

THE VALE OF GLAMORGAN
COUNCIL



CYNGOR BRO
MORGANNWG

Welsh Language Scheme 2011-2014

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 Vale of Glamorgan 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: 27 February 2012



Further information on the Language Scheme is available from:

Corporate Equalities Officer
The Vale of Glamorgan Council
Civic Offices
Holton Road
BARRY
CF63 4RU

E-mail: equalities@valeofglamorgan.gov.uk
Telephone: 01446-709362
Fax: 01446-70177213

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

INTRODUCTION	4
SERVICE PLANNING AND DELIVERY	8
New policies and initiatives	8
Delivering services.....	9
The standard of service in Welsh.....	9
DEALING WITH THE WELSH-SPEAKING PUBLIC	11
Correspondence	11
Telephone.....	12
Public meetings	12
Other meetings	13
Other dealings with the public.....	13
General.....	13
THE COUNCIL'S PUBLIC FACE.....	14
Corporate identity.....	14
General Signs	14
Building signage	14
Historic and Tourist Signs	15
Place Names	15
Street Signs	15
Temporary Traffic Signs.....	15
Publications and forms.....	15
Press notices	18
Publicity, advertising and exhibitions	18
Official notices, public notices and recruitment advertisements.....	18
Council website.....	19
IMPLEMENTING AND MONITORING THE SCHEME	20
Staffing.....	20
Recruiting staff.....	20
Welsh language training for staff	21
Administrative arrangements	22
Translation facilities	22
Services which are contracted out or carried out by other bodies.....	22
Statutory or other regulating functions	23
Monitoring	23
Complaints.....	24
Publishing information and publicity.....	24
Publishing information on performance.....	25
Timetable	26
TIMETABLE OF ACTIONS	27

INTRODUCTION

1. Based on the latest mid-year estimate (August 2008), the population of the Vale is 124,869. This number is expected to rise by 1% each year. The estimated number of households in the Vale is 49,770 (2006 estimate); however, this will continue to grow to an expected 57,512 households by 2021. The age profile of the Vale's population is also expected to change; the number of children (age 0-14) is forecast to rise from 22,688 in 2007 to 24,042 in 2021 while the number of people aged 65+ will increase from 21,558 in 2007 to 30,027 in 2021.
2. 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.
3. 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.
4. 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 five Scrutiny Committees for:
 - Corporate Resources
 - Lifelong Learning
 - Economy and Environment
 - Housing and Public Protection
 - Social Care and Health
5. 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
 - Social Services
 - Environmental and Economic Regeneration
 - Legal, Public Protection and Housing
 - Finance, Information and Communication Technology (ICT) and Property
6. The vision for the Vale of Glamorgan is set out in the Community Strategy 2010-2020. Our vision for the Vale is a place:

- that is safe, clean and attractive, where individuals and communities have sustainable 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 and sustainability of the area.
7. As part of its Corporate Plan 2010-2014, 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 customers at the centre of service delivery.
 - Integrity - conducting 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 their 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 all citizens obtain fair and equal access to services and receives equitable and consistent treatment in their dealings with the Council.
8. 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.
9. 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.
10. 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

11. 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. Since then the figure of people who say they can speak Welsh appears to have risen considerably (18.3% in 2009 according to the Annual Population Survey produced by the Office for National Statistics). This figure needs to be treated with some caution, however, as it may well include learners whose abilities may be limited.
12. The Vale of Glamorgan Council 's second Welsh Language Scheme was approved in March 2008 and the majority of the actions have been achieved. Detail has been reported in the annual monitoring reports which are published on the Council's website.
13. The Council has undertaken a number of activities to improve its Welsh language services:
 - A report was commissioned in 2009 from Cwmni Iaith which analysed the skills, management and deployment of Welsh in the council. A number of actions outstanding from this report have been included in the action plan.
 - An in-depth report was produced by Cwmni Iaith in the same year focussing on Leisure Services. Any outstanding actions from this report have been incorporated in the new action plan. Improved links have been established with Menter y Fro and the Urdd.
 - A successful LAPA funding bid has provided funding for a Welsh Sports Development Officer for 2010/12 and 2011/12.
 - A Linguistic Skills Strategy has been produced with an accompanying action plan.
 - A skills audit has taken place enabling managers to assess the levels of Welsh within their teams.
 - The Council has made a commitment that its website will provide the top ten web pages in Welsh at all times. An in-house web translator is employed to ensure that the Welsh web pages are up-to-date.
 - Documents and correspondence are translated in-house to ensure the standard of Welsh used.
 - The continuing development of the Council's Contact Centre (C1V)has helped customers contact the council effectively and efficiently; by phone, face to face, by email, via the internet, using SMS messaging and by letter.
 - The service has been advertised extensively throughout the area by means of the 'Mae gen ti ddewis' campaign. This will be repeated in 2011/12 if funding is available.
 - Training sessions in Welsh language awareness are regularly provided to senior staff and elected members as well as to front-line staff.
 - Magu Hyder and Coffi a Chlonc sessions are provided to staff to improve skills.
 - A procedure for dealing with complaints and comments by members of the public records issues relating to the Welsh Language.

- A generic impact assessment tool (which includes the Welsh language) has been introduced and impact assessments are conducted on all Council policies.
 - Welsh Language is part of the Vale Equality Scheme.
 - Guidelines have been distributed to all departments to remind staff of their obligations under the Scheme. These will be re-distributed and updated as part of the publicity for the new scheme.
14. 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.
 15. 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

The scheme also takes into account the new Welsh Language (Wales) Measure.

16. The Council has adopted its internal Vale Equality Scheme to continually improve its approach to equality including Welsh language, race, gender and disability in both service delivery and employment.
17. In preparation for producing this Welsh Language Scheme, a series of focus groups were held by an independent market research company with Welsh speakers in the Vale of Glamorgan. The purpose was to determine the perceptions about the Council's Welsh language service and the requirements of stakeholders in progressing that service.
18. The aim of this research was to explore the views of residents of the Vale in relation to the current Welsh language provision by the Council and their expectations for the future. The focus groups for Welsh language speakers were held in the medium of Welsh. The research was used to inform the development of this scheme.
19. The Council's Linguistic Skills strategy was developed during 2010 with the help of Sbectwrm and involved input from the Head of Human Resources and has been endorsed by the Corporate Management Team and Cabinet (April 2011).

SERVICE PLANNING AND DELIVERY

New policies and initiatives

20. All Council policies are considered in terms of their impact upon equalities issues (including the Welsh language) via the reporting process. This, together with regular monitoring by the Council's equality team, ensures that our policies are consistent with the Welsh Language Scheme and other language initiatives.
21. Key Council policies and procedures are also assessed for their equality impact upon those groups that are protected by the Equality Act 2010. As a part of this equality impact assessment process the Council also considers the impact upon the Welsh language. New policies and initiatives are designed to promote and facilitate the use of Welsh wherever it is practicable and reasonable to do so.
22. The Council will continue to ensure that new policies and initiatives are consistent with this scheme. The Welsh Language Board will be consulted before the Council knowingly proposes policies that will affect the Welsh language schemes of other organisations.
23. The measures contained in this scheme will be applied to new policies and initiatives when they are implemented.
24. This scheme will not be altered without consulting the Welsh Language Board. However, the action plan may be altered from time to time to reflect the monitoring process. Any changes will be highlighted with the annual monitoring report.
25. 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 usually be obtained on the Council's website.
26. 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.
27. 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. An example of these strategic documents includes the Council's Improvement Plan.
28. Publication guidelines have been produced for staff outlining the above points and an annual audit will take place, assessing the availability of strategic documents or their summaries for achievement of Welsh Language Scheme objectives.

Delivering services

29. The Council has agreed a Linguistic Skills Strategy, which aims to:
 - facilitate the implementation of the Council's statutory Welsh Language Scheme in relation to staffing its services to the public;
 - ensure the language skills of the workforce are developed to continue to meet the council's commitment within its Welsh Language Scheme;
 - ensure that sufficient staff are in post in order to provide bilingual services to the public.
30. The linguistic skills audit of staff will enable managers to identify gaps in their teams and to plan accordingly. Recruitment and selection training will incorporate the requirement to assess the necessity of linguistic skills in the person specification. The Training Strategy will target specific areas where Welsh language skills need development.

The standard of service in Welsh

31. 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: normally within 20 working days of receipt.
 - The average target speed of response in the Call Centre of 45 seconds.

The Council will be reviewing its Customer Relations and Channel strategies during 2011. This will include a review of all the above targets.

32. The Council, through its standards, is committed to ensuring that communicating with the Council, in either English or Welsh will not of itself lead to delay.
33. Information and consultation activities will be required in different formats, depending on the subject matter and whether it is of general interest or a technical matter.
34. 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.
35. 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.
36. 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.

DEALING WITH THE WELSH-SPEAKING PUBLIC

37. At the heart of the Council's OneVale programme is the goal of business transformation: implementing innovative technologies and processes, creating a culture of collaboration and a focus on customer service and improving the accessibility of services.
38. The Council has two important strategies in place which clearly set out its ambitions and objectives in dealing with the public, its Customer Relations Strategy 2010 and its Contact Channel Strategy 2010.
39. The Customer Relations Strategy 2010 sets out an ambition to fully understand demand for services across communications channels by various customer groups. The Council will develop a clear understanding of where the demand for services through the medium of Welsh is greatest and target resources appropriately.
40. The Contact Channel Strategy 2010 has a clear objective to ensure that customers use the lowest cost, most appropriate contact channel to resolve their query at first point of contact. We will ensure that information and transactional services provided via the Councils website are available through the medium of Welsh. Where the website is not the most appropriate channel, we will ensure that access to services on the three most popular channels, telephone, face to face and by email, are available in Welsh at the first point of contact.
41. We have implemented a corporate complaints process which allows for improved data collection and management information and requires services to identify what they have learned from customer complaints and identify what actions have been taken to prevent complaints recurring. This procedure will help ensure that we learn from complaints regarding Welsh language access to and delivery of services and put appropriate long term solutions in place to ensure that these are addressed.
42. A number of members of staff who are fluent Welsh speakers have been appointed as customer agents at the Contact OneVale (C1V) centre. The Council is committed to ensure that this level of staffing continues in the future.

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 31 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 current target is that 80% of telephone calls are dealt with by C1V at the first point of contact. If queries need to be dealt with in Welsh by the back office, C1V will have access to a list of Welsh speakers who will be able to deal with specific queries.
47. The Welsh language service is advertised alongside the English language service. Recently, the Council promoted its Welsh medium service in partnership with Menter y Fro and the Welsh Language Board under the "Mae gen ti ddewis" ('You have a choice') project.
48. The dedicated Welsh Language Service will continue to be monitored to examine service usage and the nature of enquiries.

Reception

49. The Council provides a number of reception areas to assist members of the public in accessing Council services. Where posts are located in key frontline situations such as Council's cash desks, libraries, leisure centres, etc. managers will be required to assess the capacity of the team to provide services in Welsh. Where the need is identified, a person specification will include Welsh as an essential element of the post. The specification will also clarify the exact competencies required to undertake the role.
50. As a general principle, at least one member of any reception desk staff should be Welsh speaking. If a vacancy arises in reception staffing, and there are no other Welsh speakers, the post will be advertised as 'Welsh essential'. Staff who currently hold key reception area posts will be supported through training to up-skill in the language. This training need will be identified by managers through the PDR process; managers will be responsible for provision of the training (details are available through the Equalities team) and for monitoring progress regularly.

Public meetings

51. 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.
52. 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.
53. 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. 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

54. 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.
55. 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.

Other dealings with the public

General

56. 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 reviewed as part of the Skills Audit and will be published 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.

THE COUNCIL'S PUBLIC FACE

57. 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

58. 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. The Communications and the Equalities Teams will ensure that non-approved material is removed.
59. We have also committed to ensure that staff who speak Welsh have bi-lingual email footers and that signage and badges are made more visible. This action is as a result of comments from the focus groups.

General Signs

60. 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.
61. 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 has been developed to prioritise replacement of non-bilingual signs.

Building signage

62. All newly-provided or replacement signs for the public on Council owned public buildings (offices, schools, leisure centre, libraries, community centres, residential care homes, public toilets, etc.) will be bilingual. There may be situations, for example on women's refuges, alcohol and drugs misuse centres where details 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.
63. 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

64. 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 or Welsh.
65. This requirement will be achieved on a replacement and renewal basis. A procedure is in place to prioritise the replacement of non-bilingual signs.

Place Names

66. 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

67. 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, the Council will consult elected members, town and community councils, developers, the Post Office and local people, as appropriate, taking these views into account where possible. The Council have adopted a guidance note setting out clearly how street signs and place names are to be agreed.
68. 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.
69. For ***replacement*** street signs, the indigenous street signs will remain in the 'known' language.

Temporary Traffic Signs

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

71. 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, Council Tax newsletter, tourism brochures and public opinion surveys.
72. 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.

73. 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.
74. Information/consultation produced for **specific groups and are of technical nature** will be produced in English only.
75. **Where Specific groups** are known to the originator of the information/consultation and where 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. Where the individuals are not known to the originator of the information/consultation, they are regarded as general public.
76. 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.
77. The following matrix helps to illustrate this structure:

Audience		Type of information	
		General interest	Technical matter
	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

78. The above matrix should be used when assessing language requirements of:
- Newsletters
 - Leaflets and brochures
 - Promotional materials
 - Booklets
 - Guidance
 - Posters
 - Forms and guidance material
 - Consultation activities
 - Strategic documents
79. A publication scheme has been 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.
80. An audit of Council publications and documents is conducted in order to ascertain how well they are currently produced The audit takes place annually, organised by the Council's Communications Team in order to assess the quality of printed materials and compliance with the Welsh Language Scheme.
81. 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.
82. A separate Welsh Education Scheme has been developed and is available bilingually.

Press notices

83. 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.
84. 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.
85. 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.
86. 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.
87. Where the Welsh language media request a written response to a media enquiry, this response will be provided in Welsh.

Publicity, advertising and exhibitions

88. 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 will be produced in English.
89. Brochures and promotional materials should follow the guidelines outlined above on general public/specific groups and general interest/technical matters.
90. 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.
91. 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

92. 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.
93. Press, journal or other notices advertising for suppliers may be in English only (see also the section on staff recruitment).

Council website

94. The Council has adopted a Content Management System (CMS) to update its website (www.valeofglamorgan.gov.uk). This website provides 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.
95. The Welsh website is a replica of the English version, and the Council is committed to providing the ten most popular pages on the website in Welsh as a minimum, and will work on ensuring that all parts of the Welsh website are translated to the third tier. Navigation tools on the Welsh website will be in Welsh.
96. Every effort will be made to release key information simultaneously in English and in Welsh, although this will not always be possible and there may be a delay. Emergency information, amendments and news items and activities will be given priority.
97. Electoral information and on-line forms will be bi-lingual.
98. Interaction with Welsh language web users by means of E-mail groups and web feedback will increase in order to establish their existing and changing needs and to aid with continuous development.
99. A page will be established to draw together information in readiness for the National Eisteddfod which will take place in the Vale of Glamorgan in 2012.

IMPLEMENTING AND MONITORING THE SCHEME

Staffing

100. The linguistic skills audit information will provide information to managers on the skills within their teams. This will enable them to plan training and recruitment. The information will be entered into the Oracle system alongside the data collected on new starters. This will give a full picture of available resources.
101. The Linguistic Skills Strategy and associated briefings will help managers to identify needs and to amend job descriptions accordingly.
102. The Council will include in the Annual Monitoring Report the following information:

Ref	Indicator
LSS 1	The number and percentage of staff able to speak Welsh per service department; according to grade and per workplace (not including school teachers and staff).
LSS 2	The number of staff who have received training in Welsh to a specific qualification level during the year.

Recruiting staff

103. As part of the implementation of the strategy, managers will need to identify whether Welsh language skills for each post are necessary.
104. 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.
105. 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.
106. 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.
107. 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.

108. Where Welsh is an essential element of the post, job advertisements are presented in Welsh only. In other cases general signposting information is produced bilingually. The Council is currently investigating the possibility of increasing the Welsh content of standard advertisements. An action has been included in the plan to achieve this by February 2013.
109. All appointments will continue to be made on merit and in accordance with equal opportunities policies and employment legislation.
110. 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.
111. For posts where oral Welsh is essential, a Welsh first language speaker 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 Translator will provide a written test.
112. 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

113. 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.
114. 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.
115. 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. Training can also be offered to other staff at the discretion of their manager.
116. Based on information contained in PDRs/TDRs, 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.

117. 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.
118. 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.
119. For staff who have some Welsh language skills already, refresher training will be offered to those who are prepared to use their language skills to benefit the Council and its customers.

Administrative arrangements

120. 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.
121. The Corporate 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.
122. 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

123. 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.
124. 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.

Services which are contracted out or carried out by other bodies

125. 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.
126. 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.
127. 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

128. 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.
129. 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

130. 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.
131. Annual monitoring reports will be compiled by the Corporate Equalities Team 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.
132. The Council will conduct periodic opinion surveys to consult Welsh speakers on the standard of service that they are receiving in Welsh.

Complaints

133. 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.
134. We have implemented a corporate complaints process which allows for improved data collection and management information and requires services to identify what they have learned from customer complaints and identify what actions have been taken to prevent complaints recurring. This procedure will help ensure that we learn from complaints regarding Welsh language.

Publishing information and publicity

135. 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.
136. 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
 - guidance to employees

Publishing information on performance

137. 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.

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

139. The Council will monitor the following information:

- 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.

- Information on current staffing and recruitment to frontline posts.

Frontline posts are those in the 'front office' of the Council's Onevale contact centre.

- 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 against specific qualification levels.

- The number of staff able to speak Welsh according to grade and department

This will be measured on the basis of the linguistic skills audit and information in the Oracle system once this information is available

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

This 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.

140. Targets for national or core data set performance indicators will be set annually as part of the Council's business planning process in line with the Council's Performance Management Framework and will be monitored quarterly by elected members. Performance against these targets will be published annually in the Council's Improvement Plan.

Timetable

141. 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.
142. The action plan will be updated annually, and will inform other Service and Team Plans. The Head of Performance and Development 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 under-achievement will be provided.

TIMETABLE OF ACTIONS

REF	ACTION	Start date	COMPLETION DATE
WLS 62	Publish and Promote the Linguistic Skills strategy	June 2011	Sept 2011
WLS 63	Develop and implement a Welsh Language Training and Development strategy	January 2012	April 2012
WLS 64	Promote and publish the Welsh Language Scheme	February 2012	April 2012
WLS 65	Ensure that linguistic skills information is collected from all staff and that information is entered on Oracle	Has commenced	April 2012
WLS 66	Ensure that signage and badges are visible in reception areas	Sept 2011	March 2012
WLS 67	Ensure that adequate numbers of Welsh speaking staff are available in the Contact Centre	On-going	January 2012
WLS 68	Arrange for the translation of all on-line forms and information regarding electoral registration.	Has commenced	January 2012
WLS 69	Ensure that staff who speak Welsh have bi-lingual E-mail footers	Nov 2011	February 2012
WLS 70	Ensure that the top ten web pages accessed by residents are fully bi-lingual	Has commenced	February 2012
WLS 71	Ensure that translation of current news, updates and jobs take priority over other web translations	Has commenced	February 2012
WLS 72	Review the Welsh language content of the website menus	Has commenced	March 2012
WLS 73	Review the job descriptions and person specifications of reception staff and revise for new staff to include Welsh language abilities where appropriate	January 2012	April 2012
WLS 74	Assist elected members to publicise and improve their Welsh language skills	March 2012	May 2012
WLS 46 C/F action	Work with Barry College and Ysgol Bro Morgannwg to encourage work experience and job applicants with Welsh language skills	March 2012	May 2012
WLS 75	Prepare guidance for officers who are involved in partnership working	September 2012	October 2012
WLS 76	Ensure that the HR strategy and Workforce plan reflects the Linguistic Skills Strategy	Dec 2012	Feb 2013
WLS 77	Review language used in Job Descriptions to ensure clarity for Welsh speakers	Jan 2013	March 2013
WLS 78	Outline the level of Welsh required in specific job roles.	Feb 2013	March 2013
WLS 79	Undertake a new 'Mae gen ti ddewis' campaign to encourage more use of the Contact Centre phone line	May 2013	June 2013
WLS 80	Provide awareness training to key staff on a regular basis as well as informal opportunities to practise their Welsh skills	On-going	June 2013
WLS 81	Develop a structured working relationship with Menter y Fro in order to help bilingual development particularly in Leisure and in relation to privatisation	Has commenced	Dec 2013
WLS82	Include Welsh language issues in Recruitment and	Sept 2011	Dec 2013

	Selection training and roll out to managers		
WLS 83	Design and circulate a database for use by departments to register individuals and organisations who wish to communicate with the Council in Welsh.	Sept 2013	Dec 2013
WLS 6 (ongoing action)	Undertake an audit of Council publications and documents, and promotional materials	On-going	Dec 2013
WLS 7 (carried forward)	Contact centre staff establish and communicate the language preference of customers to back office staff	Has commenced	Dec 2013
WLS 9 (carried forward)	Undertake an annual audit of new strategic documents to assess achievement of WLS objectives	On-going	Dec 2013
WLS 83	Provide information on linguistic skills in the Annual Monitoring report.		March 2014
WLS 84	Monitor Service Plans to ensure that actions in respect of the Vale Equality Scheme and targets are being effectively implemented	On-going	June 2014
WLS 85	To review the current format of job advertisements in order to increase the bilingual content	Sept 2012	Feb 2013