources	RS50237263

POST DESIGNATION	NO OF ADDITIONAL POSTS
Higher Clerical Assistant/Word Processor Operator	0
Higher Clerical Assistant	0
Higher Clerical Assistant	0
Hostel Night Services Officer	0
Higher Clerical Assistant	3
Customer Service Representative (Welsh Essential)	0
Assistant Hostels Services Officer	0
Coach	0
Advice Officer	1
Administrative Assistant	0
Occupational Therapy Assistant	0
Deputy Registrar & Nationality Officer	0
Centre Assistant	11
Administrative Assistant - National Adoption Service	0
Contact Officer	1
Customer Service Representative	0
Benefit Trainee	4
Advice Officer	0
First Stop Co-ordinator	0
Hub Trainee Manager	0
Advice Officer (Landlord Services)	3
Team Leader (Control Centre)	0
Recycling Communications Officer	2
Recycling Communications Officer (Welsh Essential)	0
Waste Officer (Welsh Essential)	1
People Services Adviser (Welsh Essential)	0
Documentation Officer (The Cardiff Story)	0
Leisure Development Officer - Policy	0
Independent Reviewing Officer	0
Senior Customer Service Representative	1
Customer Service Representative	5
Advice Officer	3
Admin Assistant	1
Children's & Welsh Librarian	0
Neighbourhood Development Librarian	0
Archivist	0
Recycling Communication Officer	2
Recycling Communication Officer (Welsh Essential)	0
Senior Visitor Experience Officer	0
Support Assistant (Administration & Marketing)	0
Superintendent Registrar	0
Building Control Surveyor	1

Hostel Services Manager	0
Customer Service Representative	0
Senior Customer Service Representative	0
Hub Officer	0
Benefit Trainee	4
Senior Customer Service Representative (Welsh Essential)	0
Senior Hub Officer	0
Hub Officer (Housing Solutions)	1
Hub Officer (Welsh Essential)	0
Assistant Hub Manager	1
Control Centre Operator (ARC/CCTV) (Welsh Essential)	0
Customer Service Representative	5
Regeneration Officer	0
Conservation Intern	0
Technician (SDH/NT)	0
Collections Curator	0
People Services Adviser (Welsh Essential)	0
Higher Clerical Assistant (Welsh Essential)	0
Higher Clerical Assistant	0
Community Support Co-ordinator	0
Centre Assistant (Female Only)	0
Relief Registrar	0
Centre Assistant	0
Centre Assistant	2
Higher Clerical Assistant	0
Higher Clerical Assistant/Word Processor Operator	0
Higher Clerical Assistant	0
Customer Service Representative	4
Hub Officer (Welsh Essential)	0
Hub Officer	0
Allocations Officer	0
Rent Smart Wales - Training Officer (Welsh Essential)	1
Rent Smart Wales - Training Officer	2
Rent Smart Wales - Licensing Officer (Welsh Essential)	5
Rent Smart Wales - Licensing Officer	33
Electoral Services Assistant (Welsh Essential)	0
Senior Service Delivery Adviser - Manage	0
Active Support Officer (Welsh Essential)	0
Facilities Support Officer	1
Building Control Surveyor (Welsh Essential)	0
Higher Clerical Assistant	0
Control Centre Operator (ARC/CCTV) (Welsh Essential)	0
Customer Service Representative (Welsh Essential)	1
Hub Officer (Welsh Essential)	0
Hub Officer	0

Hub Officer (Library)	0
Senior Hub Officer	0
Admin Assistant	1
Advice Officer (Into Work)	0
Hub Officer (Welsh Essential)	0
Hub Officer	2
Rent Smart Wales - Licensing Officer	
Hub Manager	0
Senior Hub Officer	0
Volunteer Mentor	0
Senior Advice Officer (Banking)	0
Electoral Services Assistant (Welsh Essential)	0
Senior Welsh Translator	1
Support Assistant (Administration & Marketing)	0
Centre Assistant	1
Centre Assistant (Female Only)	0
Active Support Officer (Welsh Essential)	0
Social Worker (Welsh Essential)	1
Service Manager	0
Hub Officer	0
Hub Officer (Welsh Essential)	0
Control Centre Operator (ARC/CCTV) (Welsh Essential)	0
Senior Welsh Translator	1
Box Office Assistant (Welsh Essential)	1
Stage Technician	0
Communication & Projects Officer	0
Fleet Support Assistant	0
Fleet Support Assistant (Welsh Essential)	0
Facilities Support Officer	0
Benefit Trainee	1
Hub Officer (Housing Solutions)	0
Assistant Hub Manager	0
Hub Officer	0
Digital Inclusion Volunteer Coordinator	0
Translator	0
Box Office Assistant (Welsh Essential)	0
Programming & Operations Assistant	0
Campaigns Manager	0
Front of House Supervisor (Welsh Essential)	0
Senior Play Organiser	0
Clerical Assistant	0
Higher Clerical Assistant	0
Residential Childcare Officer	0
Higher Clerical Assistant	1
Senior Customer Service Representative (Welsh Essential)	0

Hub Officer (Welsh Essential)	0
Hub Officer (Housing Solutions)	0
Admin Assistant	0
Control Centre Operator	0
Senior Hub Officer	0
Senior Legal Officer (Welsh Essential)	0
Higher Clerical Assistant	0
Corporate Apprentice (ICT)	0
Fleet Support Assistant (Welsh Essential)	0
Childcare Placements Support Officer	0
Residential Childcare Officer	0
Contact Officer (Welsh Essential)	0
Hub Officer	0
Hub Officer	1
Housing Trainee (Welsh Essential)	1
Housing Trainee	1
Waiting List Officer	0
Visiting Co-ordinator	0
Advice Officer (Landlord Services)	3
Administrative Assistant	0
Senior Legal Officer (Welsh Essential)	0
Senior Teaching Assistant	3
Specialist Educational Psychologist	0
Workforce & Accredited Centre Assistant	0
Corporate Apprentice (Waste Collection)	1
Receptionist	3
Receptionist (Welsh Essential)	0
Hostel Services Officer	1
Contact Officer (Welsh Essential)	0
Customer Service Representative (Welsh Essential)	1
Senior Customer Service Representative	1
Advice Officer (Into Work)	1
Specialist Teacher (Early Years)	0
Stage Door Keeper	1
People Services Advisor (Contact)	0
Receptionist (Welsh Essential)	0
Administrative Assistant	0
Residential Childcare Officer	1
Benefit Trainee	1
New Claims Assistant	0
Hub Officer (Welsh Essential)	0
Senior Advice Officer	0
Advice Officer (Digital Inclusion)	1
Advice Trainee	0
Housing Trainee (Welsh Essential)	0

Hub Officer (Housing Solutions)	0
Advice Co-ordinator	0
Hub Officer	1
Allocations Officer	0
Finance & Admin Officer	0
Waste Strategy & Minimisation Officer	0
Recycling Communications Officer	2
Recycling Communications Officer (Welsh Essential)	0
Stage Technician	0
Translator	1
Fleet Support Assistant	0

GRADE	STATUS	WELSH LANGUAGE	INTERNAL / EXTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 5	Temporary	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 5	Temporary	Desirable	INTERNAL
Grade 6	Temporary	Desirable	EXTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 2	Permanent	Desirable	INTERNAL
Grade 5	Permanent	Essential	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 4	Temporary	Desirable	INTERNAL
Grade 4	Temporary	Desirable	INTERNAL
Grade 3	Temporary	Desirable	EXTERNAL
Grade 4	Temporary	Desirable	INTERNAL
Grade 7	Permanent	Desirable	INTERNAL
Grade 7	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 6	Permanent	Essential	INTERNAL
Grade 4	Temporary	Desirable	INTERNAL
Grade 4	Temporary	Essential	INTERNAL
Grade 4	Temporary	Essential	EXTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 5	Permanent	Desirable	INTERNAL
Grade 5	Temporary	Desirable	INTERNAL
Grade 9	Permanent	Desirable	INTERNAL
Grade 5	Temporary	Desirable	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 4	Temporary	Desirable	INTERNAL
Grade 2	Permanent	Desirable	INTERNAL
Grade 6	Permanent	Essential	EXTERNAL
Grade 6	Permanent	Desirable	EXTERNAL
Grade 6	Temporary	Desirable	EXTERNAL
Grade 4	Temporary	Desirable	EXTERNAL
Grade 4	Temporary	Essential	EXTERNAL
Grade 5	Temporary	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 10	Permanent	Desirable	EXTERNAL
Grade 7	Permanent	Essential	EXTERNAL

Grade 8	Temporary	Desirable	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 5	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 3	Temporary	Desirable	EXTERNAL
Grade 5	Permanent	Essential	EXTERNAL
Grade 5	Temporary	Desirable	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 6	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 4	Temporary	Desirable	INTERNAL
Grade 7	Temporary	Desirable	INTERNAL
Grade 5	Temporary	Desirable	EXTERNAL
Grade 5	Permanent	Desirable	INTERNAL
Grade 5	Permanent	Desirable	EXTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 3	Permanent	Essential	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 7	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 6	Permanent	Desirable	EXTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 3	Temporary	Desirable	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 5	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 4	Permanent	Desirable	EXTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 4	Permanent	Desirable	EXTERNAL
Grade 2	Permanent	Essential	INTERNAL
Grade 7	Temporary	Desirable	INTERNAL
Grade 3	Permanent	Essential	INTERNAL
Grade 3	Temporary	Desirable	INTERNAL
Grade 7	Permanent	Essential	EXTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 4	Temporary	Desirable	INTERNAL

Grade 4	Permanent	Desirable	INTERNAL
Grade 5	Temporary	Desirable	INTERNAL
Grade 2*	Permanent	Desirable	EXTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Essential	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Desirable	EXTERNAL
Grade 8	Permanent	Desirable	INTERNAL
Grade 5	Permanent	Desirable	INTERNAL
Grade 4	Temporary	Desirable	INTERNAL
Grade 5	Temporary	Desirable	INTERNAL
Grade 2*	Permanent	Essential	EXTERNAL
Grade 7	Permanent	Essential	EXTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 3	Temporary	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Essential	EXTERNAL
Grade 7	Permanent	Essential	EXTERNAL
Grade 10	Permanent	Desirable	INTERNAL
Grade 4	Temporary	Desirable	INTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 7	Permanent	Essential	EXTERNAL
Grade 3	Permanent	Essential	INTERNAL
Grade 5	Permanent	Desirable	INTERNAL
Grade 6	Temporary	Desirable	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Essential	INTERNAL
Grade 3	Temporary	Desirable	EXTERNAL
Grade 3	Temporary	Desirable	EXTERNAL
Grade 4	Temporary	Desirable	INTERNAL
Grade 6	Permanent	Desirable	INTERNAL
Grade 4	Temporary	Desirable	INTERNAL
Grade 6	Temporary	Desirable	INTERNAL
Grade 6	Permanent	Essential	EXTERNAL
Grade 3	Permanent	Essential	EXTERNAL
Grade 5	Permanent	Desirable	INTERNAL
Grade 6	Permanent	Desirable	INTERNAL
Grade 5	Permanent	Essential	INTERNAL
Grade 6	Temporary	Desirable	INTERNAL
Grade 2	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 5	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 5	Permanent	Essential	INTERNAL

Grade 4	Permanent	Essential	EXTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 2	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Desirable	EXTERNAL
Grade 5	Permanent	Desirable	INTERNAL
Grade 7	Permanent	Essential	INTERNAL
Grade 3	Permanent	Desirable	INTERNAL
NMW	Temporary	Desirable	EXTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 4	Temporary	Desirable	INTERNAL
Grade 5	Permanent	Desirable	EXTERNAL
Grade 4	Temporary	Essential	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 3	Temporary	Essential	EXTERNAL
Grade 3	Temporary	Desirable	EXTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 2	Permanent	Desirable	EXTERNAL
Grade 7	Permanent	Essential	EXTERNAL
Grade 6	Permanent	Desirable	INTERNAL
Soulbury 3 - 8	Permanent	Desirable	INTERNAL
Grade 4	Temporary	Desirable	INTERNAL
NMW	Temporary	Desirable	EXTERNAL
Grade 3	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Essential	INTERNAL
Grade 6	Temporary	Desirable	INTERNAL
Grade 4	Temporary	Essential	EXTERNAL
Grade 4	Permanent	Essential	INTERNAL
Grade 5	Permanent	Desirable	INTERNAL
Grade 4	Temporary	Desirable	INTERNAL
MPS	Temporary	Desirable	INTERNAL
Grade 2	Permanent	Desirable	INTERNAL
Grade 4	Permanent	Desirable	INTERNAL
Grade 3	Permanent	Essential	2016/1633335
Grade 4	Permanent	Desirable	INTERNAL
Grade 5	Permanent	Desirable	EXTERNAL
Grade 3	Temporary	Desirable	EXTERNAL
Grade 3	Temporary	Desirable	INTERNAL
Grade 4	Permanent	Essential	EXTERNAL
Grade 5	Temporary	Desirable	INTERNAL
Grade 4	Temporary	Desirable	INTERNAL
Grade 3	Temporary	Desirable	EXTERNAL
Grade 3	Temporary	Essential	EXTERNAL

Grade 4	Permanent	Desirable	**INTERNAL**
Grade 7	Permanent	Desirable	**INTERNAL**
Grade 4	Permanent	Desirable	**INTERNAL**
Grade 5	Temporary	Desirable	**INTERNAL**
Grade 6	Permanent	Desirable	**INTERNAL**
Grade 5	Permanent	Essential	**INTERNAL**
Grade 4	Permanent	Desirable	**INTERNAL**
Grade 4	Permanent	Essential	**INTERNAL**
Grade 5	Temporary	Desirable	**INTERNAL**
Grade 6	Permanent	Essential	**EXTERNAL**
Grade 4	Permanent	Desirable	**EXTERNAL**

A living language:
a language for living

Welsh Language Strategy 2012–17

Llywodraeth Cymru
Welsh Government

www.cymru.gov.uk
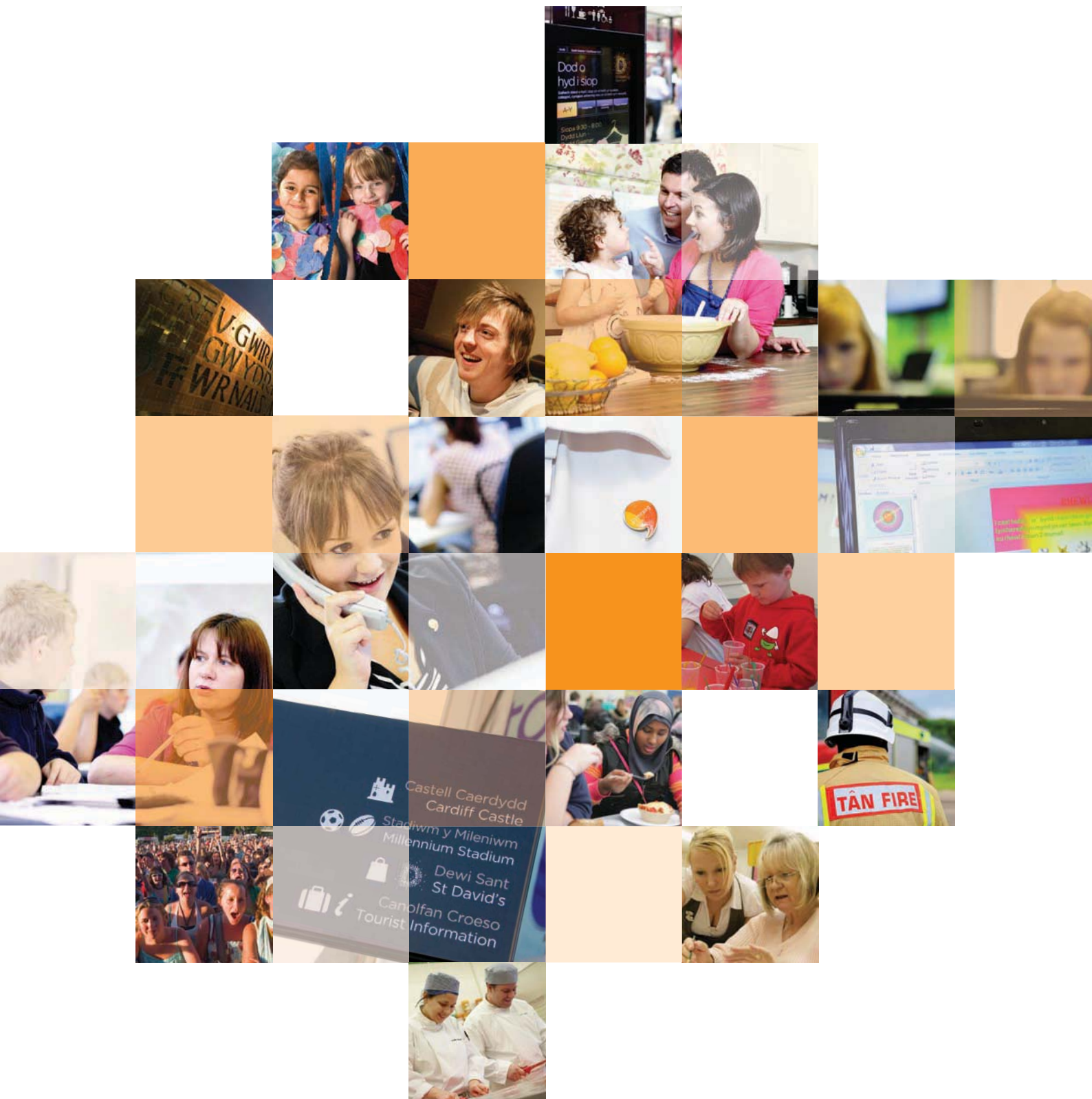
A living language: a language for living
Welsh Language Strategy 2012–17

Audience	Welsh Government departments; public bodies in Wales; third sector bodies in Wales; private sector companies in Wales; educational organisations in Wales; organisations working to promote the use of Welsh; organisations working with families, children and young people and communities; and other interested parties.
Overview	**The Government of Wales Act 2006:** This is the Welsh Ministers' strategy for the promotion and facilitation of the use of the Welsh language. It has been prepared in accordance with Section 78 of the Government of Wales Act 2006. This strategy supersedes *Iaith Pawb: A National Action Plan for a Bilingual Wales* (Welsh Assembly Government, 2003). *Iaith Pawb* is no longer being implemented.
	Lifespan of the strategy: This is a strategy covering a period of five years, from 1 April 2012 to 31 March 2017. The Welsh Ministers will publish an annual action plan in accordance with Section 78 of the Government of Wales Act 2006 which will explain how they will implement the proposals outlined in this strategy during each financial year.
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	Or by visiting the Welsh Government's website www.wales.gov.uk/welshlanguage
Related documents	*Programme for Government 2011–16* (Welsh Government, 2011); Welsh Language (Wales) Measure 2011; *Welsh-medium Education Strategy* (Welsh Assembly Government, 2010); *Welsh Language Strategy Evidence Review* (Welsh Government, 2012)

Contents

Ministerial foreword

I was delighted when the First Minister gave me responsibility for the Welsh language portfolio in May 2011. As an active Welsh learner, my engagement with the language in a meaningful way goes back to my days as a student in Bangor in the 1970s. The language is important to all of us in Wales, and opinion surveys regularly show the majority of Welsh people are committed to and supportive of the language. We must always strive to protect a political consensus around measures to develop and strengthen the language, and this strategy deliberately builds on the draft strategy published by the One Wales Government.

I pay tribute to the contributions made, not least by members of the Advisory Group on the Welsh Language Strategy established by the former Heritage Minister Alun Ffred Jones. Their input has helped shape the final strategy and I have enjoyed chairing the three meetings we have held since May 2011.

Over the decades, the Welsh language has been sustained by dedicated individuals and communities working together locally and nationally, often under great pressure, in a wide variety of organisations and activities. Those individuals and communities deserve our thanks and acknowledgement. For nearly twenty years, the Welsh Language Board has played a leading role in this process. Past and present members of the Board likewise deserve our thanks and acknowledgement. The preservation of the Welsh language in the twentieth and early twenty-first century has also been a positive demonstration of how politics can deliver, and that should also be acknowledged.

However, the future development and survival of the language depends on the commitment of the people of Wales, and must be owned by all of us. Its protection cannot depend on those who are professionally employed in its development or promotion. We must also ensure that we are encouraging people to use the language skills that they have – and not to contribute to a climate in which they feel that less than perfect Welsh language skills are a barrier to participation.

There is a danger in any sphere that the natural organisational or institutional interests of those engaged professionally in that sphere come to dominate policy development. When it comes to the language, we must avoid bureaucratic professionalism and ensure that we are developing initiatives that engage people at a grass-roots level, not least in those communities where Welsh is a language in daily and active use. In developing language policy in the future, we have to invite in new voices. I want a coalition of the unconventional involved in developing and monitoring the implementation of this new strategy. Devolution set the framework for a new democracy in Wales, and a new accountability, strengthened by the referendum

result in 2011. The voices that dominate in the future should be committed to that new openness, not the protection of the old establishment.

This year will see the thirtieth anniversary of S4C's first broadcast. That anniversary should remind us that the promotion and protection of the language has always depended on political support and grass-roots campaigning. The most damaging thing to happen to the Welsh language in the last two years was the decision by the UK Government to abandon the funding formula for S4C, set down in statute, without any effective public debate. The budgetary loss to the Welsh language in the five years to 2014–15 will be at least £60 million. The failure of the S4C Authority to maximise the cross-party public pressure that existed in Wales in defence of what was a statutory obligation on the UK Government demonstrated an institution whose pre-devolution mentality failed to understand the realities of post-devolution Wales. While broadcasting is not devolved, and it is not the policy of the present Welsh Government to seek the devolution of broadcasting, it is clear that in terms of language policy at least, the Welsh Government will need to take a closer view of the impact of broadcasting policy on the Welsh language. We believe that the new leadership of the S4C Authority and of the Channel itself will be responsive to these concerns.

The new Welsh Government elected in May 2011 has moved swiftly to implement the Welsh Language (Wales) Measure 2011. Within the first six months, we moved to advertise, interview and appoint the first Welsh Language Commissioner, announcing on 5 October 2011 that Meri Huws would lead the Commissioner's office from 1 April 2012. She will be a robust and active champion for the language – and will work with organisations to increase the number of services available in Welsh, providing more opportunities for people to use the language in their day-to-day lives.

The Commissioner will develop new Welsh language standards, in order to impose duties on a wide range of organisations: to provide services in Welsh, to mainstream the language into policy development, and to develop strategies with regard to increasing the use of Welsh at work.

Welsh language promotion standards will impose duties on the Welsh Government and local authorities across Wales to promote the use of Welsh more widely and to support and encourage its use within the communities they serve. Again, I am determined to make progress as quickly as possible in order to introduce the new standards – and the Welsh Government will work closely with the Commissioner to ensure that this can be done.

Through the system of standards, we have an opportunity to focus on the delivery of services that can make a real difference as far as the language is concerned. We need to ensure that services and activities for children and young people are available in Welsh. We need more face-to-face services in Welsh. We need to ensure that more and more funding decisions are taken with the need to provide Welsh-language services in mind. We need to move from thinking of Welsh as a translation issue to thinking of Welsh as a normal part of day-to-day life in Wales.

For its part, the Welsh Government will inherit from the Welsh Language Board a central and highly significant role with regard to promoting the use of Welsh. I will want to work closely with key stakeholders who can contribute to this task, including the Urdd, the mentrau iaith, local authorities and others. Together, we need to breathe new life into the language – while working hard to ensure that the work we support and deliver is as effective as possible.

As the One Wales Government published the *Welsh-medium Education Strategy* only in April 2010, this strategy does not go into significant detail on the education system. However, it should be read alongside that strategy. Since the *Welsh-medium Education Strategy* was published, the Coleg Cymraeg Cenedlaethol has been formally established. In addition, the incoming Welsh Government has a manifesto commitment to set Welsh in Education Strategic Plans on a statutory basis. In December 2011, local authorities reported back to the Welsh Government on how they are progressing against targets to improve the number of young people learning Welsh and studying through the medium of Welsh. We are determined to ensure effective planning of future provision.

As we look to the future, we must ensure that parents/carers and families better understand how the language can benefit their children, to enable them to make informed decisions with regard to their upbringing and education. We need to ensure that Welsh-medium education is planned and provided in accordance with parents/carers' wishes. We need to provide more and more opportunities for children and young people to enjoy using the language beyond the school gates – and we need to encourage Welsh-speaking parents/carers to use the language with their children. I am determined to make progress as quickly and effectively as possible to deal with the challenges that lie ahead.

One of the significant changes from the draft strategy originally published in 2010 is the additional focus on new media. Throughout the twentieth century, the broadcast media played an important role in the development and preservation of the Welsh language through both radio and television. In the twenty-first century, the existence of Welsh-language digital media content and applications not only allows the Welsh language to flourish, but it also enables Welsh speakers to participate fully as digital citizens and demonstrates to all that the Welsh language is a creative, powerful, adaptive and modern medium.

Our ambition and our expectation should be that Welsh speakers should be able to conduct their lives electronically through the medium of Welsh, should they so desire, whether that be for cultural, informational, entertainment, leisure, retail, transactional, community, or social networking purposes.

The pace of change is significant and striking. In December 2011 alone, the first Welsh-language e-books became available on the Kindle, the Welsh-language magazine *Golwg* became available via an iPad app, and the Welsh Language Board consulted on Welsh language terminology for use on Twitter.

It is likely that consumer demand and user initiatives will drive some of these developments. However, development is likely to be uneven and there is an important leadership role for Welsh Government.

In this sphere, as in so many others, quality is key. Why should Welsh speakers settle for services that are not of the highest quality? And why should the Welsh Government subsidise services for Welsh speakers which are not able to replicate the quality of consumer experience that they could experience through the medium of English? If, for example, the Welsh Books Council website does not provide as satisfying a customer experience as that of Amazon, would we as a Government be better seeking to develop with Amazon a Welsh interface that provides the highest quality experience and investing in that instead? The experience of the consumer through the medium of Welsh should be first-rate not second-rate.

Separately, some of the most exciting developments in the digital supply of Welsh materials online have come from user-generated content and applications created by Welsh speakers themselves. How do we harness that energy and commitment? Again, this is a matter of thinking beyond the conventional institutions which have served the Welsh language over recent years and giving space to new voices.

We need to think big, have ambition, and aim high. We cannot leave the future of the Welsh language to the established institutions who have built an industry around their own small-scale needs over recent years. We should shout out for the Welsh language – and Welsh Government should lead the way, intervening with the largest players in the market to ensure a presence for Welsh on all platforms, in every aspect of our lives.

In working on this new strategy, one figure has been at the front of my mind. Our statisticians have assessed that between 1,200 and 2,200 fluent Welsh speakers are currently being lost from Wales each year. This new strategy, along with the Welsh-medium Education Strategy, has to begin the process of reversing that trend.

Additionally, it has become evident that, even looking at wider international experience, there is little empirical evidence in relation to the impact of individual programmes on increasing the use of Welsh and other minority languages. This makes it difficult to form an objective assessment of how effectively these have worked, either alone or together, and to evaluate appropriately the likely success of activity of this nature in the future. We need, therefore, to develop a sound evaluation framework to sit alongside this strategy.

There are aspects of this strategy which will be uncomfortable reading for some. But if you pay for what you have always had you will get what you always got.

The central tenet of our approach to Welsh-speaking communities has always been that we must help them develop, innovate, prosper and succeed. It was there again in the manifesto of the incoming Welsh Government where we said that 'we recognise that the future vitality of the language is inextricably linked to the economic and social future of those [Welsh-speaking] communities.'

This strategy sets out a clear responsibility for the whole of the Welsh Government to lead on the future of the Welsh language, and the strategy develops ideas which have implications for the whole Welsh Government. The strategy was endorsed by the Cabinet of the Welsh Government, and we now seek popular support for its implementation.

Leighton Andrews AM
Minister for Education and Skills

Context

There is no doubt that Welsh is one of Europe's most robust minority languages. Its cultural influence and traditions remain relevant today and are embraced by new generations learning and using the language. It is testament to the commitment of Welsh speakers that it has survived alongside one of the world's most influential languages. Nevertheless, the situation of the Welsh language remains fragile.

Welsh speakers: numbers, fluency and use

The results of the 2001 Census showed that 20.8 per cent of the population of Wales was able to speak Welsh (582,400 people). This was an increase compared to the 1991 Census (18.7 per cent and 508,100 people). It was also the first percentage increase in the numbers of Welsh speakers ever recorded by a Census, with the greatest increase seen among young people aged 5–16.

People able to speak Welsh (%) 2001

- 70% – 89%
- 50% – 69%
- 30% – 49%
- 10% – 29%
- 6% – 9%

within electoral divisions

—— Local Authority Boundary

Source: 2001 Census, table CAS146.
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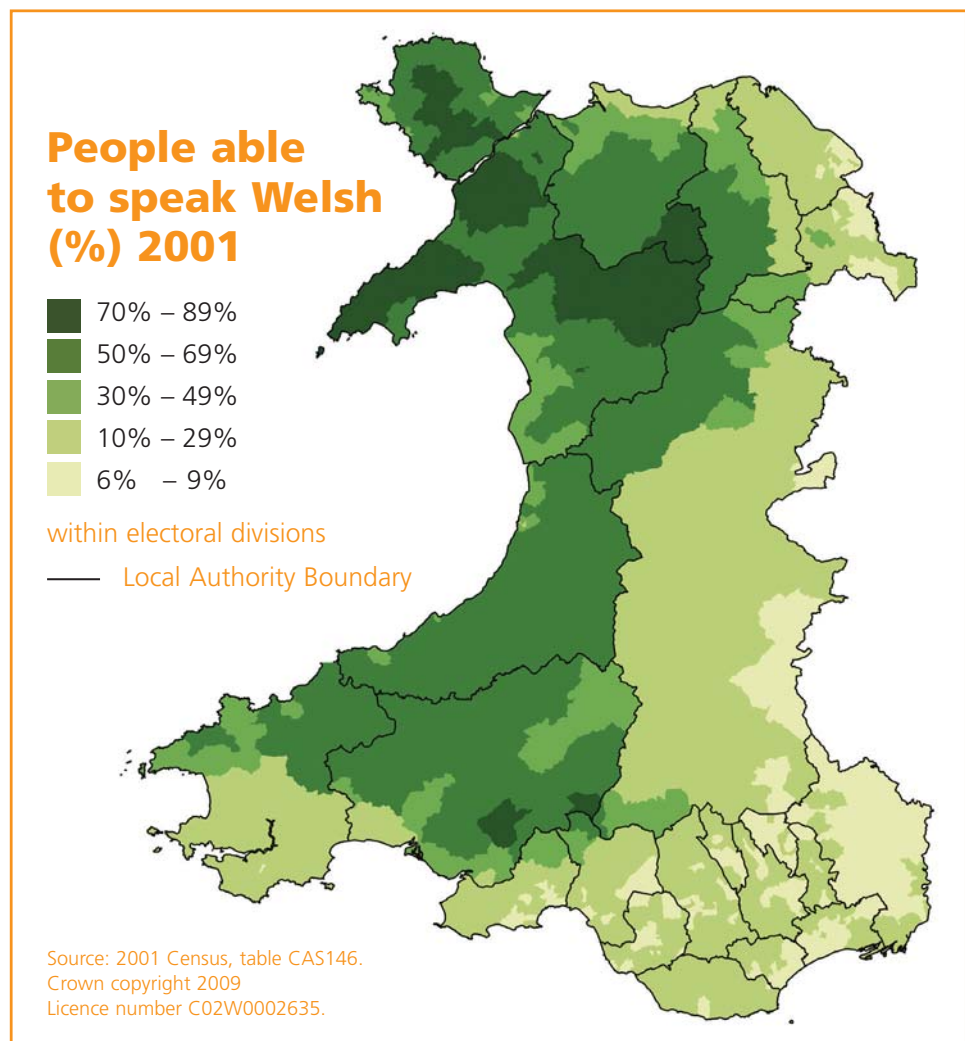
Originally published by the Welsh Language Board

But these figures need to be treated with caution. It seems that over half of these young people are learning Welsh as a second language. As such their exposure to the language and their level of fluency is likely to be limited compared to children who receive Welsh-medium education.

Not unsurprisingly, fluency and use are intrinsically linked. According to the Language Use Surveys 2004–06 commissioned by the Welsh Language Board, a little over half (58 per cent) of those who said they speak Welsh count themselves as fluent. Of those who said they were fluent the vast majority (87 per cent) used the language on a daily basis. The challenge we face is to provide the opportunities for all Welsh speakers, whatever their fluency level, to use the language in every sphere of life and to encourage them to do so.

We have undertaken broad estimates of the annual adjustment in the number of fluent Welsh speakers in Wales, and have concluded that between 1,200 and 2,200 fluent Welsh speakers are being lost each year. This results predominantly from the difference between the number of fluent Welsh speakers who migrate out of Wales and the number returning.

Welsh-speaking communities

There is further cause for concern for the sustainability of the language in its traditional Welsh-speaking heartlands. Inward and outward migration has had a profound effect on these areas. Many Welsh-speaking young people have moved from their communities to seek work in urban areas and this is coupled with the inward migration of people unable to speak Welsh. The geographical profile of Welsh in the 2001 Census confirmed this pattern, with a decrease in the percentage of those able to speak Welsh in traditional heartlands such as Anglesey, Carmarthenshire, Ceredigion, Conwy, Denbighshire and Gwynedd. The number of communities where over 70 per cent of the population was able to speak Welsh dropped to 54 in the 2001 census, compared with 92 in 1991. It has long been argued that such a density of speakers is required in order for Welsh to be an everyday language of the community.

This strategy attempts to address these significant challenges facing the Welsh language.

Number able to speak Welsh by Community 2001

Number of Welsh speakers

- 3,000
- 1,500
- 300

—— Local Authority Boundary

Originally published by the Welsh Language Board

The status of the Welsh language

The Welsh Language (Wales) Measure 2011 confirmed the official status of the Welsh language in Wales and created a new legislative framework for the Welsh language. This followed over fifty years of language planning that has raised the status of the language. This included the Welsh Language Act 1993, the work of the Welsh Language Board and its partners, the growth of Welsh-medium education, and the establishment of S4C, BBC Radio Cymru and the Welsh Books Council.

In recent years, a strong political consensus has developed in relation to the need to safeguard and promote the Welsh language for the future. This has intensified since the creation of the National Assembly for Wales, and cross-party support was given to the Welsh Assembly Government's first strategic framework for the promotion of the Welsh language, *Iaith Pawb: A National Action Plan for a Bilingual Wales*, which was published in 2003.

In addition, opinion polls suggest that support for the Welsh language exists among the majority of the Welsh public, be they Welsh speakers, learners or non-Welsh speakers. For example, in a survey commissioned by the Welsh Language Board in 2008, over 80 per cent of respondents saw the language as 'something to be proud of' and almost 75 per cent saw the language as 'something belonging to everyone in Wales'. The growth in Welsh-medium education over the past twenty years is testament to the support that exists for the language. The response to the consultation on this strategy also shows there is wide-ranging support for the need to take concerted action to promote the use of Welsh and that various organisations and individuals remain very committed to continuing that work.

Our aim as the Welsh Government is to build on the existing consensus by taking increased responsibility for the promotion and facilitation of the use of Welsh.

Looking back: the impact of past activities

Since its establishment as a statutory body under the Welsh Language Act 1993, the Welsh Language Board has held two roles. The Board has simultaneously operated as a regulator, agreeing and monitoring public bodies' Welsh language schemes, and as a language champion, promoting and facilitating the use of Welsh more broadly. The Board developed a good reputation in Wales and beyond through its innovative work in the area of language planning, and it has provided guidance on an international level in minority language development.

When *Iaith Pawb* was published in 2003 the Board received additional investment from the Welsh Assembly Government to increase its capacity to implement projects at a grass-roots level. The Board developed partnerships with a number of bodies across Wales such as the mentrau iaith, Urdd Gobaith Cymru, the National Eisteddfod, Young Farmers' Clubs, Merched y Wawr, Mudiad Meithrin and other bodies operating to promote the Welsh language. In addition, the Board developed the innovative Twf project to encourage parents/carers to speak Welsh with their children.

The investment, coupled with the work undertaken by the Board and its partners, has led to the provision of a broader range of Welsh-language activities at a community and national level. In addition, the Board has approved, under the Welsh Language Act, over 550 Welsh language schemes with bodies from different sectors, and has worked with the private and third sectors to increase their use of Welsh. That has led to ensuring that more Welsh-language services are available to the public.

In preparing this strategy, we have considered what evidence exists to measure the effectiveness of the activities undertaken by the Welsh Government, the Board and its partners over the years, in terms of increasing the use of Welsh. We have also looked at activities beyond Wales, in the context of other minority languages.

For the most part, the work undertaken for our evidence review, published alongside this strategy, suggested that there was a significant deficit in the empirical evidence in relation to the impact of individual programmes on increasing the use of Welsh. This makes it difficult to form an objective assessment of how effectively these have worked, either alone or together, and to evaluate appropriately the likely success of activity of this nature in the future. We need, therefore, to develop a sound evaluation framework to sit alongside this strategy. This is discussed in the next section (see pages 14–24).

However, the evidence that exists suggests the following.

- Continual exposure through the lifespan to any language may be necessary for the individual to maintain that language.

- The population most at risk of abandoning the Welsh language is families with only one Welsh-speaking parent/carer and that the perceived status of the language in the community affects parents'/carers' attitudes towards using the language.

- The language of a child's 'community' of speakers which includes parents/carers, grandparents, siblings, teachers and school, influences the language spoken by the child. The language of interaction with friends correlates highly with the language the child speaks, and is influential in children's attitudes towards either or both languages.

- Initiatives such as Twf have been successful in bringing bilingualism into the mainstream work of midwives and health visitors. It has also helped raise awareness of the advantages of bilingualism.

- The literature suggests that there could be an enhanced role for Early Years providers in providing parents/carers with more practical and intensive support to create a stimulating home learning environment which promotes and facilitates the use of Welsh.

- Early and teenage years are seen as a crucial period in developing a positive behaviour towards a minority language and in determining whether the language is maintained and transferred. However, learning and speaking Welsh at school is not enough on its own; the language needs to be used and supported in the home (if possible) and through wider social and cultural activities.

- Lack of confidence was found to be one of the main obstacles preventing staff from using their Welsh language skills at work. Language-awareness training appears to be a successful means of increasing positive attitudes towards Welsh among staff.

- There is little explicit evidence that the provision of services in minority languages increases language status or use. However there is a body of evidence that shows that languages will thrive only if there are opportunities for use in all spheres of life.

- Support by the population in Wales for Welsh-language service provision is well evidenced. Over nine out of ten Welsh speakers (with a range of fluency levels) take the view that Welsh-language service provision is important to keep the language alive.

- Since the Welsh Language Act, evidence shows that barriers to accessing services in Welsh remain. Main barriers include a lack of supply of services in Welsh, a lack of demand for services due to lack of confidence among non-fluent Welsh speakers and a lack of awareness that services are provided in Welsh. Evidence on the effectiveness of specific ways of addressing these barriers is lacking, although there is some evidence to suggest that marketing of the availability of Welsh-language services can lead to increased uptake.

- Research suggests focusing Welsh language marketing and promotional approaches on younger age groups; improving the accessibility to and relevance of available Welsh-language media and resources; and maximising the potential of technology such as the internet and new social media.

Looking towards the future: a new strategy

Our vision

Our vision is to see the Welsh language thriving in Wales. The Welsh Government will take the lead on delivering that vision. We will work with a wide range of partners who will play a full part in ensuring that it is realised.

We recognise that language planning is a long-term process. The purpose of this strategy is to move towards our long-term aim while achieving the objective in our Programme for Government for 2011–2016 to 'strengthen the use of the Welsh language in everyday life'. To this end, over the next five years we would want to see:

- an increase in the number of people who both speak and use the language

- more opportunities for people to use Welsh

- an increase in people's confidence and fluency in the language

- an increase in people's awareness of the value of Welsh, both as part of our national heritage and as a useful skill in modern life

- the strengthening of the position of the Welsh language in our communities

- strong representation of the Welsh language throughout the digital media.

To achieve these aims, we want to see the responsibility for promoting and facilitating the use of Welsh being shared and embedded among an increasing number of organisations across Wales.

This strategy builds on the vision set out in *Iaith Pawb* published in 2003.

Achieving the vision

There are two core elements to the Welsh Government's policy for achieving our vision. Firstly, via measures to enable and encourage children and other people to **acquire the language**, such as encouraging language transmission at home and ensuring further growth in Welsh-medium education. Secondly, via measures to enable and encourage people to **use the language** on a daily basis, such as providing opportunities for people to use Welsh socially, at work, when receiving services, and when enjoying entertainment and recreation.

Welsh-medium education

There is no question that the education system has a vitally important role in the future of the language. It is the provision of Welsh-medium education that has generated the greatest gains in the numbers of young people fluent and confident in their Welsh language skills. We are now in a situation where more young people than before the Second World War are able to speak the language; a sound base on which to build for the future.

The future of the language is in the hands of our children and young people. The importance of Welsh-medium education was outlined when the Welsh Assembly Government's *Welsh-medium Education Strategy* was published in April 2010. That strategy sets out the critical role played by the education system and how we intend to strengthen Welsh-medium provision in order to increase the number of Welsh speakers. That includes provision for children and young people to learn Welsh as a first language or second language in schools and colleges – or for adults to learn the language through the Welsh for Adults programme.

The aims of the Welsh-medium Education Strategy are to:

- improve the planning of Welsh-medium provision in the pre-statutory and statutory phases of education, on the basis of proactive response to informed parental demand

- improve the planning of Welsh-medium provision in the Post-14 phases of education and training, to take account of linguistic progression and continued development of skills

- ensure that all learners develop their Welsh language skills to their full potential and encourage sound linguistic progression from one phase of education and training to the next

- ensure a planned Welsh-medium education workforce that provides sufficient numbers of practitioners for all phases of education and training, with high-quality Welsh language skills and competence in teaching methodologies

- improve the central support mechanisms for Welsh-medium education and training

- contribute to the acquisition and reinforcement of Welsh language skills in families and in the community.

As outlined in the diagram on page 17, delivering the implementation programme for the Welsh-medium Education Strategy is a core element of this strategy. Details are contained therein in relation to the measures the Welsh Government and its partners will take to realise the aim of increasing the number of fluent Welsh speakers.

Without a sound Welsh-medium education system, there would be no long-term justification for the other measures contained in this strategy for promoting the use of Welsh in the home, in children and young people's social activities, in the community and in the workplace.

Equally, the education system alone is not enough to produce Welsh speakers who see value in using the language in their daily lives at home, socially or professionally. The intention of the remainder of this strategy is to address the challenges facing the Welsh language in those contexts.

Six strategic areas

We have identified six strategic areas as the basis for this strategy. These are the aims for the six areas.

- Strategic area 1: The family
  Aim: to encourage and support the use of the Welsh language within families.

- Strategic area 2: Children and young people
  Aim: to increase the provision of Welsh-medium activities for children and young people and to increase their awareness of the value of the language.

- Strategic area 3: The community
  Aim: to strengthen the position of the Welsh language in the community.

- Strategic area 4: The workplace
  Aim: to increase opportunities for people to use Welsh in the workplace.

- Strategic area 5: Welsh-language services
  Aim: to increase and improve Welsh-language services to citizens.

- Strategic area 6: Infrastructure
  Aim: to strengthen the infrastructure for the language.

The consultation process on the draft strategy, and discussions with the Welsh Government's Advisory Group on the strategy, showed there was wide-ranging support for action in these areas.

Welsh Government long-term aim
To see the Welsh language thriving in Wales

Language acquisition

Welsh-medium Education Strategy (2010)

Strategic area 1:
The family

Language use

Strategic area 2:
Children and young people

Strategic area 3:
The community

Strategic area 4:
The workplace

Strategic area 5:
Welsh-language services

Strategic area 6:
Infrastructure
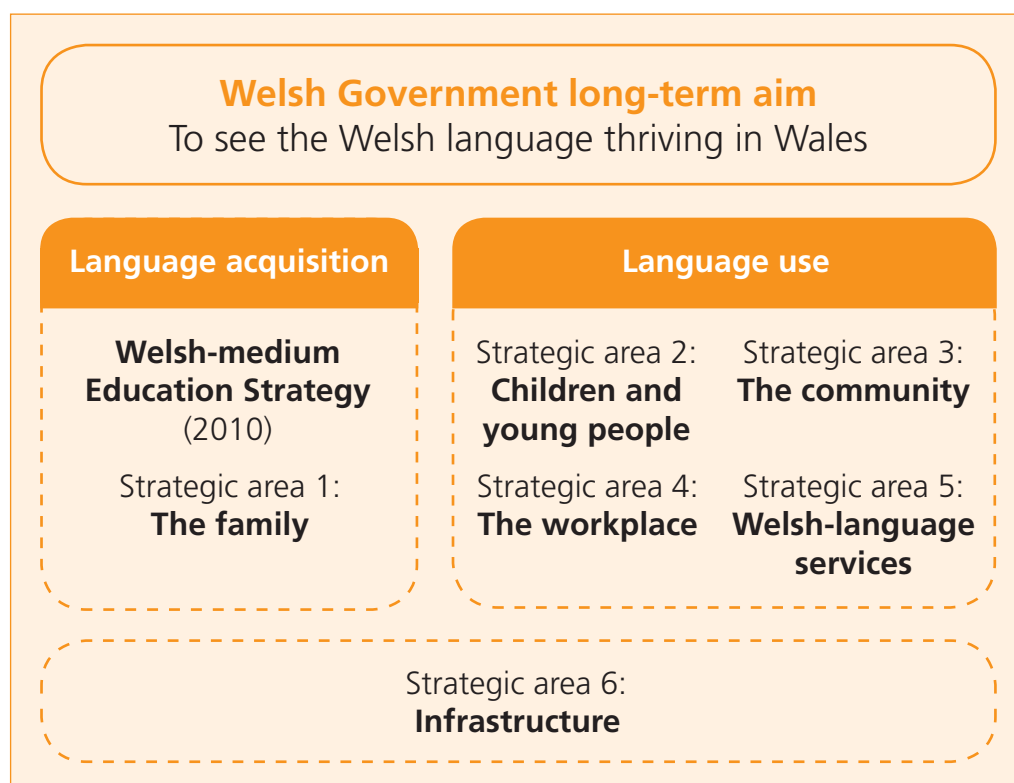
How we will implement the strategy

In order to achieve our vision, we need to employ different means of taking action, depending on the circumstances in question. It is vital that we continue working to encourage people and organisations to use Welsh, while at the same time making full use of the opportunities afforded by the Welsh Language Measure by enabling the Welsh Language Commissioner to impose duties upon various bodies via standards.

In implementing the strategy we will adhere to certain core principles. Those principles are outlined over the following pages, along with the various means by which action will be taken.

Principles

These are the principles to which we will adhere when implementing this strategy.

Continuity and change

The need for action in the strategic areas noted previously is not new. As already mentioned, the Welsh Language Board and its partners have taken action in each of the areas to varying degrees. The Welsh Government is eager to continue the creative work undertaken by the Board over the years. Positioning the Board's Community Development Team within the Welsh Government's new Welsh Language Division from April 2012 will be a core part of that continuity, providing a conduit between the Welsh Government and a number of the partners which will be vital for the success of this strategy.

At the same time, the Welsh Government's Advisory Group on the strategy agreed that the change in structures for promoting and facilitating the Welsh language in light of the Welsh Language Measure, and the publication of this strategy, offered an opportunity for the Welsh Government to review and evaluate the organisations and projects we fund, in order to seek to ensure that we are achieving the best outcomes for the language.

The original draft strategy was published by the One Wales Government. This final strategy draws heavily on that document.

Making the most of the available money

In developing this work, we will face a range of challenges posed by straitened public finances and we will rigorously scrutinise our financial support for the language. We will also place a premium on creative use of funding and on innovation, and will continue the Welsh Language Board's method of funding on the basis of outcomes.

Further collaboration

There will be an even stronger emphasis on collaboration and new forms of partnership working, involving all the organisations that have a part to play in planning a better future for the language. We will continue to convene the Partners' Forum established by the Welsh Language Board. We will also establish a Welsh Language Partnership Council whose work to advise the Welsh Ministers on the implementation of this strategy will commence in April 2012.

The new structures, which will include a strong Welsh Language Division within the Welsh Government, will offer an opportunity for further collaboration to occur with other departments within the Welsh Government in order to ensure that issues relating to the Welsh language, and the aims of this strategy, are mainstreamed into the work of the departments.

Sharing and embedding responsibility for the Welsh language

The Welsh Government is eager to ensure that responsibility for promoting the Welsh language is shared between an increasing number of organisations. The standards system under the Welsh Language Measure (see page 20) will enable the Welsh Government to make standards which will enable the Welsh Language Commissioner to impose duties upon the Welsh Government, local authorities and national park authorities to promote the use of Welsh more widely.

We also realise that many of the successes in relation to the viability of the Welsh language depend on the activities of individuals and communities – and that capability needs to be fostered at the local level to enable those types of activities to continue in the future.

Equality of opportunity

Equality of opportunity is a cross-cutting theme integral to this document and all policies of the Welsh Government. No one, in any part of Wales, should be denied opportunities to use the Welsh language, nor denied the opportunity to learn Welsh because of their race, ethnicity, disability, gender, sexual orientation, age or religion. Welsh-language services should be available to, and accessed by, all communities, including those characterised by disadvantage and ethnic diversity. We will expect our partners, providers and stakeholders to recognise this principle and take steps to make it a reality.

Sustainability

This strategy aims to bring about an increase in the numbers able to speak Welsh, and in those who use Welsh on a daily basis. It also builds on the efforts already seen in communities across Wales to take responsibility for the language at a local level, and encourages communities and the organisations that serve them to promote the use of Welsh, thereby encouraging the sustainability of Welsh as a living language within those communities. In addition, it complements the Welsh Government's Welsh-medium Education

Strategy in planning for sustainability, by ensuring increased opportunities to use Welsh in the workplace. The Welsh-medium Education Strategy has put measures in place to ensure that the workforce of the future will be equipped with Welsh language skills. This strategy aims to ensure that a wide range of organisations respond by ensuring opportunities for Welsh speakers to use those skills at work.

Implementation mechanisms

These are the implementation methods we will employ when seeking to make our vision a reality.

Grants for promoting the use of Welsh

The Welsh Government will distribute grants to bodies for the purpose of promoting Welsh. Over time, we will review and evaluate the use made of those grants, ensuring they are congruous with the priorities of this strategy.

Specific projects for promoting the use of Welsh

We will also continue to implement and develop specific projects for promoting the use of Welsh in different contexts. A number of these projects will be a continuation of projects operated previously by the Welsh Language Board. Over time, we will review and evaluate these projects ensuring they are congruous with the priorities of this strategy.

Legal framework

The Welsh Language Measure established the office of the Welsh Language Commissioner with a general power to promote and facilitate the use of Welsh and to work towards ensuring that Welsh is treated no less favourably than English. The Commissioner will have a key role to play in safeguarding the rights of Welsh speakers and contributing to the public debate surrounding the future of the Welsh language.

The range of services available to the public in Welsh will be improved as a result of the Measure. This will be achieved by creating standards which will impose duties on organisations who fall within the scope of the Measure to:

• provide services in Welsh

• consider the effect of policy decisions on the Welsh language

- promote the use of Welsh in the workplace

- promote and facilitate the use of Welsh more widely

- keep records of compliance with standards and of complaints.

Both the Commissioner and the Welsh Government will have important roles to play in the creation of standards. The Commissioner will also have significant powers to enforce compliance with standards and powers to undertake investigations into allegations of interference with individuals' freedom to use Welsh with one another. The Commissioner will also have the power to advise and make recommendations to the Welsh Government in relation to the Welsh language. The Commissioner will also be duty-bound to formulate a report every five years on the position of the Welsh language.

It is evident, therefore, that the Measure and the work of the Commissioner are key elements of the work required to make the Welsh Government's vision of a thriving Welsh language a reality. While the Commissioner will operate independently of the Welsh Government and determine her own priorities, the work of the Commissioner will complement the activities undertaken by the Welsh Government across all areas in implementing this strategy and will ensure we can share the responsibility for promoting the use of Welsh with others, including local authorities. This necessitates a good working relationship between the Welsh Government and the Commissioner and we will seek opportunities to collaborate effectively with the Commissioner for the benefit of the Welsh language. Research is an example of one area where there may be an opportunity to collaborate.

Mainstreaming across Welsh Government

In addition, the Welsh Government will further mainstream the language into service and policy development, while ensuring that Ministers and officials consider the links between their portfolios and the language. To this end, the Welsh Government's policy process requires the impact of new policies and services on the Welsh language to be assessed, including strategic policy activities.

We also expect policies created, and services delivered, by other public bodies to be consistent with the language needs of the population they serve. The Commissioner will have a key role to play in developing the mainstreaming agenda.

Procurement and grant condition compliance

Sometimes Welsh Government intervention is most effectively exercised through clear procurement or grant conditions which emphasise social conditions on organisations and inward investors. Through using our powers in respect of procurement or grant funding, we will require organisations tendering for public sector contracts or bidding for public sector support, to demonstrate, where relevant, that the Welsh language is incorporated into the services they offer to the public. In procurement terms this means using tools and guidance available such as the sustainable risk-assessment template, the guide to contracting out public services and the Welsh language, and the document *Community Benefits: Delivering Maximum Value for the Welsh Pound* (Welsh Assembly Government, 2010).

Monitoring

The implementation of this strategy and its annual action plans, to be prepared in accordance with Section 78 of the Government of Wales Act 2006, will be monitored by the Welsh Government's Welsh Language Division, which will report to the Welsh Ministers. An annual report on the implementation of the strategy and annual action plans will be published and laid before the National Assembly for Wales by the Welsh Ministers.

Evaluation framework

It is essential that this strategy is evaluated in order to help assess its effectiveness against its strategic objectives and to ensure learning improvements are based on the available evidence. To do this, we will develop an evaluation framework alongside the strategy, incorporating a range of methods and sources of data including bespoke research and analysis.

In light of the wide range of policy interventions covered, it will be important to ensure a consistent and comparable approach to evaluation across the strategy. The approach should be both formative – to ensure lessons are learned throughout implementation – and summative – to ensure outcomes are captured in a robust and timely manner.

The evaluation framework will:

- set out how the effects of this strategy are to be captured at different levels (individual participant, project/programme and locally/nationally)

- further define the measurable indicators contained in this strategy by way of its expected and possible effects, drawing where possible upon nationally and locally collected data (this should fit as much as possible with partners' own performance-monitoring systems)

- identify gaps in the information/data already gathered and consider how appropriate data might be sourced, taking into account the practicality and cost of deriving additional information and the utility that such information is likely to offer

- identify a programme of data collection, research and analysis which will be published throughout the life of the strategy to inform its development and review – including for the annual report on the implementation of this strategy, which is required under Section 78 of the Government of Wales Act 2006.

Indicators

We will use the two indicators below to measure the overall success of this strategy. These are the indicators contained in the Programme for Government for 2011–2016.

- The percentage of five-year-olds (at the start of the academic year) who speak Welsh at home.

- The percentage of people able to speak and write Welsh.

We also want to measure the percentage of people who are able to speak but not write Welsh, as well as measure success under each of the six strategic areas. These indicators can be found at the beginning of each of the next six sections. We recognise that further work is required to develop and define these indicators and will do so as we develop our evaluation framework.

Action points

We will:

1. Continue to implement our Welsh-medium Education Strategy, as published in April 2010.

2. Distribute grants and commission projects for promoting the use of Welsh, evaluating the grants scheme, the projects and grant recipients' work from time to time.

3. Complete the process of establishing the new legislative framework under the Welsh Language Measure.

4. Establish the Welsh Language Partnership Council which will advise the Welsh Ministers on the implementation of this strategy.

5. Make standards via subordinate legislation, following the receipt of recommendations by the Commissioner, which will enable the Commissioner to impose duties on bodies in relation to the Welsh language.

6. Mainstream the Welsh language across all of the Welsh Government's activities. We will improve our performance with regard to the work undertaken under our Welsh Language Scheme.

7. Develop a framework within the Welsh Government's procurement and grant compliance conditions for the establishment of community benefits in respect of the Welsh language, for use where appropriate.

8. Prepare an evaluation framework to develop our ability to measure the impact of interventions under the strategy, and commission research to grow the available evidence base.

Strategic area 1: The family

Aim
To encourage and support the use of the Welsh language within families.

Desired outcome
More families where Welsh is the main language used with the children by at least one adult family member in regular contact with them.

Indicator
The percentage of five-year-olds (at the start of the academic year) who speak Welsh at home.

Passing the language from one generation to the next is one of the two most important areas of language planning – the other being education. It is unlikely that Welsh will thrive as a community and social language if it is dependent on the education system alone as a means for new speakers to learn the language. It needs to be the language of the home for as many children as possible – and there is no doubt that learning the language in this way is a natural and effective way to become a fluent Welsh speaker.

There is a body of evidence which suggests that the Welsh language is less likely to be used in families in which only one parent/carer speaks Welsh. According to the 2001 Census, in families where both parents/carers spoke Welsh, 82 per cent of three to four-year-olds could also speak the language, but this accounts for only 5 per cent of this age group. In families where only one parent/carer spoke Welsh, the percentage fell to 40 per cent. This presents a formidable challenge, and the decline of Welsh in families must be reversed if the language is to survive and prosper. Hence, increasing the use of Welsh within families is one of the Welsh Government's key priorities for safeguarding the future of the Welsh language.

A wide range of factors can influence parental decisions regarding language transmission and these need to be considered in the round. The evidence suggests that choice is largely intuitive with parents/carers using the language they know best, or the language that is 'inclusive' of their partner. In terms of influences on the language choice of the child, this includes their 'community' of speakers – including parents/carers, siblings, grandparents, teachers and friends – in addition to other social influences such as the media and community activities.

Over the past decade, the Welsh Language Board has directed considerable energy and expertise to language transmission. Its main initiative was Twf, an innovative and extensive project aimed at encouraging Welsh-speaking parents/carers to speak Welsh with their children. It has a network of field officers located throughout Wales, conveying to parents/carers, prospective parents/carers and the general public the advantages of speaking Welsh at home and the cultural and economic advantages of raising children bilingually.

In addition to Twf, other initiatives directed at parents/carers have been developed by the Welsh Language Board, in partnership with other key organisations. These projects range from language-awareness sessions to schemes aimed at raising the confidence of parents/carers and the extended family to use Welsh with their children and within the community.

Evidence suggests that schemes such as Twf have succeeded in bringing the importance of language transmission into the work agendas of midwives and health visitors. They have also contributed to raising awareness in relation to the advantages of being bilingual.

However, we recognise that it is difficult, on the basis of available evidence, to assess the impact of schemes such as these on language patterns in families and that further work remains to be done to better understand the impact of these interventions. The Welsh Government is committed to better understanding the decisions made by Welsh-speaking parents/carers and, to this end, will look for ways to improve and develop initiatives which persuade parents/carers and the extended family to transmit Welsh to their children.

We also recognise that there is a need to support non-Welsh speaking parents/carers to provide opportunities for their children to have exposure to the language, through activities in the community as well as through multimedia activities in the home such as S4C's Cyw service on television and online.

New technologies also present opportunities for families to maintain face-to-face relationships over long distances, for example between grandparents and their grandchildren. This could provide increased exposure to Welsh outside the immediate family in cases where they live a long distance away from each other.

This is an area where further evidence is required and we will want to ensure, therefore, that further research into language transmission is undertaken after the 2011 Census Welsh language results have been published, in an attempt to better understand the relationship between policy interventions and the choices made by parents/carers.

Finally, the incoming Welsh Government's manifesto in May 2011 committed it to putting Welsh in Education Strategic Plans on a statutory basis, and to require local authorities to plan Welsh-medium education on the basis of parental demand. This commitment, which takes the Welsh-medium Education Strategy a stage further, will be implemented as part of the Welsh Government's Legislative Programme.

Action points

We will:

9. Further develop an effective and coordinated evidence-based approach to encouraging and supporting the use of Welsh within families with babies and young children, including by building on the work of Twf and its associated projects, and by promoting Welsh for Families courses and events.

10. Promote the benefits of Welsh-language transmission in the family and the benefits of Welsh-medium education.

11. Explore ways of improving key services such as Welsh-medium childcare.

12. Put Welsh in Education Strategic Plans on a statutory basis and require local authorities to plan Welsh-medium education on the basis of parental demand.

Strategic area 2: Children and young people

> **Aim**
> To increase the provision of Welsh-medium activities for children and young people and to increase their awareness of the value of the language.
>
> **Desired outcome**
> Children and young people using more Welsh.
>
> **Indicator**
> Attendance at Welsh-language events organised for children and young people, including those organised by Welsh Government grant recipients.

Each generation of young people brings an enthusiasm and new creativity to the use of a minority language. We can be proud of the fact that young people in Wales are happy to embrace the Welsh language and its traditions, while also using it within contemporary contexts such as with new technologies.

Over the last thirty years we have seen a considerable increase in the number of young people able to speak Welsh (from 14.9 per cent of 3 to 14-year-olds in 1971 to 37.2 per cent in 2001). But these figures need to be treated with caution, since it is likely that over half of these are learning Welsh as a second language. As such, for many Welsh-speaking children from homes without Welsh-speaking parents/carers, school provides one of the few opportunities for them to use the language.

The available evidence suggests that the teenage years are vital in developing a favourable attitude towards a minority language and in determining the extent to which an individual will use the language. In this regard, it appears that the school setting alone is not enough; the child or young person needs to be supported at home (if possible) and encouraged to participate in wider social and cultural activities through the medium of Welsh. There is also evidence that suggests that the language of interaction with friends is closely correlated to the language the child speaks, and that this also influences children's attitudes towards either or both languages.

We need, therefore, to provide children and young people with a wide range of social opportunities to use their Welsh outside school, so that they associate the language not only with education, but also with leisure and cultural activities and, above all, with pleasure and entertainment.

Providing further opportunities of this nature should lead to increased use of the language by the individual, in addition to instilling enthusiasm and a positive attitude towards the language.

In responding to the consultation on this strategy, a number of respondents stated that providing practical opportunities for children and young people to use Welsh was the best way of developing a feeling of value towards using the language. We share that view.

Influencing a young person's use of a minority language is a complex matter and supporting them to make positive choices in favour of using the language needs a variety of evidence-based approaches. We believe that a number of factors influence a young person's use of Welsh, including fluency and confidence levels. Among other factors, we believe that youth culture, peer pressure, community attitudes towards the language, the global media including electronic social networking, and the perceived value of the language as a skill for work are all important elements. We also believe that the significance of these factors varies considerably, depending on whether the young person has acquired the language at home or through the education system. However, we need to undertake further research to better understand these factors.

We also face challenges within the education system to ensure that children and young people continue to choose Welsh-medium education when making choices at key stages of their education – between the primary and secondary sectors, and between the secondary sector and further or higher education. While the Welsh-medium Education Strategy addresses these challenges, we believe that the success of those measures depends, to a great extent, on convincing children and young people of the value of Welsh, economically and culturally. This strategy has an important role in achieving this by supporting activities which seek to raise awareness among children and young people – in addition to those with whom they have regular contact such as their parents/carers, teachers and youth workers – of the value of Welsh. We will seek to track the Welsh language skills of school leavers through data capture within the education system.

Much work has been done to provide children and young people with opportunities to enjoy activities through the medium of Welsh. This has been achieved by a number of organisations, some of which, like the Urdd and the mentrau iaith, are entirely focused on increasing the use of Welsh; others, such as Young Farmers' Clubs, sports clubs, drama groups, and so forth, have a broader remit. These organisations need to remain innovative and creative, while working with the Welsh Government and other partners to develop methods of gathering evidence of the impact their activities have on the use of Welsh.

Our implementation mechanisms in this area include providing grants to bodies delivering activities for children and young people through the medium of Welsh, and by better mainstreaming of the Welsh language in activities promoted by the public sector. Experience from other countries suggests that activities in the minority language need to offer a comparable, if not better, experience than the provision available in the majority language.

However, despite all this activity, it is important that we explore with young people themselves exactly what appeals to them, and what types of activities young people feel they would wish to undertake through the medium of Welsh. We need this to be an ongoing discussion. We have already begun this by commissioning work by the Urdd during the summer of 2011 in terms of young people's needs and aspirations. The conclusion of that consultation was that children and young people were eager to take part in Welsh-medium activities, and that sporting activities were most popular, with dance, drama, art and outdoor activities among other activities listed.

Experience from other countries also suggests that children and young people enjoy creative activities, and get a thrill from seeing their work published – particularly on the internet. In Wales, the Supporting Young People's Language Practices Project, developed by the Welsh Language Board, seeks to empower young Welsh speakers to use the language in informal situations within the school setting. An essential element is getting older learners to encourage younger ones to reflect on the language and to become engaged in innovative projects such as running a school radio station or rock school through the medium of Welsh. We are eager to extend this method of working with children and young people, and to evaluate the work from the point of view of its impact on the use of Welsh. We also want to see more opportunities for children and young

people to use Welsh online, and to encourage them to choose to use Welsh when using social media, software products and electronic devices such as smartphones. The use of Welsh in information and communication technology (ICT), including the making of standards in relation to ICT, is discussed further under strategic area 6.

It is also encouraging to see the development of a three-tiered approach to Welsh-medium provision for young people emerging within youth services, where organisations aim for a more coordinated approach to planning the provision, based on the principle that all young people in Wales have some knowledge of Welsh. This approach is suggested in the Welsh Government's National Youth Service Standards and encourages the provision of more appropriate services, tailored to the linguistic needs of the growing population of young Welsh speakers. This includes different provision for young people with basic Welsh language skills, for those who are learning the Welsh language and for fluent Welsh speakers. We will consider adopting this way of working in other fields.

Action points

We will:

13. Consult periodically with children and young people in order to raise awareness and better understand which activities they wish to undertake through the medium of Welsh and which services they wish to receive through the medium of Welsh.

14. Continue to support the provision of Welsh-medium activities for children and young people in the community and review those activities, from time to time, to ensure that they are effective and aligned with this strategy.

15. Improve awareness among children and young people, and their parents/carers, of the opportunities and activities that exist to use the language socially and in the workplace.

16. Improve the opportunities for children and young people to use Welsh informally within educational organisations.

17. Improve language awareness among youth workers to enable them to develop positive attitudes among young people towards the language.

18. Ensure, including through the making of appropriate Welsh language standards, that public bodies providing or funding services for children and young people – whether directly or through the work of Young People's Partnerships – provide more of those services in Welsh, including sport and leisure services.

Strategic area 3: The community

Aim
To strengthen the position of the Welsh language in the community.

Desired outcome
More use of Welsh within communities across Wales.

Indicator
Attendance at Welsh-language events, including those organised by Welsh Government grant recipients.

Evidence from countries around the world, over a number of decades, shows that there is a strong correlation between the viability and survival of a language and the existence of geographical areas where that language is considered to be the predominant language. The evidence also suggests that a high density of speakers is required for Welsh to be an everyday language of a community.

Communities in Wales which have a high percentage of Welsh speakers are changing. This strategy has already made reference to the fact that the number of communities in Wales where over 70 per cent of the population speaks Welsh has reduced significantly during the past decades. Inward and outward migration processes, limited employment opportunities and limited availability of affordable housing have had profound effects on the demographic and linguistic profile of many communities.

The Welsh Government is eager to build on the work undertaken by the Welsh Language Board, the mentrau iaith and a number of other bodies at a grass-roots level to take action in areas where the Welsh language is, or was until comparatively recently, the main language of daily life, and which are seeing a rapid decline in the percentage of Welsh speakers.

We propose to develop special initiatives in those areas to encourage strategic action to reverse language shift. This needs to be done in partnership with local authorities, third sector organisations and local agencies involved in community and economic regeneration – in addition to the bodies already operating for the benefit of the Welsh language. We will consider the evidence gleaned as a result of establishing a pilot Language Promotion Scheme in the Aman Tawe area – a scheme which seeks to address the decline seen in the use

of the language in that area in a holistic manner – in order to assess whether such a model is one which should be extended to other areas. We will also consider whether the work undertaken within the Môn a Menai Strategic Regeneration Area, including the Brocer Iaith initiative in Peblig, can be replicated in other areas.

The particular challenges in each area will differ but are likely to include issues such as the availability of affordable housing, lack of employment opportunities, low numbers of parents/carers transmitting Welsh to their children, low status of the language within the community, lack of opportunities to use the language, and inward and outward migration. The language renewal task must go hand in hand with the work of improving the social and economic infrastructure of these areas to help ensure that better employment opportunities and more affordable housing become available, so that people can remain in their communities. An important part of this work will be to improve the capacity of the communities themselves to increase the availability of Welsh-language services and activities. We are eager, also, to build on the work undertaken by the Welsh Language-Economy Group, by developing a clear strategy in relation to how benefit could be gained from the Welsh language as an economic asset. These challenges are shared, therefore, across all Welsh Ministerial portfolios and Welsh Government departments, and we will mainstream the Welsh language into our economic development and community development policies accordingly.

All communities evolve and develop over time. Where development is proposed, the planning system is an important tool to manage change in a positive way. Local and national park authorities have either recently adopted, or are in the process of preparing, Local Development Plans (LDPs), which are underpinned by community engagement and evidence. They set out the authority's vision and policies for the sustainable development and use of land. We have recently consulted on changes to *Technical Advice Note 20: Planning and the Welsh Language (TAN 20)*, in order to provide strengthened guidance on how the Welsh language should be taken into account when LDPs are prepared. The overall aim of LDPs is to support the sustainable development of communities and places across Wales, which includes supporting the linguistic and economic prosperity of Welsh-speaking communities by providing an appropriate mix of housing and employment opportunities. Our planning policies in these areas are set out in *Planning Policy Wales*, *TAN 2: Planning and Affordable Housing* and *TAN 6: Planning for Sustainable*

Communities. We propose to review with stakeholders how Welsh-speaking communities have engaged in the LDP process and whether that engagement could be better facilitated in future, identify how Welsh language issues have been addressed, and consider the need to provide additional guidance with regard to taking Welsh language issues into account as LDPs are prepared.

As rural and post-industrial Welsh-speaking communities are changing, Welsh cities and towns have also seen a demographic shift. The number of Welsh speakers in cities, especially Cardiff, has increased dramatically in recent years. This is mainly due to young Welsh speakers attending higher education institutions and seeking employment. We need to respond to this shift – and a different community development model is required in cities and large towns such as Cardiff, Swansea and Wrexham, where the percentage of Welsh speakers may be comparatively small, but where the numbers of speakers are significant. The opportunities to use Welsh are more varied and numerous than in many rural communities. The challenge, therefore, is to support and enhance existing networks for using Welsh, and create new networks, raising the profile of Welsh and bilingualism in these cities and towns.

An important element of this work will be to take full advantage of the opportunities which arise from new media and social networking, particularly for young people. This is true within towns and cities as well as in the rest of Wales and beyond. While language use in a geographical community is still extremely important, the nature of social interaction is changing for many people, particularly the young. More and more communication occurs electronically and remotely, reducing the extent to which the concept of 'place' is key, and increasing the role of communities of interest. It will be important, therefore, to harness the opportunities presented by new technologies for the benefit of Welsh-language communities in Wales and across the world. This is discussed further under strategic area 6.

A key objective will be to increase social and cultural activity through the medium of Welsh throughout these communities (be they geographical or virtual communities). This has been a key part of the work achieved over recent years in the area of language planning. Yet, evidence attributing the impact of these activities to the use of Welsh in the long term is limited.

The Welsh Language Measure will enable the Welsh Language Commissioner to impose duties on local authorities to promote the use of Welsh more widely, which could complement our work in this area.

Action points

We will:

19. Make promotion standards under the Welsh Language Measure, which will enable the Commissioner to impose duties on local and national park authorities to promote and facilitate the use of Welsh within the communities they serve – and to impose similar duties on the Welsh Government.

20. Identify parts of Wales where there are high percentages of Welsh speakers, but where the language is now under threat – and towns and cities with a healthy number of Welsh speakers – to encourage the development of focused programmes of activities to promote the use of Welsh in those areas.

21. Review the current funding arrangements for organisations and initiatives which promote and support the use of Welsh within communities in order to ensure that the activities are effective and aligned with this strategy and follow good practice with regard to language planning.

22. Continue to explore the links between the economy and the language and respond to those links.

23. Explore the possibility of improving access to translation services for community groups and third sector organisations.

24. Mainstream the language into all of our work related to supporting and developing communities across Wales.

25. Finalise the review of planning policy and associated technical advice on the Welsh language.

Strategic area 4: The workplace

> **Aim**
> To increase opportunities for people to use Welsh in the workplace.
>
> **Desired outcome**
> More Welsh speakers use Welsh at work.
>
> **Indicators**
> - Number of organisations subject to Welsh-language operational standards intended to promote and facilitate the use of Welsh in the workplace.
>
> - Percentage of Welsh Government staff using Welsh at work.

The workplace is one of the key areas which determines language use. As individuals, we spend a considerable proportion of our time at work. A significant number of respondents to the consultation on this strategy agreed that the workplace also has a role in building the confidence of Welsh speakers to use the language in other areas of their lives, and that developing the status of the language in the workplace was important in terms of underlining the value of Welsh-medium education.

Despite the increase in Welsh-medium education, the opportunities for people to work through the medium of Welsh remain comparatively limited. This, therefore, excludes Welsh from one of the key domains for a number of Welsh speakers and deprives Welsh speakers of the opportunity to normalise their use of the language.

Our aim is to provide more opportunities for those who can speak Welsh to use the language at work – in their dealings with each other, with their customers and with their employers. In doing this, we will build on existing good practice. For example, there is some evidence that language-awareness training is a successful means by which to increase positive attitudes towards the Welsh language among employees and employers.

This area of work is comparatively new and poses a considerable challenge. As a result, there is little quantitative evidence available with which to assess the impact of activities undertaken to date. However, the qualitative evidence base is more developed, and recent research showed that a number of different factors influenced the use of Welsh in the workplace, including long-established practices which favour the use of English; matters relating to proficiency in Welsh language skills, and organisational reasons such as insufficient institutional support for the use of the language; and the extent to which an organisation's culture facilitates or promotes the use of Welsh. We also know that workplaces vary, as does the linguistic background of staff working in locations throughout Wales.

Mainstreaming the Welsh language into our work on labour market intelligence will be an important aspect of this work. We also see there being an important role for the Welsh for Adults Programme in helping employees to develop and refine their language skills within the context of the workplace – and across all sectors.

The Welsh Language Commissioner will also have an important contribution to make in this area through the development and imposition of operational standards under the Welsh Language Measure. Operational standards will provide a means of ensuring more opportunities for the language to be used in the workplace. The Commissioner will also be responsible for providing advice to organisations in all sectors regarding good practice – as well as preparing relevant codes of practice.

The Welsh Government recognises that it has a particular responsibility to guide the way in this area as one of Wales' main employers. We are committed to increasing the use of Welsh in all of our offices and to identify appropriate opportunities to extend or replicate the examples of good practice developed recently in our offices in Llandudno Junction and Aberystwyth.

Action points

We will:

26. Invite the Commissioner to develop good practice guidance with regard to the use of Welsh in the workplace across all sectors.

27. Make operational standards, which will enable the Commissioner to impose duties on organisations to promote the use of Welsh in the workplace.

28. Promote the recognition of Welsh as a skill in the workplace and develop opportunities for people to learn Welsh in the workplace through the Welsh for Adults Centres.

29. Improve labour market intelligence with regard to the demand for staff who have Welsh language skills, on a regional and sectoral level, and to disseminate the information through appropriate channels.

30. Demonstrate good practice with regard to the use of Welsh in the workplace.

Strategic area 5: Welsh-language services

Aim
To increase and improve Welsh-language services to citizens.

Desired outcome
More high quality Welsh-language services available to the public and more use made of those services.

Indicators
- Use of a range of services provided in Welsh.

- Number of Welsh language schemes or policies.

- Number of organisations subject to Welsh language standards.

Since the introduction of the Welsh Language Act 1993 the way Welsh-speaking citizens receive services in the language of their choice has been transformed. The 1993 Act provided the Welsh Language Board with the power to require public bodies to prepare Welsh language schemes. These schemes outline the measures that a public body will take as to their use of the Welsh language in connection with the provision of services to the public in Wales, for the purpose of giving effect to the principle that, in the conduct of public business and the administration of justice in Wales, the Welsh and English languages should be treated on a basis of equality. Since 1993 the Welsh Language Board has approved over 550 statutory Welsh language schemes. There can be no doubt that this development has benefited the language and Welsh speakers alike, due to the fact that the opportunity to use Welsh while receiving services has increased in recent years.

Support by the population of Wales for Welsh-language service provision is well evidenced. Over nine out of ten Welsh speakers (with a range of fluency levels) take the view that Welsh-language service provision is important to keep the language alive. In particular, service users want to see an increase in the provision of face-to-face services available through the medium of Welsh.

However, evidence shows that barriers to accessing services in Welsh remain. The main barriers include a lack of supply of services in Welsh by those bodies who are not operating Welsh language schemes, a low uptake of services due to lack of confidence among non-fluent Welsh speakers and a lack of awareness that services are provided in Welsh.

The Welsh Language Measure will build on the success of Welsh language schemes in order to provide greater clarity and consistency for citizens in terms of the services they can expect to receive in Welsh. By creating a set of enforceable standards the aim is to move the focus towards more effective and thorough delivery of Welsh-language services which meet the needs of Welsh speakers and Welsh-speaking communities, while addressing the barriers described above.

The Welsh Government has an important role to play in planning and providing services to the public. It is the Welsh Government which sets the policy context for the delivery of public services across a number of sectors, and we also deliver some services directly to the public. It is crucial, therefore, that we use our influence for the benefit of the Welsh language and that we mainstream considerations about the needs of Welsh speakers into our policy development and service delivery work.

With that in mind, we recognise that a significant shift is taking place in the funding relationship between those commissioning services and those providing services – be they in the public, private or third sector. This move, away from a grant-based model to a commissioning and procurement model, is accelerating and this has implications for the way in which we can ensure the delivery of Welsh-language services. To this end, when we award grants or contracts we will include conditions, where relevant, with regard to the use of Welsh. The Commissioner will also be able to influence the procurement and grant-giving procedures of a wide range of organisations, by developing relevant standards.

We will also continue with our attempts to influence UK Government departments by encouraging them to provide Welsh-language services to citizens in Wales. The Welsh Language Commissioner will also be able to impose standards upon UK Government Departments under the Welsh Language Measure.

For this strategy to succeed, it is essential that we work collaboratively with a number of sectors.

As well as providing services for citizens, **local authorities** have the potential to be key players in the process of language planning in Wales. This includes Welsh-language education, play provision, youth services, social services, housing, community development and regeneration, planning, and economic development policies, as already described under strategic area 3.

Strengthening Welsh-language services in **health and social care** is regarded as a priority since, for many, language in this context is more than just a matter of choice – it is a matter of need. Although valuable leadership has been provided in recent years, it is evident that the provision of Welsh-language services remains piecemeal and too often it is a matter of chance whether people receive Welsh-language health and social care services. We will, therefore, publish a Strategic Framework for Health and Social Care aimed at ensuring a more strategic approach to strengthening bilingual services. Alongside the imposition of standards on the sector, the strategic framework will improve the experience of patients and service users who either choose, or have a need for, services through the medium of Welsh.

Although responsibility for the **justice sector** in Wales is not a devolved matter, it is important to remember that the sector has been instrumental in increasing the status of Welsh. In addition, a great deal has been achieved in recent years to ensure that Welsh speakers have access to the services they need through the medium of Welsh. Even so, there remains a need to further improve Welsh-medium provision within the sector, including in court proceedings – and we will support the work required to do so.

Representative bodies in the **private sector** have expressed support for the need to increase the use of Welsh, with a clear preference that this should happen on voluntary basis. However, the Commissioner will be able to impose Welsh language standards on those companies who are within the scope of the Measure, such as telecommunications companies, bus and train operators, and utility companies. We will also welcome any moves by companies to opt-in to the standards system, as is possible under the Measure. For the remainder of the sector, the Commissioner will be responsible for encouraging and advising the private sector on their use of Welsh on a voluntary basis, and we want to see more voluntary Welsh language policies adopted by private sector companies. As the Welsh Government, we will also ensure that we convey positive messages about the importance of using Welsh to the companies that we deal with. The Language-Economy work described under strategic area 3 will provide an opportunity to do so.

The **third sector** is another crucial element in our strategy. The organisations forming the sector touch the lives of a great many people in Wales by, for instance, providing care and support, working with communities, and getting people involved in a wide range of events and activities. It is important, therefore, to ensure that the use of Welsh by third sector organisations is promoted and facilitated as much as possible. Again, the Commissioner will be responsible for encouraging and advising the third sector about using Welsh on a voluntary basis building on the work of Estyn Llaw (a scheme that provides practical support to voluntary and community groups to increase their use of Welsh). In addition, the Commissioner will be able to impose Welsh language standards on those organisations that fall within the scope of the Measure, for example organisations in receipt of £400,000 or more of public money per year. As the Welsh Government, we will ensure that we convey positive messages about the importance of using Welsh to the third sector organisations that we deal with, including the Wales Council for Voluntary Action (WCVA), in line with the Compact between the Welsh Government and the third sector, which was launched in 2010.

Action points

We will:

Public sector

31. Ensure, including through the making of appropriate Welsh language standards which will enable the Commissioner to impose duties, that public bodies providing, or funding, services for the public ensure that more of those services are provided in Welsh – and that they raise awareness of services available in Welsh and encourage Welsh speakers to use them.

32. Publish and implement a strategic framework to strengthen the provision of Welsh-language services in the health and social care sectors.

Private sector

33. Ask the Commissioner to promote the voluntary use of Welsh by the private sector – and encourage the uptake of those services by Welsh speakers.

34. Make standards, which will enable the Commissioner to impose duties on private sector companies which fall within the scope of the Welsh Language Measure, including telecommunications companies, bus and train operators, and utility companies – and to ensure that appropriate conditions with regard to the use of Welsh are included as grants and contracts are awarded to private sector companies by public bodies.

Third sector

35. Ask the Commissioner to promote the voluntary use of Welsh by the third sector – and encourage the uptake of those services by Welsh speakers.

36. Make standards, which will enable the Commissioner to impose duties on third sector organisations which fall within the scope of the Welsh Language Measure, including the WCVA – and to ensure that appropriate conditions with regard to the use of Welsh are included as grants, and contracts are awarded to third sector organisations by public bodies.

Strategic area 6: Infrastructure

Aim
To strengthen the infrastructure for the language.

Desired outcome
More tools and resources in place to facilitate the use of Welsh, including in the digital environment.

Indicators
- Number of Welsh-language books, e-books and magazines sold (non-education).

- Readership for *Golwg 360*.

- Distribution figures for papurau bro.

- Viewing and listening figures for S4C and Radio Cymru.

- Prevalence of popularly used websites that have developed Welsh-language interfaces.

- Prevalence of banks, mobile phone companies and others providing Welsh-language interfaces.

The Welsh Government believes that the language needs a strong infrastructure, reflecting its official status in Wales, while helping those who wish to use the language to do so.

To strengthen the Welsh language infrastructure, research suggests focussing Welsh language marketing and promotional approaches on younger age groups, maximising the potential of technology such as the internet and new social media, and improving the accessibility to, and relevance of, available Welsh-language media and resources.

The media, in all forms, plays an important part in supporting the infrastructure of the language. Access to high-quality Welsh-language books, radio, television and online content is vital in ensuring that the language thrives. Throughout the twentieth century, the broadcast media played an important role in the development and preservation of the Welsh language through both radio and television. In the twenty-first century, the existence of Welsh-language digital media content and applications not only allows the Welsh language to flourish, but it also enables Welsh speakers to participate fully as digital citizens and demonstrates to all that the Welsh language is a creative, powerful, adaptive and modern medium.

Digital content and applications

Our ambition and our expectation should be that Welsh speakers should be able to conduct their lives electronically through the medium of Welsh, should they so desire, including for cultural, informational, entertainment, leisure, retail, transactional, community, family history or social networking purposes.

A wider range of Welsh-language digital services is being developed, building on past achievements such as the productive partnership between the Welsh Language Board, Microsoft and other organisations; the work of Canolfan Bedwyr to develop a number of services and software packages; and the work undertaken by an enthusiastic community of volunteers to develop a number of software packages and online services such as the translation of Facebook into Welsh. In addition, a wide variety of open source software 'localisation' initiatives have been developed, including initiatives sponsored through Welsh Government-supported projects such as Communities@One and its successor programme, Communities 2.0, and private sector-led initiatives such as Welsh-medium cash machines and call centres.

The pace of change is significant and striking. In December 2011 alone, the first Welsh-language e-books became available on the Kindle, the Welsh-language magazine *Golwg* became available via an iPad app, and the Welsh Language Board consulted on Welsh language terminology for use on Twitter.

It is likely that consumer demand and user initiatives will drive some of these developments. However, development is likely to be uneven and there is an important leadership role for Welsh Government. This role is likely to take the following forms:

• encouraging major private sector service providers, including banks, retailers, mobile phone companies, software and hardware developers, and others to develop online services, applications and interfaces through the medium of Welsh

• facilitating the development of Welsh interfaces for commonly used social networking media, including open source software

• providing, possibly on a matched basis, seedcorn funding for initiatives such as these on an incremental basis over time

• developing a consensus around priority areas where technological investment is required

- ensuring that the public sector is developing best practice in this field

- promoting best practice examples from the private, public and third sectors.

We will explore whether any future Welsh Government investment in Welsh-medium technology could be licensed on a Creative Commons basis.

The Welsh Government supports the principle of top-level internet domain names for Wales in both English and Welsh.

Technology in education

The development of infrastructure is central to the *Welsh-medium Education Strategy* published in 2010. This new strategy for the Welsh language should be read alongside the existing Welsh-medium Education Strategy. Within the Welsh Government, we are moving swiftly to integrate the Welsh Language Unit and the Welsh in Education Unit to form a new Welsh Language Division.

Alongside this, we need to explore whether Welsh-medium software and interface packs could be installed on all workstations in schools, colleges and universities across Wales, with a proactive language choice. Similarly, we will consider the use of Welsh with regard to the Virtual Learning Environments (VLEs) used in schools, colleges and universities, building on the work of the National Grid for Learning (NGfL) Cymru under contract for the Welsh Government. We will also continue our discussions with Apple about the development of an iTunes U site for Wales, including the need for a Welsh version of the platform.

Public service broadcasting

Public service broadcasters in Wales, including BBC Cymru Wales, S4C and ITV Wales, latterly as a programme producer, have played an important role in ensuring that the Welsh language continues to thrive. Although broadcasting is not a devolved matter, the Welsh Government is committed to doing all it can to ensure that Welsh-language broadcasting continues to develop and improve, especially in the light of recent discussions about the future and editorial independence of S4C. Additionally, in 2009 the Welsh Government became a significant funder, via the Welsh Books Council, of an online news service through the medium of Welsh, *Golwg 360*. The Welsh Government has also provided funding to

enable the National Library of Wales to acquire and develop public access to the ITV Wales television archive through the National Screen and Sound Archive of Wales. The ITV Wales archive spans over 50 years of programme making in the Welsh language.

The range and standard of Welsh-language programming on S4C and BBC Radio Cymru helps to maintain Welsh as a modern language and as part of everyday life in Wales. The broadcasters also help to increase awareness of the language among those who can, and cannot, speak Welsh. S4C's services for children, including Cyw and Stwnsh, are recognised as making an important contribution to the task of normalising the language for children of all ages. Both the BBC and S4C have performed an important role in helping people from all backgrounds learn the Welsh language, with a range of broadcast and online resources.

Both S4C and BBC Cymru Wales already work in partnership with many organisations such as the Urdd, the National Eisteddfod and others working at community level to promote the Welsh language. For instance BBC Radio Cymru and the mentrau iaith hold a Battle of the Bands competition every year which has proved to be very popular among young people and has been an important vehicle for nurturing musical talent in Welsh. We hope that they will continue to play this role in the future.

However, online service provision through the medium of Welsh has not been given the same priority as it has through the medium of English. We hope that the new arrangements announced for the relationship between S4C and the BBC will lead to a strengthening of online provision through the medium of Welsh, to the same level as that provided through the medium of English.

We will also seek to ensure that Welsh-language service provision is effectively safeguarded and developed by regulatory bodies such as Ofcom.

Reading

Research has shown a link between the extent to which children read Welsh and their grasp of the language. Therefore, if we want to encourage more Welsh speakers to use the language and ensure that they are confident to do so, it will be important to help them become increasingly literate and familiar with written Welsh. To meet this aim, it will be important to encourage Welsh speakers, including children and young people, to read a wide range of Welsh materials, including books, magazines, the papurau bro, websites and blogs.

In doing so, it is essential that the Welsh language keeps up with current developments, such as by ensuring that a wide range of e-books are available across all contemporary devices.

Through the Welsh Books Council, we want to maintain editorial support for publishing houses, continue to support authors and support the development of good quality graphics, photography and design, which is especially important with regard to non-fiction books for adults and young people.

We will expect the key commissioners of Welsh-language materials, including the Welsh Books Council and other organisations, to increase significantly the proportion of material that is published electronically.

Terminology

It is important to ensure that a standard source of terminology exists to facilitate the use of Welsh in all aspects of public life, such as in the field of technology, in law, in education and in a wide range of specialist fields. Over several years, a great deal of standardisation work has been undertaken by a number of organisations, including Canolfan Bedwyr (which has established Wales' National Portal for Terms), the Language and Literature Committee of the Board of Celtic Studies of the University of Wales, the Welsh Government Translation Service (which shares Welsh Government terminology online through TermCymru) and the Welsh Language Board (which publishes its terms online, in its National Database of Terms).

The Commissioner will be responsible from April 2012 for coordinating developments with regard to Welsh language terminology and place names.

The Welsh Government will ensure that the language can benefit from a standardised online Welsh language dictionary, based on the significant investment it has already committed to this project over time.

Translation and interpretation

The demand for professional translators and interpreters that work in Welsh and English must be met if we are to satisfy the need for bilingual documents and simultaneous translation at events and meetings. The industry has developed significantly in recent years and we recognise the need to continue this work, and to ensure that robust accreditation and regulation structures are in place to provide assurances with regard to quality.

In addition, the training available for translators needs to be developed further including training in translating different styles, editing, proofreading, interpreting and bilingual drafting. We must also ensure that the translation profession makes the most of the ICT tools that are available to it in order to ensure efficiency, consistency and value for money.

There is potential for public organisations to cooperate in exploiting opportunities for improved efficiencies, and for making more effective use of scarce resources, in the provision of Welsh-/English-language translation and interpretation services. Work will soon be underway to consider proposals for greater collaborative action between local authorities and other public bodies in the delivery and procurement of these services.

This strategy has already mentioned the importance of translation with regard to community events under strategic area 3. Encouraging and supporting more Welsh speakers to use the language in these circumstances will be important.

It is important that people feel confident to draft documents in Welsh or bilingually. As more and more organisations and individuals use the language, it will become increasingly important for public bodies to ensure that they have staff in place able to deal with documents submitted in Welsh, rather than having to translate them into English, for internal use only. The work under strategic area 4, to increase the use of Welsh in the workplace, will help develop this ability.

Research and data

All of the policies and projects discussed in this document have been included with a specific desired outcome: to increase the use of Welsh. Therefore, in order to test the effectiveness of this work, we need baseline data on language use, and regular data collection to allow us to monitor progress against the desired outcome. This strategy has already discussed the importance of this, along with the intention to develop an evaluation framework for the strategy. We will also determine the need to consider the Welsh language as we develop our own research and data projects across all of our policy areas – and as we work with other bodies, such as the Office for National Statistics.

The Commissioner will also have an important role in the field of research and data. The Welsh Language Measure places a duty on the Commissioner to produce a five-yearly report on the position of the language. With this in mind the Commissioner will have the necessary powers to undertake research and collect and analyse data.

Language planning

Many people across various sectors have important roles to play to deliver the aims of this strategy – including civil servants in the Welsh Government, the Commissioner's staff, officials in other public sector organisations, and staff working in third sector organisations working to promote the language in communities across Wales. We need to ensure that those working in the field of language planning become increasingly skilled in that discipline.

In doing so, we need to maintain the links between Wales and other countries and regions working to promote minority languages so that we can learn from their experiences. These networks include the European Network for the Promotion of Linguistic Diversity and the British–Irish Council. We will also continue our unique relationship with Patagonia.

Promoting the value of Welsh

A critical element in the delivery of our strategy will be to raise awareness of the value of the Welsh language. For many of the organisations delivering the projects and initiatives described in this document this is an intrinsic part of their work. But marketing and advertising activities also play an important part in promoting the value of Welsh and encouraging its use.

Young people are a key target group in relation to promoting the value of the Welsh language. Elsewhere in this document we refer to the need to better understand young people's choices with regard to language use. This needs to be coupled with better promotion of the benefits of the Welsh language as a skill in future employment.

Any work to market the value of Welsh will need to be based on evidence.

Action points

We will:

Digital content and applications

37. Keep up to date a Strategy and Action Plan for ICT and the Welsh language, to include a focus on the increasingly important role of social media.

38. Make standards, which will enable the Commissioner to impose duties on organisations with regard to the Welsh language and ICT.

39. Promote the use of Welsh-language versions of software products in schools, colleges and universities.

40. Establish a committee on the Welsh language, ICT and new media, and establish a funding mechanism for Welsh-language, ICT and new media developments, on an incremental basis against agreed priorities.

41. Require a growing proportion of online-only commissioning by the Welsh Books Council and the WJEC.

Public service broadcasting

42. Support S4C and BBC Radio Cymru and continue to make the case with the UK Government and the BBC with regard to the need to protect and develop the range of services offered by each, including online services.

43. Investigate with others the possibility of increasing the provision of Welsh-language programming on commercial radio stations operating in Wales.

Reading

44. Continue to support the work of the Welsh Books Council and the papurau bro – and to support work to explore and exploit e-publishing and new ways of accessing written material.

45. Continue, through the Welsh Books Council, to provide financial support to Golwg 360 until March 2014, and to review the effectiveness of the service during that period.

Translation

46. Ask the Commissioner to support and develop the translation industry.

Terminology

47. Ask the Commissioner to coordinate the standardisation of Welsh language terminology and place names.

Research and data

48. Ask the Commissioner to conduct research and prepare a five-yearly report on the position of the language, in accordance with the Welsh Language Measure.

49. Look for opportunities to collaborate with the Commissioner, as necessary, on research and data projects.

50. Mainstream the Welsh language into our research and collection of data across all Welsh Government policy areas, including Careers Wales.

Language planning

51. Support the work of nurturing and developing the language-planning profession.

Promoting the value of Welsh

52. Develop a coordinated marketing strategy for the language, including for marketing linked to projects and activities in support of the language – and to do this in partnership with others, including organisations established to promote the use of Welsh.