



Vale of Glamorgan Council  
**Cyngor Bro Morgannwg**

# Welsh Language Standards

## Annual Monitoring Report

**2019-20**



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

## **1. Introduction**

The Council is committed to the provision of an excellent service to Welsh speakers in the area and strives year on year to improve on its provision.

During 2015 we were issued with a legal Compliance Notice by the Welsh Commissioner specifying which Standards apply to the Council.

In order to achieve the 174 standards within the notice the Council developed a comprehensive Action Plan which is published on our website. Progress is monitored on a regular basis and a summary is included within this report.

We also published a 5-year Promotion Strategy as part of the compliance process which is widely available in hard copy as well as on our website. Details of progress have been included as Appendix 2.

## **2. Main achievements 2019/20**

- **Website**

During 2019/20 the Council continued to review the content of its website. We have now devised a system which will generate reports and identify any pages where the English and Welsh content does not match. This will allow us to undertake an audit of the website annually to ensure that the content is fully bilingual. Progress continues to be made with the Digital Strategy and the procurement of third- party applications.

- **Social Media accounts**

The Council's main social media accounts have always been bilingual but following an enquiry from a member of the public in September 2019, guidance was issued to

ensure that all 40 Twitter accounts and 26 Facebook accounts are fully bilingual as well as any Instagram accounts.

- **Contact Centre and Main Reception Areas**

The Council continues to offer all callers an option to undertake their enquiries through the medium of Welsh. The total number of callers who used this option during 2019/20 was 678. Calls through the medium of both Welsh and English are showing a reducing pattern as the Council implements its digital strategy of offering an increasing number of self-service options via its website and mobile app. These services are and continue to be offered in both Welsh and English.

On average callers using the Welsh language option in 2019/20 waited for 172 seconds to have their call answered while callers using the English language option waited for 220 seconds. Wait time performance was impacted to an extent by a relatively high staff turnover during the year and reflects the fact that recruitment and retention of Welsh speaking staff for customer services roles is becoming increasingly difficult.

At the end of the reporting period the percentage of bilingual staff at the contact centre increased slightly from 23% to 27%. Training plans are in place to increase the range of enquiries that the bilingual staff cohort can resolve at the first point of contact. The service continues to provide a face-to-face Welsh language service at main corporate receptions.

During the year the Council procured a new contact centre platform that will enhance operational efficiency and offer additional contact channels for customers, including web chat, which will be offered through the medium of Welsh. Deployment of this new functionality was delayed until January 2020 and is now expected to deliver a significant improvement in both online and contact customer experience during 2020/21.

- **Welsh language training**

The Council has continued to support formal Welsh language classes for staff in the workplace as well as providing regular 'Blasu' sessions in various locations. This has helped to sustain the number of staff enrolments this year at 63. In addition we have continued to allow staff to attend classes during worktime with courses being paid for by the Equalities team and the Adult Education team.

The Work Welsh programme funded by the Welsh Government includes a 'Welsh Welcome' course which can be accessed on workstations via our internal Staffnet.

- **Agreement with Menter Bro Morgannwg**

A framework for partnership working was agreed in 2019 for a further three years. The aim is to provide a range of community activities for local residents, including children, young people, families and adult learners in order to promote the use of Welsh. A significant proportion of this work contributes to our 5-year strategy plans – see Appendix 2.

- **Translation agreement with Cardiff Council**

The Council signed a contract with Cardiff Council for all Welsh translation work in September 2017 following a successful period with a Service Level Agreement. During 2019/20 a total of 2,229,443 words were translated. This represents an increase of more than 20% on last year and indicates the volume of work that is produced bilingually.

- **Linguistic Skills Assessment**

The Council carried out a second Linguistic Skills Audit in September 2018. Computer users provided information on their Welsh language skills. This was rolled out by means of Metacompliance software. We have been able to update details of

nearly 1600 staff and this enables us to target information at Welsh speakers as well as providing an updated list for internal use.

- **Welsh speaking spellchecker/email footers etc**

All Council staff have received a copy of 'Cysgair' on their computers. We have recently purchased licences for the latest version of this software and this has been installed on all council computers enabling staff to communicate more easily in Welsh and to feel confident about their grammar.

We have arranged for all council staff to have bilingual footers with their job titles and to have bilingual out-of-office messages. In a recent development a prominent logo has been added to the names of those who speak Welsh fluently and a separate logo to indicate members of staff who are learning Welsh. In addition Welsh speaking staff and learners are able to wear lanyards to indicate their skills.

- **Page on Staffnet for Welsh speakers/Reminders**

A dedicated page on our Staffnet provides useful information for Welsh speakers as well as setting out their rights regarding internal documentation. We recently ran a campaign entitled 'Think Cymraeg' which encouraged staff to be aware of the most important areas of their work where use Welsh can make a big difference. The Managing Director sent out an EMail including the 'Think Cymraeg' poster which was in the format of a '7-minute read'.

- **Work with Learners and Welsh Speakers in the Vale**

During the year many events have taken place to encourage learners including trips to St Fagan's, entertainment evenings and singing events as well as workshops for the family.

These events were organised by the LearnWelsh team and they have also held celebrations at Christmas, Mid Winter and St David's Day. Regular events also

include revision classes for learners, coffee mornings and 'Sadwrn Siarad' which can attract up to 40 people.

Classes have also been held in Welsh teaching Digital Skills as well as reading classes for learners and fluent speakers.

A new podcast will be broadcast in April in partnership with Bro Radio.

### Welsh Rights Day - 'Mae gen I Hawl'

We celebrated this day in December when we had a presence in the main civic office reception in Barry. We were helped by Menter Bro Morgannwg and the LearnWelsh team who were able to explain to members of the public the availability of family activities in Welsh and learning opportunities.

We provided Welsh cakes and chatted to visitors about ways of contacting us in Welsh. At lunchtime we sang together in a small choir and one of our colleagues sang a selection of Welsh songs. The whole day was very well-received and visitors went away with information and cards with basic useful Welsh phrases.

We had an ongoing campaign on social media leading up to the day and articles on staffnet. An article was published in the Penarth times and the Barry Gem.



### 3. Summary of the Council's Action Plan with Progress

	Action	Areas covered	Standard Ref. No.	Comment/ update
1	Provide a briefing note for senior managers/elected members to be cascaded via CMT/DMT/team meetings	<p>Correspondence Telephone calls Meetings/appointments</p> <p>Public Events</p> <p>Publishing docs for the public</p> <p>Social Media responses</p> <p>Policies/strategies available to the public</p> <p>Licences/certificates</p> <p>Official notices</p> <p>Promotion of the Welsh language</p> <p>Public address systems</p>	<p>1-5 19/20/21 24-26b, 27a-d,30- 34,65-66</p> <p>35-38</p> <p>43-50</p> <p>58-59</p> <p>44 42</p> <p>69-70</p> <p>81-82</p> <p>87</p>	<p>A briefing note was issued via Staffnet and via core brief. An FAQ page is available on Staffnet.</p> <p>Departmental team meetings were addressed during May/June 16. Advice continues to be sought from the corporate lead officers.</p>

2	Provide a briefing for Business Cabinet/senior managers/other elected members	Correspondence Telephone calls Meetings/appointments  Public Events  Publishing docs for the public  Social Media responses  Policies/strategies available to the public  Licences/certificates  Official notices  Promotion of the Welsh language  Public address systems	1-5 19/20/21 24-26b, 27a-d,30- 34,65-66  35-38  43-50  58-59  44  42  69-70  81-82  87	Cabinet members were briefed in February 16. Fresh sessions were held for new elected members in 2017 and 2019.
3	Compile a page on the Council's Staffnet to inform staff of their responsibilities.	As above.	As above.	A list of FAQ's is on Staffnet. A page for Welsh speakers has also been developed.
4	Inform staff via core brief and other methods.	As above.	As above.	Staff were informed in February 16 via core brief and updates have continued.

5	Ensure that all letter templates and emails as well as responses to the press indicate the availability of a Welsh language service and ensure that all staff use them.	Correspondence (refers also to some Operational Standards)	7 Also relates to Operational Standards 134/135	Templates have been issued to all staff. Translated job titles appear on all emails as well as a prominent logo for Welsh speakers and learners.
6	Provide 'Meet and Greet ' training to frontline staff	Tel calls/meetings	19,20,21,24-27	Training for staff took place in 2016/17 and awareness training took place in early 2018. A Welsh Welcome module is available on Staffnet as part of the WorkWelsh Welcome initiative.
7	Ensure that all staff use bilingual out-of office messages. Provide footers to indicate if members of staff speak Welsh.	Correspondence (refers also to operational standards)	7, Also relates to Operational Standards 134/138	Part of Staffnet and on core brief. Out-of-office messages have been provided to all staff. Also an indicator of Welsh speakers and learners.
8	Ensure that all statements to the press are bilingual where possible.	Publishing Docs and forms	46	This has taken place from 1 <sup>st</sup> April 2016.
9	Ensure that all leaflets, documents, statements and press releases, where issued in English include reference to the fact that a Welsh language version is available on request.	Publishing Docs and forms	46	This has taken place from 1 <sup>st</sup> April 2016.
10	Arrange for support to begin process of making the whole website bilingual.	Website and on-line services	52-56	The website is now fully bilingual.
11	Arrange for pre-entry of forms to be bilingual	Website and online services	51	Internal applications are all translated - external applications are in the process of getting organised as part of the Digital Strategy.
12	Ensure that all new or replacement	Signs/notices	61-63	All staff have been reminded of this.

	signs and/or notices are bilingual with Welsh first.			
13	Ensure that main reception areas provide a Welsh service with signage advising of the availability of that service.	Reception areas	64,67,68	Main reception areas are now bilingual.
14	Invitations for grants must state that submissions can be made in Welsh and interviews must be offered if requested. There must be no delay if Welsh is used. Invitations to tender for contracts must be bilingual and must state that Welsh tenders are welcome. There must be no delay if Welsh is used.	Grants/Tenders	72-75,76-77a	This information has been cascaded within the Finance department.
15	Assess every new education course offered to the public to evaluate the need to provide it in Welsh <u>and keep a record of the assessment.</u>	Education	84-86	Adult Education and Youth Service have been informed about this.
16	Translate agendas of all Council, Cabinet and Committee meetings	Democratic	41	This has taken place from 1 <sup>st</sup> April 16.
17	Translate minutes of Council, Cabinet and Committee meetings	Democratic	41	Agendas are bilingual.
18	Impact assessment, including consideration for Welsh language, to be completed on all new or amended policies.	Policies & research	88-97	To be achieved by reference in relevant cabinet/ committee reports
19	Establish project group to organise	Linguistic skills and	104,	A second audit took place in 2018 of all

	questionnaire for all staff	language preferences for forms and procedures	127,100,101-103	computer-based staff and the results are now available.
20	Translate all HR policies	All HR policies	105 – 111	All policies now translated.
21	Raise awareness of staff in relation to offering Welsh language provision in relation to new contracts, complaints and disciplinary situations	Briefing	99,114,118	A list has been compiled of those users requesting Welsh. A page on Staffnet lists the specific items that we are obliged to provide in Welsh.
22	Prepare page on Staffnet & core brief article informing Welsh speaking staff of their rights & providing support for learners.	HR procedures	112 – 125,141-143	This is now available.
23	Provide Welsh speaking staff with software for spelling & grammar checks & Welsh language interfaces where available.	ICT software	120	'Cysgeir' has been installed on the computers of all staff.
24	Provide opportunities for basic Welsh language training for all staff and also for managers if required in their role. Further training should be free of charge to the employee.	Training	130 -131	Taster courses take place on a regular basis and this has helped to increase the number of learners on full-time courses. All Welsh language courses are free of charge and in work time.
25	Provide Welsh language awareness training	Training	132	Four sessions have been held to date and more are planned for 2020. The first four were provided via the WorkWelsh initiative.
26	Include Welsh language information in Corporate Induction	Training	133	Welsh information is included and presented at induction.
27	Assess all new and vacant posts for required level of Welsh and record as	Review of procedures	136	All managers have been informed. All posts are now categorised as Welsh

	appropriate.- Essential/Needs to be learnt/Desirable/Not necessary			either 'Essential' or 'Desirable'
28	All relevant material relating to recruitment is available in Welsh and English.	Recruitment/selection procedures	137	Has been translated and is sent out as required.
29	Prepare a policy on the use of Welsh internally	Awareness	98	A copy is available. This needs to be reviewed.
30	Intranet should be available in Welsh – homepage, new/amended pages and menus.	ICT/Communications team	122-126	Bilingual pages are available on Staffnet.
31	Specific HR courses to be provided in Welsh- <ul style="list-style-type: none"> <li>- Recruitment and Interviewing</li> <li>- Performance Management</li> <li>- Complaints and Disciplinary procedures</li> <li>- Induction</li> <li>- Dealing with the public</li> <li>- Health and Safety</li> </ul>	HR training	128	Following have taken place – Digital workshop Saturday Café Big Conversation Online courses include- Safeguarding Domestic Violence Prevent
32	Provide training on effective use of Welsh in HR meetings	Training	129	This training will be arranged in 2020.
33	Identify a member of staff in each department to act as a champion.			This has been done and a list is available.

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#### 4. Information on performance

The Council collects and reports information on all measures that are national statutory measures and sets targets for them. We have also adopted a limited number of local indicators which assist in measuring progress against this scheme. This information is publicly available via the Council's Improvement Plan and service plans, which are published annually and is available on the Council's website [www.valeofglamorgan.gov.uk](http://www.valeofglamorgan.gov.uk) or [www.bromorgannwg.gov.uk](http://www.bromorgannwg.gov.uk).

In addition to this the Council publishes this report on the Equalities section of the Council website along with other data on language matters.

Information below relates to indicators requested by the Welsh Commissioner

<p><b>Standard 158 (2) 164 (2) 170 (2d)</b></p> <p><b>Number of complaints about implementation of the Welsh Language Scheme.</b></p> <p>This performance indicator will be measured on the basis of the number of those complaints about the content or implementation of the Welsh language Standards.</p>	<p>We received only one complaint via the Welsh Commissioner which was subsequently cancelled.</p> <p>We received two comments via Twitter which we have recorded and which have prompted us to change our systems.</p>
<p><b>Standard 170 (2a)</b></p> <p><b>Number of staff with Welsh skills in the Council.</b></p> <p>This indicator has been measured as part of the Linguistic Skills Survey in September 2018.</p>	<p>A linguistic skills survey took place at the end of 2018 of all computer users. This indicated that 122 members of staff consider themselves 'good' or 'fluent' of 1572 responses. This represents a percentage of 6%.</p>

<p><b>Standard 170 (2b)</b></p> <p><b>Number of staff undertaking training and to what level/degree of proficiency.</b></p> <p>This will be 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.</p>	<p><u>2019-2020</u></p> <p>Entry Level    24</p> <p>Foundation     21</p> <p>Intermediate    10</p> <p>Advanced/Mastering 8</p> <p><b>Total 63</b></p>
<p><b>Standards 154,170 ch)</b></p> <p><b>The number of new and vacant posts which were categorised as Welsh essential and desirable.</b></p>	<p>April 2019 – March 2020 - 535 adverts were logged:</p> <ul style="list-style-type: none"> <li>•            27 Welsh essential</li> <li>•            508 Welsh desirable</li> </ul> <p>All advertisements are either Welsh essential or Welsh desirable.</p>

The Council's continued priority for 2020/21 is to increase the number of Welsh speakers in the workforce and to promote the use of the language in the Vale.