



Welsh Language Scheme 2008 - 2011

Welsh Language Scheme prepared under the Welsh Language Act 1993

The Vale of Glamorgan Council has adopted the principle that in the conduct of public business and the administration of justice in Wales, it will treat the English and Welsh languages on a basis of equality.

This scheme sets out how the Council will give effect to that principle when providing services to the public in Wales.

The Scheme has received the approval of the Board under section 14(1) of the Act. Date of approval: 10 March 2008



Further information on the Language Scheme is available from:

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The Council welcomes suggestions from both the public and staff for the improvement of any aspect of its Welsh Language Scheme.

1: INTRODUCTION

1. The Vale of Glamorgan Council was established in 1996 following local government reorganisation. It is Wales' most southern unitary authority, bounded to the north by the M4 motorway and to the south by the Severn Estuary. It covers 33,097 hectares with 53 kilometres of coastline, including 19 kilometres of Heritage Coast.
2. Based on the 2001 Census, the population of the Vale is 123,275 (2006 mid-year estimate) and this number is expected to remain stable for the remainder of the decade. The estimated number of households in the Vale is 49,500; however, this will continue to grow, to an expected 52,129 households in 2011 as average household size reduces. The age profile of the Vale's population is also expected to change; the number of children (age 0 - 15) is forecast to drop from 25,247 in 2006 to 21,926 in 2016 whilst the number of people of pensionable age will increase from 21,338 to 26,124.
3. The main settlements are Barry, Penarth, Llantwit Major, Dinas Powys and Cowbridge. Barry, the largest town with a population of nearly 50,000 is the Vale's administrative centre, a seaside resort and port. Four miles to the west of the town centre, at Rhoose, is Cardiff International Airport.
4. There are 47 Councillors for the Vale of Glamorgan who represent the community and make decisions about priorities and use of resources. The Council has agreed a Cabinet system of governance with a constitution. The Cabinet comprises 10 Councillors who make decisions on both strategic and operational issues.
5. Councillors not in the Cabinet remain involved in Council business through a system of Scrutiny and other Committees. They have a vital role in examining how decisions are made and in finding out the views of communities which they represent. The Scrutiny Committees examine issues in more detail and report their findings back to the Cabinet for further consideration. There are four Scrutiny Committees for:
 - Corporate Resources
 - Lifelong Learning
 - Community Well-Being and Safety
 - Economy and Environment
6. The day-to-day management of the Council is the responsibility of a team of Directors led by the Chief Executive. The Council is organised into 5 Directorates (supplemented by the Chief Executive's Office):
 - Learning and Development
 - Community Services
 - Environmental and Economic Regeneration
 - Legal and Regulatory Services

- Finance, Information and Communication Technology (ICT) and Property
7. The vision for the Vale of Glamorgan is set out in the Community Strategy 2003 - 2013. Our vision for the Vale is a place:
 - that is safe, clean and attractive, where individuals and communities have opportunities to improve their health, prosperity and well-being, and
 - where there is a strong sense of community in which local groups and individuals have the capacity and incentive to make an effective contribution to the future of the area.
 8. The Council's Welsh language service can assist in achieving this vision, through encouraging Welsh speakers to participate fully in the cultural, social, economic and political life of the community. The Welsh language is part of the cultural life of the area, and its use enhances active citizenship, community involvement and lifelong learning.
 9. As part of its Corporate Plan 2006-2010, the Council has set out the culture to which it aspires, supported by a set of core values. These core values are:
 - Customer focus - placing its customers at the centre of service delivery.
 - Integrity - conducting its business with integrity, ensuring that services are delivered in a transparent and accountable manner which is in the public interest.
 - Continuous improvement - improving the delivery of services, seeking innovative and effective ways to enhance quality while increasing cost effectiveness.
 - Involvement - working in partnership with a wide variety of agencies and stakeholders, consulting and involving the community in decision-making and service delivery to ensure ownership of local issues
 - Fairness - ensuring that everyone in the Vale is able to obtain fair and equal access to services and receives equitable and consistent treatment in their dealings with the Council.
 10. An effective and efficient Welsh Language service is integral to achieving these core values. By enabling access to services through the medium of Welsh and offering language choice, the Council will demonstrate its commitment to customer focus. Providing fair and equitable access to information, consultation and opportunities to be engaged in decision-making will demonstrate commitment to fairness, involvement and continuous improvement.
 11. The Vale of Glamorgan Council will meet its obligations under the Welsh Language Act 1993 and encourage Welsh speakers living in, working in and visiting the Vale to participate in the cultural, social, economic and political life of the community through the medium of Welsh. It will achieve this by:

- informing and consulting members of the public using their preferred language;
- producing Welsh language information for the public;
- encouraging and enabling residents and visitors to access Council services through the medium of Welsh or English according to personal choice;
- providing Welsh and English language services;
- enabling front-line and other key staff to develop their linguistic skills in order to achieve these objectives.

12. The 2001 Census measured Vale residents knowledge of Welsh and capacity to speak, read, write and understand Welsh.

	Vale %	Wales %
No knowledge of Welsh	83.1	71.6
Understand spoken Welsh only	2.9	4.9
Speaks but does not read or write Welsh	1.6	2.8
Speaks and reads but does not write Welsh	0.7	1.4
Speaks, reads and writes Welsh	8.8	16.3
Other combination of skills	2.9	3.0

13. The 1991 Census only measured individual ability to speak Welsh. The figure for the Vale in 1991 was 6.9%. (18.7% for Wales as a whole). The updated figure for 2001 was 11.1% for the Vale. Whilst the percentage of the people who speak Welsh has risen considerably it is below the national average (20.5%).

14. The Vale of Glamorgan Council adopted its first Welsh Language Scheme in 1998. The first rating of the Council's Welsh language services produced by the Welsh Language Board in 1998 showed the Vale as fair in service delivery and fair in service management. In 2004, ratings increased to good for both areas.

15. The Council has undertaken a number of activities to improve its Welsh language services:

- major policy documents, such as the Community Strategy and Corporate Plan, are published bilingually;
- the Council's community newspaper (*Vale Waves*) is published bilingually and delivered to all residents in the Vale;
- bilingual stationery, logo and signage have been introduced;
- key forms and explanatory leaflets are available either bilingually or in Welsh and English;
- Welsh language courses are available to staff free of charge to increase confidence in using Welsh;
- a Welsh Language Officer is employed to promote and implement the Welsh Language Scheme;
- documents and correspondence are translated in-house using the latest computer software to support the use of Welsh;
- a bilingual greeting is used as standard for incoming calls to the switch board and by staff;

- a directory of staff members who are able to speak Welsh is available via the Intranet;
 - all jobs are assessed for the need to use Welsh;
 - Council Tax can be paid by telephone through the medium of Welsh;
 - training sessions in Welsh Language Awareness have been developed and delivered to staff;
 - a procedure for dealing with complaints and comments by members of the public records issues relating to the Welsh Language;
 - the generic equalities standard has been introduced;
 - a generic impact assessment tool (which includes the Welsh language) has been introduced and impact assessments are conducted on all Council policies;
 - guidelines have been distributed to all departments to remind staff of their obligations under the Scheme.
16. The Council is committed to delivering services through the medium of Welsh and English. Our commitment to language choice is included in the corporate standards of service. Customer Care guidelines are issued to staff and emphasise an approach based on the customer's needs. The Council recognises that being unable to communicate in their first language may place those concerned at a personal disadvantage.
17. This Scheme has been prepared in the context of the following national and international language policy frameworks and relevant legislation:
- The European Charter for Regional and Minority Languages;
 - The Local Government Equality Improvement Framework
 - The Welsh Language Act 1993
18. The Council has adopted the Equality Improvement Framework to continually improve its approach to equality including Welsh language, race, gender and disability in both service delivery and employment.
19. In preparation for producing this Welsh Language Scheme, a series of focus groups was held by an independent market research company with Welsh speakers, Welsh learners and with staff groups to determine the perceptions about the Council's Welsh language service and the requirements of both stakeholders and staff in progressing that service.
20. The aim of this research was to explore the views of both residents of the Vale and members of staff in relation to the current Welsh language provision by the Council and their expectations for the future. The research was conducted through focus groups, with residents and staff members taking part in separate groups. The focus groups for Welsh language speakers were held in the medium of Welsh. Much of the content of this Scheme is based on the outcome of this research.

2: SERVICE PLANNING AND DELIVERY

New policies and initiatives

21. All Council policies are given consideration for impact upon equalities issues, including the Welsh language, via the reporting process. This ensures that policies are consistent with the Welsh Language Scheme and other language initiatives and do not undermine them.
22. Key Council policies are also assessed for impact on generic equalities issues, including Welsh language. Furthermore, the impact assessments are considered by an independent panel of assessors to corroborate the assessment. New policies and initiatives will be encouraged to promote and facilitate the use of Welsh wherever it is practicable and reasonable to do so.
23. The Council will continue to ensure that new policies and initiatives are consistent with this scheme and do not undermine it. Where any proposals of the Council may affect the scheme, the Welsh Language Board will be consulted beforehand. Where the Council knowingly proposes policies that will affect the Welsh language schemes of other organisations, the Council will consult the Welsh Language Board beforehand.
24. The measures contained in this scheme will be applied to new policies and initiatives when they are implemented.
25. This scheme will not be altered without the Welsh Language Board's agreement. However, the action plan may be altered from time to time to reflect the monitoring process.
26. The Council is continually developing new policies and initiatives and updating others to help in achieving its objectives. They are available to members of the public, and can often be obtained on the Council's website.
27. Strategic documents that are of **general interest and not technical** in nature will be produced bilingually. Examples of this type of document include the Community Strategy and the Corporate Plan.
28. Other strategic documents, of **specific interest and/or technical in nature** will not be required to be produced bilingually. However, if the full document is not produced bilingually, a summary version or an executive summary must be provided and this must be bilingual and distributed either alongside the full version, or on the Council's website, or distributed widely via other means. Examples of these strategic documents include the Improvement Plan, the Health, Social Care and Well-being Plan, the Barry Action Strategy, etc.
29. Guidelines highlighting the decision procedure will be produced for and communicated to staff. An annual audit will take place, assessing the

availability of strategic documents or their summaries for achievement of Welsh Language Scheme objectives.

Delivering services

30. Services vary according to their nature and size. Some are delivered from the Council's main offices, and others operate through district offices, depots, centres, residential establishments and other workplaces. Some services are general in nature, aimed at the general population of the Vale, and others are specific, and are required by a limited number of residents. Others are technical in nature. Some services are provided to people who are vulnerable, possibly due to age, disability or other circumstance. Welsh language services should be considered differently for different audiences and for the different types of services being provided.
31. The majority of the Vale of Glamorgan Council's business is conducted through the medium of English. However, in order to achieve our standards and meet the identified needs of the Vale's Welsh speaking population, appropriate actions will be taken to improve the delivery of services via the medium of Welsh, having due regard to the nature, size, location and activities being provided. The Scheme will be regularly monitored to ensure that it continues to meet the needs of the Vale's Welsh speaking population, both now and in the future.
32. In the past, Welsh medium service delivery has been reactive and ad hoc. The Council is committed to increasing the services it provides through the medium of Welsh. However, because of the wide range of services it provides and potential costs of arranging such services, service developments will need to be targeted effectively.
33. The Council's Welsh Language Officer will work with service managers to establish what is already available and to set targets for improving Welsh language services.
34. Targets will be published as part of the business planning process (Service Plans) and monitored by Scrutiny Committees.
35. The majority of contact with the Council by the public will in future take place via the OneVale contact centre and one-stop shop, which will provide dedicated Welsh language provision, both on the telephone and for people who visit.
36. Despite making good progress since the publication of the Council's first Welsh Language Scheme in 1998, the Council remains short of Welsh speaking staff who are prepared to use their linguistic skills to deliver Council services. In addition, electronic service delivery has increased and the Council must now take these and future changes into account.

The standard of service in Welsh

37. The Council has set standards for services provided through the medium of both Welsh and English that include:

- response to letters within 10 working days;
 - response to telephone calls within 6 rings and messages within 5 working days
 - response to e-mails: 5 working days;
 - response to Freedom of Information Act requests: 20 working days.
38. The Council, through its standards, is committed to ensuring that communicating with the Council, by whichever means will not of itself lead to delay.
39. Information and consultation activities will be required in different formats, depending on whether the subject matter and whether it is of general interest or a technical matter.
40. Information and consultation activities that are required to be produced in both Welsh and English will normally be produced ***bilingually***. Bilingual documents contain both English and Welsh versions ***in one document***. Bilingual material can be produced in a tilt and turn format, or both languages can be reproduced on the same page. Bilingual documents are the most appropriate method for achieving our service standard of equality of information provision.
41. When a priced document is issued in bilingual format, its price will not be greater than a single language version of the document would be.
42. However, where a database indicating the language preference of service users has been established, information may be produced separately in Welsh and English, with Welsh only versions provided to identified Welsh speakers and English only versions being produced for English speakers. When Welsh and English versions are produced separately, they will be issued simultaneously, distributed together, and be equally accessible, wherever possible. The price of a Welsh version of a document will not be greater than the price of an English version.

3 DEALING WITH THE WELSH-SPEAKING PUBLIC

Correspondence

43. The Council welcomes correspondence in both English and Welsh. Where correspondence has been received in Welsh, any response will also be in Welsh. Response times (set out in the Council's standards in paragraph 36 above) will be the same for correspondence in both English and Welsh. The Council will deal with email correspondence in the same way.
44. When it is known that an individual, organisation normally uses Welsh or prefers to receive communications in Welsh, correspondence will also be sent in Welsh.

45. Copies of "Cysill" (the Welsh spell-check) and the local government dictionary are provided for staff responsible for Welsh language correspondence.

Telephone

46. The Council is developing the OneVale contact centre which will eventually deal with all calls from the general public and act as a switchboard for the Council. A dedicated Welsh language line will be provided with a separate number, assisting members of the public in contacting the Council using their preferred language. Welsh language provision will be provided at all times when the contact centre is open. The Welsh language line will be advertised alongside the English language number, without exception, with the same attention (size in advert, etc.) given to the Welsh number.
47. The OneVale contact centre will gradually replace the need for all Council staff to answer telephones. Contact centre staff will act as the 'front office' of the Council, where the majority of calls will be 'one and done'. However, when enquiries need to be passed to a professional to be dealt with, contact centre staff will identify if a caller wishes to be dealt with in Welsh. Contact centre staff will be provided with details of Council staff able and willing to deal with customers in the medium of Welsh.
48. OneVale is a major initiative in relation to the provision of Welsh language services. It is estimated that 80% of all queries will be dealt with by the front office. It will produce a big improvement in how the Council communicates with people wanting to use Welsh. The dedicated Welsh language line will be monitored to examine usage rates and nature of enquiry.

Public meetings

49. Public meetings are defined as open meetings arranged for members of the public to find out about and express their views on a particular issue. Attendance is open to any interested member of the public.
50. Public meetings are not used frequently as a means of consultation as they often have low attendance, and those people who do attend often have a particular concern or view, which is not necessarily representative of the population as a whole.
51. However, when they are used and where the general public is invited (even if only from a specific area or a particular age group) and the subject matter is of general interest, such as the Council's annual State of Area Debates, translation facilities will be offered prior to the event. Publicity for the meeting must be bilingual and must offer translation facilities by contacting the organiser and requesting them in advance of the meeting. Press releases must be sent to both the English and Welsh language press in the appropriate format (also see sections on press releases and public notices).

Other meetings

52. Face-to-face meetings between members of the public and staff take place in many situations, such as social care, benefits applications, registration

of births, deaths and marriages, housing enquiries, etc. The Council recognises that there are circumstances, for example ill health or stress, where members of the public may be at a disadvantage if they are not able to use the language of their choice.

53. Council staff will make arrangements to cater for the needs of Welsh speakers in face to face meetings, over the counter, site meetings and at home where possible, especially for customers are known to be Welsh speakers or establish a preference prior to the meeting. When arranging meetings or interviews with members of the public, contact centre staff or officers should establish the language preference of the person(s) attending. Wherever possible, a bilingual officer or translator will be provided to meet this language preference.
54. The Council will undertake an audit of services able to be delivered bilingually, and will prioritise services which need to be developed to provide an enhanced bilingual service. The Welsh Language Officer will work with Heads of Service to identify targets for Welsh medium service delivery. We will develop a directory of services available bilingually.

Other dealings with the public

55. The Council provides a number of reception areas to assist members of the public in accessing Council services. Prior to the introduction of the Council's one-stop shop (see below) and in the longer term where customers attend appointments with professionals, such reception facilities will be needed.
56. Front-line reception staff in main office locations (Civic Offices, Dock Office, Alps, Haydock House and Greenwood Street) should have Welsh language skills. Person specifications for reception staff will in future contain an ability to communicate via in both English and Welsh as an essential skill. Existing reception staff will be offered intensive Welsh language training opportunities. While such training will not be mandatory, they should be encouraged to attend.
57. The establishment of a one-stop shop for enquiries in person to the Council will make access to information and services easier and available under one roof. When established, it should also enhance the availability of Welsh language information. When the one-stop shop is open, there should always be at least one member of staff available to provide a Welsh language service. This staff can be shared with the contact centre Welsh language telephone line (see above).
58. One-stop shop staff should also wear a badge clearly identifying (bilingually) their name and level of language ability. The Council will provide a badge for front-line staff to make linguistic skills of staff clear.

General

59. Members of the public want to know which councillors are bilingual and would be willing to discuss matters via the medium of Welsh. This information will be publicised on the Council's website and through the

Welsh medium press. Councillors will also be encouraged to promote this availability through their own websites, surgeries, etc if appropriate.

4: THE COUNCIL'S PUBLIC FACE

60. The Council believes that its image and public face should reflect that it uses two languages in the community within which it delivers services. This principle is relevant to standard information provided by the Council. We will encourage a culture of bilingualism in our operations and create a positive environment for Welsh speakers to use their chosen language. Pragmatically, this change in culture will be gradual, as signs and information are developed or replaced. Partners, suppliers and contractors will be encouraged to reflect this changing culture.

Corporate identity

61. The Council's corporate identity already reflects our commitment to Welsh and English. Official logos, letter-headed paper, compliment slips, business cards etc. are bilingual. Vigilance by the Communications Team and the Welsh Language Officer will ensure that non-approved material is firmly and rapidly eliminated.

General Signs

62. The Council believes that its image and public face should reflect the bilingual nature of its community. Where bilingual signs are provided or where separate English and Welsh signs are provided, they will be of equal size, quality, legibility and prominence. The Council will consult the Welsh Language Board on the form of road traffic, directional and place name signs, and in deciding whether a single name is appropriate.

63. Any new or replacement signs for which the Council is responsible will be bilingual. This will be achieved on a replacement and renewal basis. A strategy will be developed to prioritise replacement of non-bilingual signs.

Building signage

64. All newly-provided or replacement signs on Council owned public buildings (offices, schools, leisure centre, libraries, community centres, residential care homes, public toilets, etc.) will have the building name and services provided within the building bilingually. On occasion, for example on women's refuges, alcohol and drugs misuse centres, etc., the services within the building are not publicised in either Welsh or English. Park signs will be bilingual. Signs erected in areas in which the public has access in public buildings will also be bilingual.

65. The provision of new and replacement signs on school premises is the responsibility of school governors. The Council will encourage schools to provide bilingual signage.

Historic and Tourist Signs

66. Historic and tourist signs commissioned by the Council to direct people to historic and tourist events and venues should be bilingual where feasible.

Exceptions are where names are traditionally known only in English (for example The Captain's Wife) or Welsh (Ty Hafan).

67. This requirement will be achieved on a replacement and renewal basis. A strategy will be developed to prioritise replacement of non-bilingual signs.

Place Names

68. The Council has a statutory duty to maintain accurate and updated lists of the names of towns, villages, communities and wards as well as new developments. In each case the Council will ensure that it maintains a standardised and accurate list, consulting with the Welsh Language Board where appropriate on the standardised forms of place names.

Street Signs

69. While the Council has the right to decide on the names of new streets, we recognise the importance of local opinion. When erecting street signs, including signs for new streets and new development signs, we will consult elected members, town and community councils, developers, the Post Office and local people, as appropriate, taking these views into account where possible. We will adopt a guidance note setting out clearly how street signs and place names are to be agreed.

70. The policy for **new** street names and developments will be to adopt the name that is consistent with the heritage and history of the area, encouraging the use of Welsh where appropriate. The Council will consult the Welsh Language Board to ensure that Welsh street names are grammatically correct. Street names and street signs will use one language only, to avoid confusion.

71. For **replacement** street signs, the indigenous street signs will remain in the 'known' language.

Temporary Traffic Signs

72. Council-owned temporary traffic signs will continue to be bilingual.

73. Contractors erecting temporary signs will be encouraged to use bilingual signage. This will be required as an integral part of the contracting process.

Publications and forms

74. Information/consultation activities that are produced for the **general public and are of general interest** will be produced bilingually. Examples include comment cards in leisure and countryside venues, the Council's newspaper, Council Tax newsletter, tourism brochures and public opinion surveys.

75. Information/consultation activities that are produced for the **general public and but are of a technical nature** will generally be produced in English only, but may be produced in Welsh. If the intention is to produce a document in Welsh upon request, a statement should be included within the English language document specifying that this is the case and how to obtain a Welsh language version.

76. Information/consultation activities that are produced for **specific groups and are of general interest** will be produced bilingually **unless** there is an established database providing details of the language preference of individuals in the specific group. If such a database is in use and is updated on a regular basis (at least annually), information should be produced and distributed according to the expressed language preference.
77. Information/consultation produced for **specific groups and are of technical nature** will be produced in English only.
78. **Specific groups** are known to the originator of the information/consultation. The names, addresses and other personal information of customers/clients are known. Their language preference can be listed in a database, either in electronic or paper format. **General public** refers to residents/visitors not within specific groups. General public can include specific age groups or targeting a specific geographical location. Because the individuals are not known to the originator of the information/consultation, they are regarded as general public.
79. A **Technical matter** is defined as information which uses technical language not in use by the general public, scientific information and calculations. Jargon is **not** classed as technical matter, and this should not be used in any case when communicating with members of the general public or with specific groups. **General interest** information/consultation is classed as information not of a technical nature.
80. The following matrix helps to illustrate this structure:

		Type of information	
		General interest	Technical matter
Audience	General public	Material produced bilingually	Generally published in English only
	Specific groups	Material produced bilingually unless a database is established identifying language preference, in which case material is distributed according to expressed language preference.	Material is produced in English only

81. The above matrix should be used when assessing language requirements of:
- Newspapers/newsletters
 - Leaflets and brochures
 - Promotional materials
 - Booklets
 - Guidance
 - Posters
 - Forms and guidance material
 - Consultation activities
 - Strategic documents
82. A publication scheme will be developed for and communicated to staff to assist them in publishing material in the correct format. Where information is not routinely published in Welsh, requests for information to be translated will be considered on a case by case basis in accordance with the Council's Welsh Language Scheme.
83. An audit of Council publications and documents will be conducted in order to ascertain how the documents are currently produced. The results will be assessed by the Council's Corporate Management Team, with the assistance of the Corporate Equalities Officer, and priorities for action identified. In addition, an audit will take place annually, organised by the Council's Communications Team, to assess the quality of printed materials and achievement of Welsh Language Scheme objectives.
84. Information, consultation and documents produced for use by Council staff and elected members will be produced in English.
85. Information aimed specifically at Welsh language users will be provided in Welsh only. Examples may include consultations about Welsh language services or information about Welsh language provision.
86. A separate Welsh Education Scheme has been developed and is available bilingually.

Press notices

87. Press releases will be prepared:
- in English for the English medium press;
 - in Welsh for the Welsh medium press;
 - bilingually when targeted at both English and Welsh media.
88. Local press attracts most of the Council's press attention and there is very limited local press provision via the medium of Welsh covering the Vale of Glamorgan. Press releases aimed primarily at the local press will be issued in English.
89. Press releases will be issued bilingually where there may be a genuine national press interest, or where the national press is likely to take up the story. Stories with a Welsh language audience in mind will be targeted at the Welsh language media in the Welsh language.

90. Where the Welsh language media request an interview, a knowledgeable, media-trained Welsh speaking interviewee will be provided where possible. It would not be appropriate to provide a Welsh speaker with little knowledge of the subject matter.

91. Where the Welsh language media request a written response to a media enquiry, this response will be provided in Welsh.

Publicity, advertising and exhibitions

92. Advertising and marketing promotional material for the Welsh language media must be produced in Welsh. Advertising and marketing promotional material for the English language media must be produced in English.

93. Brochures and promotional materials should follow the guidelines outlined above on general public/specific groups and general interest/technical matters.

94. Permanent exhibitions, designed to be used on several occasions, should be bilingual. Temporary exhibitions, designed to be used on only one or two occasions (for not more than 3 days in total) may be in English only, unless they are for a Welsh speaking audience, in which case they may be in Welsh only. However, temporary exhibitions that are bilingual completely or in part are encouraged as a matter of good practice.

95. External organisations displaying exhibitions within Council buildings will be encouraged to provide bilingual displays when requesting the display space.

Official notices, public notices and recruitment advertisements

96. Public notices which are of interest to the general public will be bilingual unless there are notices placed concurrently in both the English and Welsh language press using both languages as appropriate. Public notices displayed on lampposts, public notice-boards, etc. must also be bilingual.

97. Press, journal or other notices advertising for suppliers may be in English only (see also the section on staff recruitment)..

Council website

98. The Council has adopted a Content Management System (CMS) to update its website (www.valeofglamorgan.gov.uk). This website will provide a prominent toggle button on the front page allowing the user to choose between an English or Welsh interface/content. The domain name www.bromorgannwg.gov.uk has been established and points users directly to the Welsh language version of the website.

99. The Welsh website will be a replica of the English version, translated in its entirety down to the first three layers. Once the website becomes established and the basic content translated, press releases and events will also be translated. Beyond three levels, translation of pages and documents will be undertaken according to demand, so that the most popular pages are available bilingually.

100. A Welsh speaker's page will be available on the Welsh website. This will offer news, guidance and links for Welsh users in the Vale and, as such, it will be unique to the Welsh website.
101. Every effort will be made to release key information simultaneously in English and in Welsh, although this will not always be possible due to the CMS, and there may be a short delay. Amendments and news items will be a priority.
102. Consultation will be undertaken with Welsh language web users to establish their existing and changing needs on a regular basis and to aid with continuous development.

5: IMPLEMENTING AND MONITORING THE SCHEME

Staffing

103. The Welsh Language Officer will identify staff able and willing to use their Welsh language abilities to benefit the Council and its customers and ensure that the Oracle system records this information. In addition, it should record the level of ability and the level of interaction the member of staff is prepared to undertake.
104. The Welsh Language Officer will prepare guidance for managers and staff outlining what responsibilities that staff at different levels should undertake. In addition, in order to plan for future staffing requirements, a linguistic skills strategy will be prepared.

Recruiting staff

105. In order to increase the Welsh language services available, the Council must increase the number of staff with Welsh language skills. The main consideration will be the degree of contact with the Welsh-speaking public. In the first instance, jobs will need to be assessed to identify whether Welsh language skills for each post are:
 - essential;
 - desirable;
 - not specified.
106. Where linguistic ability is considered to be essential or desirable, it will be stated in the job description and person specification and included in the full job advertisements (available on-line). This information should also be entered into the Council's Oracle system.
107. Some aspects of the recruitment process will also be bilingual. Application forms and standard letters will be bilingual, and application forms will be accepted in both English and Welsh.
108. Recruitment advertising conveys the Council's commitment to the Welsh language and helps to attract staff with Welsh language skills. Standard information, such as the name of the Council and the initiating department, and all standard unchanging information, will be displayed bilingually as the minimum standard.

109. Other aspects of the recruitment process will be either bilingual, in Welsh or in English only, depending on the nature of the post being advertised. For posts where Welsh is considered to be essential, recruitment advertising (internal, external press, job centres, etc.) will be in Welsh only, with an explanation in English as why this post is advertised in Welsh only:

This is an advertisement is for a position for which the ability to communicate through the medium of Welsh is essential.

110. Where Welsh language skills are desirable, or where Welsh language skills are not required, the job will be advertised in English only. The following table helps to illustrate these requirements:

	Welsh essential	Welsh desirable	Welsh not required
Recruitment advertising	Welsh only	English only	English only

111. All appointments will continue to be made on merit and in accordance with equal opportunities policies and employment legislation.

112. The form and style of advertisements for school-based staff at Vale of Glamorgan community schools is decided by the Headteacher and Governors. The Council will encourage schools to adopt good practice in advertisements.

113. For posts where oral Welsh is essential, a Welsh first language speaker (or the Welsh Language Officer) will ask a number of questions (agreed by the interview panel) via the medium of Welsh. For posts where written Welsh is essential, the Welsh Language Officer will administer a written test.

114. To encourage applicants with Welsh language skills, a partnership will be developed with Ysgol Bro Morgannwg and Barry College, through a “jobs fair”, work experience opportunities and other means.

Welsh language training for staff

115. The Council encourages and supports staff and elected members to learn or to improve their Welsh. All new staff are offered an induction to the Council, which outlines the standards of service and an outline of the requirements of the Welsh Language Scheme.

116. Not all Welsh learning can be funded by the Council. Training in language skills must be prioritised to achieve the greatest value for money. The highest training priority will be for staff who are in posts where Welsh language skills are essential. Where staff are already in these posts, or where the most suitable appointee needs to develop their linguistic skills further, intensive training will be arranged and funded by the Council, and targets will be agreed for the desired level and timescale. For candidates

being offered such a post, this agreement will be established within the letter of appointment.

117. For staff where Welsh language skills are desirable, training may be arranged and funded by the Council. Priority will be given to staff needing training as agreed in their Personal or Team Development Review and contained in directorate training plans.
118. Training can also be offered to other staff at the discretion of their manager.
119. Based on information contained in directorate training plans, the Corporate Equalities Officer will develop an annual training programme. The delivery of training will be reviewed and monitored on a termly basis in respect of assessment of levels of ability achieved and rates of attendance. Where learners have dropped out of their courses, the reasons will be identified and used to improve the training delivery. Welsh speaking members of staff will be asked to help and encourage Welsh learners to use their Welsh in the workplace.
120. Chief officers will assess the need for vocational training in Welsh for identified bilingual staff. Appropriate training will be provided to improve language skills, subject to budgetary constraints and according to the needs of the service.
121. Training provision will include particular skills and specialisms, such as word processing, technical language, translation, media skills and language relating to particular professions, such as social work.
122. For staff who have some Welsh language skills already, refresher training will be offered to staff who are prepared to use their language skills to benefit of the Council and its customers.

Administrative arrangements

123. The Scheme will be approved by the Vale of Glamorgan Council. The Chief Executive is responsible for ensuring that the scheme is implemented throughout the Council. Chief officers are responsible for implementing the Scheme within their departments. Executive Members are responsible for ensuring implementation of the Scheme within their individual portfolio areas and jointly as part of the Cabinet. Non-executive elected members are responsible for monitoring the implementation of the Scheme as part of the Scrutiny process.
124. The Corporate Equalities Officer and the Welsh Language and Equalities Officer will communicate the Scheme to staff, partners and elected members and ensure that they are aware of their responsibilities and that the associated action plan is implemented.
125. Managers and staff also have a duty, within their areas of work, to implement the Scheme. This includes providing good customer care to our Welsh speaking customers and providing a service that is as of high a standard as that provided through the medium of English. We will ensure

that staff and members involved in policy formulation are aware of the Scheme and their responsibilities in its implementation.

Translation facilities

126. The Council will provide a range of specialist translation and interpreting services. Specialist translators will be employed by the Council and be responsible for ensuring the accuracy of translation work.

127. Other, Welsh speaking members of staff will not normally be asked to translate Welsh material, although if they have the appropriate skills they can respond to correspondence in Welsh. This is a job for specialist translators.

Services which are contracted out or carried out by other bodies

128. Council services are increasingly delivered through partnering and contracting arrangements. Partners and grant-funded agencies will be encouraged to meet the needs of their Welsh language customers and clients effectively.

129. The Council works in partnership with a number of public bodies, organisations from the voluntary sector and other agencies. The Council's partners will be encouraged to meet the needs of their Welsh speaking users by providing bilingual information and services. The Council works on many levels when working with others:

- When the Council is the strategic and financial leader within a partnership, it will ensure that the public service provision is compliant with the Council's Welsh Language Scheme.
- When the Council joins a partnership in which another body is leading, the Council input to the partnership will comply with the Council's Welsh Language Scheme and the Council will encourage other parties to comply.
- When the Council is a partner in a consortium, it will encourage the consortium to adopt a bilingual policy. When acting publicly in the name of the consortium, the Council will act in accordance with its Welsh Language Scheme.
- When the Council joins or forms a partnership, it will ask prospective members about their Welsh language schemes, language policies or the means by which they operate bilingually. Within any partnership the Council will offer advice and support to other partner agencies where possible, or will put them in contact with the Welsh Language Board for assistance.
- The Council will prepare guidance for officers who are involved in partnership working, outlining the Council's responsibilities in accordance with this Scheme and stating how officers should apply the requirements of it in partnership working.

130. Organisations funded by the Council (either through running costs or project-funded) will be expected to demonstrate that they are meeting the needs of their Welsh language users. Contracts and service level agreements will outline the requirements for Welsh language users. Grant applicants will be encouraged, through application forms, to identify how they will provide services for Welsh language clients.

Statutory or other regulating functions

131. The Council discharges statutory and regulatory functions which regulate and control the provision of services to the public, including those provided by other organisations and bodies. These functions include granting of licenses and planning applications and consents.
132. Application documents for use by the public will be issued bilingually. The Council will encourage other organisations to follow bilingual practices in their application and communication processes.

Monitoring

133. The Council will monitor how well it is meeting its commitment to implement the Scheme through the following mechanisms:
- quarterly monitoring of service planning including action plans and performance indicators;
 - annual improvement planning, including achievement of targets and a summary of achievement of the Welsh Language Scheme;
 - an annual report to Corporate Management Team and the Welsh Language Board.
134. Annual monitoring reports will be compiled by the Corporate Equalities Unit in consultation with managers and officers involved in delivery of the Scheme and will consist of a review of progress in:
- achievement of Scheme objectives;
 - achievement of the Scheme action plan;
 - achievement of the targets in relation to the performance indicators set out above;
 - examples of good practice;
 - areas of weakness where improvement is required and how these areas will be dealt with.
135. The Council will conduct a linguistic audit of staff and will continue to record and monitor the names of staff with Welsh language skills who are willing to use these skills in the work environment. These staff will be listed on the Council's StaffNet.
136. The Council will conduct periodic opinion surveys to consult Welsh speakers on the standard of service that they are receiving in Welsh.

Complaints

137. The Council welcomes feedback from members of the public and would like to know when things go wrong and how they can be improved. Complaints about the Welsh language service are handled as part of the Council's existing complaints procedure.

Publishing information and publicity

138. The Welsh Language Scheme and annual monitoring reports will be published on the Council's website. It will also be made available free of charge to partners, external agencies and individuals requesting a copy.

139. The Council's website will provide information on services that are available in Welsh and how they can be accessed. Other methods will also be used to publicise this information:

- public notices
- notices in Council offices
- leaflet outlining the Council's Welsh Language Commitment and services
- *Vale Waves*, the Council's quarterly community newspaper
- guidance to employees

Publishing information on performance

140. The Council will adopt all indicators that are national statutory and core data set performance indicators and collect data and set targets against them. We will also adopt a limited number of local indicators which will assist in measuring progress against this scheme, and provide any existing data to the Welsh Language Board as part of our annual reporting.

141. Targets will be monitored quarterly and reviewed annually as part of the performance management process to reflect changing financial and statutory circumstances.

142. The Council will monitor the following:

- The level of conformity with Welsh language among third parties operating on behalf of the Council.

The Council will undertake an annual sample of contracts with third parties to identify conformity issues with the requirements for the Welsh language as set out in the Council's procurement guidance. It will be reported as a percentage of those sampled (numerator and denominator will be provided).

- Information on current staffing and recruitment to frontline posts.

Frontline posts are those in the 'front office' of the Council and will be measured on the basis of these positions. Increasingly, this will come to mean the Onevale contact centre. It will be measured as a percentage of those identified in front line posts (numerator and denominator will be provided).

- Number of staff undertaking training and to what level/degree of proficiency.

This will be measured based on the number of staff undertaking Welsh language training provided by the Council. This measure will be reported as a number under each of the categories: Entry and Foundation; Intermediate; Advanced; Advanced/Mastering.

- Number of staff with Welsh skills in the Council.

This indicator will be measured on the basis of those individuals listed on the list of Welsh speakers on the Council's Staffnet.

- Number of complaints about implementation of the Welsh language scheme.

This performance indicator will be measured on the basis of the number of those complaints about the content or implementation of the Welsh language scheme, which will be investigated by and responded to by the Equalities Team.

143. Targets will be set annually as part of the Council's business planning process and will be monitored quarterly by elected members. Performance against targets will be published annually in the Council's Improvement Plan.

144. The Council will produce an annual report on progress with implementation of its Welsh language scheme, which will be published on the Council's website.

Timetable

145. An action plan has been produced to assist the implementation of the Scheme. It includes details of actions, references to other plans, officer responsible, start and finish dates, success criteria and resource requirements. It also provides space for progress updates to be made against the actions. A timetable of actions is attached in appendix 1.

146. The action plan will be updated annually, and will inform other Service and Team Plans in the Human Resources and Equalities Department. The Head of Human Resources and Equalities will be responsible for quarterly monitoring reports to scrutiny committee and for reviewing annually the implementation of the Scheme action plan. Where actions and targets are not achieved, an explanation of the reasons why and actions being taken to resolve the underachievement will be provided.

TIMETABLE OF ACTIONS

REF	ACTION	COMPLETION DATE
WLS1	Design and circulate a database for use by departments to register individuals and organisations who wish to communicate with the Council in Welsh. Register for DPA.	November 2008
WLS2	Undertake an audit of Council publications and documents, identifying how they are currently produced and assessing how they should be produced.	December 2007
WLS3	Assess the outcome of the audit (in WLS2) and prioritise actions.	April 2008
WLS4	Revise guidelines for Open Public Meetings and re-publish on the Intranet	Aug 2008
WLS5	Undertake an annual audit of promotional materials to assess achievement of WLS objectives.	February 2008 and annually
WLS6	Establish a contact centre and one-stop shop with Welsh language provision.	September 2009
WLS7	Contact centre staff establish and communicate the language preference of customers to back office staff.	September 2009
WLS8	Monitor usage of contact centre Welsh language line and nature of contact.	September 2009
WLS9	Undertake an annual audit of new strategic documents to assess achievement of WLS objectives.	April 2008 and annually
WLS10	Undertake consultation with Welsh language speakers to identify priorities for a Welsh language website.	Dec 2008
WLS11	Develop a Welsh Language website for the Council.	Nov 07
WLS12	Develop a page on the Council's website for information on Welsh language issues. Publish information about what services are available in Welsh and how they can be accessed.	July 2008
WLS13	Review posters welcoming use of Welsh, redesign and distribute to reception areas.	December 2008
WLS14	Develop clear badges for reception staff identifying their language abilities.	December 2008
WLS15	Review the job descriptions and person specifications of reception staff and revise for new staff to include Welsh language abilities.	February 2008
WLS16	Offer Welsh language training to existing reception staff.	November 2008
WLS17	Assist elected members to publicise their Welsh language skills.	March 2009
WLS18	Produce and communicate guidelines in a publication scheme	June 2009
WLS19	Develop design guidance to reflect the revised WLS.	November 2007
WLS20	Redesign Council notepaper with a statement welcoming correspondence in Welsh and English	January 2008
WLS21	Increase the number of press releases targeted at the Welsh medium press.	April 2009
WLS22	Introduce an annual sample of public notices to assess achievement of WLS objectives.	December 2008

WLS23	Prepare guidance for officers who are involved in partnership working, outlining the Council's responsibilities in accordance with this Scheme and stating how officers should apply the requirements of it in partnership working.	June 2008
WLS24	Develop a strategy to prioritise replacement of non-bilingual historic and tourist signage.	December 2008
WLS25	Adopt a guidance note setting out clearly how street signs and place names are to be agreed.	December 2008
WLS26	Undertake a sample audit of letters received and replied to in Welsh.	January 2009
WLS27	Conduct an audit of services that are available bilingually.	November 2008
WLS28	Prioritise services which need to be developed to provide an enhanced bilingual service.	March 2009
WLS29	Work with managers to identify targets for Welsh medium service delivery.	May 2009
WLS30	Develop a directory of services available bilingually.	February 2009
WLS31	Publish electronically a directory of services for staff and public.	April 2009
WLS32	Monitor Service Plans to ensure that actions and targets are being effectively implemented and monitored.	June 2008
WLS33	Redesign Voluntary Action Scheme and other funding application forms to demonstrate how the needs of Welsh language customers will be met.	December 2008
WLS34	Audit contracts and Service Level Agreements for inclusion of performance on Welsh language issues.	October 2009
WLS35	Develop a process for an audit of Welsh speakers in teams	December 2008
WLS36	Conduct an audit of Welsh speakers in teams	December 2008
WLS37	Establish a directory of staff with Welsh Language Skills.	December 2008
WLS38	Communicate the directory to staff using a variety of different tools.	November 2008
WLS39	Coordinate a review the directory annually in June.	June 2009
WLS40	Establish Welsh Language skills on the HR and Payroll IT system.	April 2009
WLS41	Develop bilingual recruitment advertising in line with the WLS.	November 2008
WLS42	Revise recruitment forms and standard letters.	April 2009
WLS43	Redesign recruitment advertising to include all standard information bilingually	December 2007
WLS44	Develop guidelines for schools for recruitment advertising.	November 2008
WLS45	Develop standardised written tests for candidates where written Welsh is essential.	October 2008
WLS46	Introduce a "jobs fair" with Barry College and Ysgol Bro Morgannwg to encourage work experience and job applicants with Welsh language skills.	Dec 2008
WLS47	Undertake an audit of Cysill availability and ensure that every department has access to it.	April 2009

WLS48	Provide teams with guidance on dealing with Welsh speaking telephone callers and communicate via internal communication mechanisms.	November 2008
WLS49	Review guidelines to staff on establishing language choice.	November 2008
WLS50	Produce and communicate guidance for managers outlining staff responsibilities in relation to the use of the Welsh language.	November 2008
WLS51	Develop an annual training plan to include basic, intensive and refresher training, prioritising as appropriate within the resources available.	March 2009
WLS52	Conduct a monthly audit sample of Cabinet reports on Welsh language issues.	June 2009
WLS53	Produce a linguistic skills strategy.	March 2008
WLS54	Publish the Welsh Language Scheme bilingually in a range of formats.	August 2008
WLS55	Communicate the WLS to chief officers and staff using the full range of internal communication mechanisms available.	August 2008
WLS56	Review and revise the WLS action plan annually in June in consultation with managers.	December 2008
WLS57	Achieve Level 5 of the Generic Equalities Standard	March 2009
WLS58	Adopt core data set PIs in relation to the Welsh language	August 2008
WLS59	Establish management information systems to record progress in Welsh language issues	August 2008
WLS60	Produce an annual report on achievement of WLS in consultation with officers involved in WLS delivery	March 2008 and annually
WLS61	Publish WLS and annual monitoring reports on the Council's website.	March 2009 and annually