



WELSH LANGUAGE STANDARDS

COMPLIANCE DOCUMENT

September 2016

This document is also available in Welsh

This compliance document covers the following Welsh Language Standards:

145	You must produce, and publish on your website, a 5 year strategy that sets out how you propose to promote the Welsh language and to facilitate the use of the Welsh language more widely in your area; and the strategy must include (amongst other matters) – <ul style="list-style-type: none"> a) a target (in terms of the percentage of speakers in your area) for increasing or maintaining the number of Welsh speakers in your area by the end of the 6 year period concerned, and b) a statement setting out how you intend to reach that target and you must review the strategy and publish a revised version on your website within 5 years of publishing a strategy (or of publishing a revised strategy).
146	Five years after publishing a strategy in accordance with standard 145 you must – <ul style="list-style-type: none"> a) assess to what extent you have followed that strategy and have reached the target set by it, and b) publish that assessment on your website, ensuring that it contains the following information – <ul style="list-style-type: none"> 1. the number of Welsh speakers in your area and the age of those speakers, 2. a list of the activities that you have arranged or funded during the previous 5 years in order to promote the use of the Welsh language.
150	You must keep a record of the steps that you have taken in order to ensure compliance with the policy making standards with which you are under a duty to comply.
151	You must keep a record (following assessments of your employees' Welsh language skills made in accordance with standard 127), of the number of employees who have Welsh language skills at the end of each financial year and, where you have that information, you must keep a record of the skill level of those employees.
153	You must keep a copy of every assessment that you carry out (in accordance with standard 136) in respect of the Welsh language skills that may be needed in relation to a new or vacant post.
154	You must keep a record, in relation to each financial year of the number of new and vacant posts which were categorised (in accordance with standard 136) as posts where - (a) Welsh language skills are essential; (b) Welsh language skills need to be learnt when appointed to the post; (c) Welsh language skills are desirable; or (ch) Welsh language skills are not necessary.
155	You must ensure that a document which records the service delivery standards with which you are under a duty to comply, and the extent to which you are under a duty to comply with those standards, is available - (a) on your website, and (b) in each of your offices that are open to the public.
157	You must - (a) ensure that you have arrangements for - (i) overseeing the way you comply with the service delivery standards with which you are under a duty to comply, (ii) promoting the services that you offer in accordance with those standards, and (iii) facilitating the use of those services, (b) publish a document that records those arrangements on your website, and (c) ensure that a copy of that document is available in each of your offices that are open to the public.
159	You must publish a document on your website which explains how you intend to comply with the service delivery standards with which you are under a duty to comply.
161	You must ensure that a document which records the policy making standards with which you are under a duty to comply, and the extent to which you are under a duty to comply with those standards, is available - (a) on your website, and (b) in each of your offices that are open to the public.
163	You must - (a) ensure that you have arrangements for overseeing the way you comply with the policy making standards with which you are under a duty to comply, (b) publish a document that records those arrangements on your website, and (c) ensure that a copy of that document is available in each of your offices that are open to the public.
165	You must publish a document on your website which explains how you intend to comply with the policy making standards with which you are under a duty to comply.
167	You must ensure that a document which records the operational standards with which you are under a duty to comply, and the extent to which you are under a duty to comply

	with those standards, is available - (a) on your website, and (b) in each of your offices that are open to the public.
169	You must - (a) ensure that you have arrangements for - (i) overseeing the way you comply with the operational standards with which you are under a duty to comply, (ii) promoting the services that you offer in accordance with those standards, and (iii) facilitate the use of those services, and (b) publish document that records that procedure on your intranet.
171	You must publish a document on your website which explains how you intend to comply with the operational standards with which you are under a duty to comply.
173	You must ensure that a document which records the promotion standards with which you are under a duty to comply, and the extent to which you are under a duty to comply with those standards, is available – a) on your website, and b) in each of your offices that are open to the public.
175	You must ensure that a document which records the record keeping standards with which you are under a duty to comply, and the extent to which you are under a duty to comply with those standards, is available - (a) on your website, and (b) in each of your offices that are open to the public.

1. Overview of compliance

1.1 Bridgend County Borough Council (BCBC) received its final Welsh Language Standards compliance notice in September 2015. This notice comprised of 171 standards, 144 required by March and a further 27 by September 2016. The Commissioner has put these into five themes.

- Service delivery;
- Policy making;
- Promotion;
- Operational;
- Record keeping.

1.2 The council is required to produce and publish this document and put systems in place to demonstrate how it intends to meet the standards with which it has a duty to comply. This document focuses on the standards we are required to comply with. Specifically, the council is required to:

- Describe how we intend to comply with the policy making, operational, record keeping and service delivery standards and the steps we have taken to achieve this;
- Record the service delivery, policy making, operational, record keeping and promotion standards that apply and
- outline the arrangements for overseeing our compliance with the Service Delivery, Policy Making and Operational standards.

A list of the standards applicable to BCBC can be viewed [here](#).

1.3 What steps has the council taken so far in relation to compliance?

- has a lead officer for Welsh language and equalities;
- held staff awareness-raising sessions in the summer of 2015;
- set up a Welsh Language Standards Board, chaired by the Head of Human Resources and Organisational Development, that consists of Directorate representatives who take responsibility for jointly interpreting the requirements of the standards, collating and disseminating data.
- developed an action plan and put our standards into ten key themes. Each theme has a lead officer who ensures the standards under those themes are communicated and that plans are in place to ensure these standards are met;
- developed a communications plan to ensure that regular information is being filtered through the organisation in a consistent and timely way;
- a risk register has been developed to help identify what actions need to put in place to ensure compliance with the standards;
- developed a team of Welsh Language Champions who will help raise awareness of the standards and provide support and guidance to staff;
- developed staff intranet pages so employees can reference information on the standards and access resources that will help them in their day-to-day roles;
- issuing regular communications to employees through email and staff newsletters;
- developed a series of briefing sessions for staff across all service areas during March 2016;
- introduced a Welsh Language Standards email account for staff to ask questions. This will be used to develop FAQs which will be circulated to all staff;
- providing front-line staff with Welsh language training enabling them to meet and greet customers bilingually.

2. Service delivery

2.1 The standards within the 'service delivery' theme with which the council is under a duty to comply cover the following activities:

- a) corresponding and communicating with people;
- b) advertising telephone numbers;
- c) providing accessible Welsh and English services of the same quality;
- d) arranging and conducting private and public meetings with people and providing Welsh at these meetings if required;
- e) producing and using publicity and marketing materials, corporate identity and minutes and papers from public meetings;

- f) producing documents such as forms, policies and strategies, consultation papers, brochures, licences and press statements;
- g) providing online services and information;
- h) erecting signs and official notices;
- i) providing reception services;
- j) managing grants and procurement; and
- k) announcing messages via PA systems.

2.2 What the council will do and the steps that have been taken

- a) When the council receives external telephone calls, the person is greeted bilingually (Welsh followed by English) and the conversation is continued in Welsh until it is concluded, or the officer is unable to converse in Welsh any further and either passes the caller to a Welsh speaking member of staff (if available), or to an English speaking member of staff if no Welsh speaker is available.
- b) The council's main telephone number, call centre numbers and helpline numbers will be the same for both Welsh and English callers. Where a Welsh service is not available callers are advised, in Welsh, when such a service will be available. Welsh language callers to the council's main telephone number will also be able to leave a message in Welsh.
- c) To assist staff in answering telephone calls in Welsh the council will be arranging training for all front-line staff in reception areas. All staff who take direct calls will have access to resources to help them do this. This is also supported via regular staff communications. When telephone numbers are advertised the council will ensure it states that calls are welcomed in Welsh and English.
- d) When the council arranges a meeting attendees will be asked if they would like the meeting to be conducted in Welsh and, if so, either arrange for a simultaneous translation service to be provided or, if the member of staff is a Welsh speaker, for the meeting to be conducted in Welsh. Staff will be instructed to do this via the meeting room booking procedure.
- e) Whenever the council arranges a public meeting, or funds fifty per cent of a public meeting, invitations to the meeting will be sent in Welsh and English, and anyone presenting at the meeting will be asked if they wish to use Welsh as well as attendees being told that they are welcome to use the Welsh language. Simultaneous translation will be provided at these meetings on the premise that the council may not always know an attendees language choice. The council will ensure that the materials, services and information provided at these events are bilingual. Staff will be instructed on how to do this via online instructions and through regular staff communications.

- f) If the council provides an education course that is open to the public it will assess the need to provide this in Welsh and will record this information. These assessments will form part of the existing assessment process and the council will develop an assessment form which will be monitored, published on the website and reported on in the Welsh language annual report.
- g) The council currently produces public-facing marketing, advertising and publicity materials in both Welsh and English, treating both languages equally and will continue to do this. The council provides guidance on corporate identity for employees to ensure that the council's logo and branding is treated equally in both Welsh and English.
- h) The council will promote Welsh language services that it provides through bilingual promotional materials and through the council's usual communication channels.
- i) The council currently produces public-facing policies, strategies, consultation papers and brochures bilingually and ensure both languages are treated equally and will continue to do so. The council will also ensure that any press statements issued by the communications team are bilingual (for media outlets that require them).
- j) When people contact the council on social media in Welsh, responses are made in Welsh. This will continue.
- k) The council will continue to replace street, place and direction signs with bilingual signage when these signs require replacement because of damage or wear and tear. When these signs are replaced the council will use the same size text and colour for both Welsh and English versions and the Welsh text will be positioned so as to be read first. New signs will automatically be created bilingually. The council will check the meaning and expression of these signs with its Welsh translation suppliers.
- l) Official notices are being produced bilingually.
- m) Staff in reception areas who are able to speak Welsh already wear lanyards to identify themselves as a Welsh speaker and will continue to do so. Staff in reception areas who are learning Welsh will wear lanyards to identify themselves as learners.
- n) The council will ensure any audio announcements are made bilingually with Welsh coming first.
- o) The council has internal systems to manage how applications for grants from the public are dealt with and this is supported by a grants policy document covered later on in this document. This system is published on the council's website and tells the public that applications may be made in Welsh, any

associated interviews will be conducted in Welsh if required, and that Welsh and English applications will be treated equally.

- p) The council will accept tenders and associated interviews in English or Welsh and does not treat the Welsh language less favourably than the English language.
- q) The council does not currently make general announcements via a PA system. However, it will continue to make an annual announcement on Armistice Day in both Welsh and English, with the Welsh announcement being made first.

3. Policy making

3.1 The standards within the 'policy making' theme cover the following activities:

- a) formulating new or revising policies;
- b) publishing consultation documents;
- c) publishing a policy on grants, and
- d) commissioning or undertaking research.

3.2 What the council has done so far and the steps it has taken

a) The council already undertakes Equality Impact Assessments (EIAs) on new and revised policies to identify the potential negative, neutral or positive impact on people. The EIA process has been revised and now includes specific sections and guidance on the requirements of the Welsh Language Standards for managers to use when policies are being revised or developed. This includes:

- considering what effects a policy will have on peoples' ability to use Welsh and whether Welsh and English are being treated equally;
- whether the policy will result in increased effects on opportunities for persons to use Welsh; and
- whether the policy could be introduced so as not to have a negative effect (or decreased negative effects) on opportunities for persons to use Welsh.

b) The council has recently developed a new process which ensures an EIA must accompany every cabinet report.

c) Whenever the council carries out consultation or research related to a policy decision, participants are asked for their views on the possible impact that the policy is likely to have on:

- peoples' ability to use Welsh and whether Welsh and English are being treated equally;
- increasing effects on the opportunity for people to use Welsh; and

- introducing the policy in such a way so as not to have a negative effect (or decreased negative effects) on peoples' opportunity to use Welsh.

The council records this consultation feedback and uses it when Equality Impact Assessments are undertaken.

- d) The council has developed and published a policy on awarding grants which takes into account:
- what effect awarding a grant will have on opportunities for people to use Welsh and treating Welsh and English equally;
 - how the grant could be implemented so as to have a positive effect on opportunities for people to use Welsh, and treating Welsh and English equally;
 - how awarding the grant could be subject to conditions so that it would not have adverse effects on opportunities for people to use Welsh, and treating Welsh and English equally; and
 - whether we need to ask the grant applicant for any information to help assist us in assessing the effects on opportunities for people to use Welsh, and treating Welsh and English equally.

4. Operational

4.1 The standards within the 'operational' theme cover the following activities:

- a) developing a policy on using Welsh internally;
- b) amending existing HR policies to take account of new arrangements for staff complaints;
- c) providing staff with computer software for checking Welsh spelling and grammar;
- d) developing intranet pages in Welsh;
- e) assessing the Welsh language skills of employees and providing opportunities for staff to learn about Welsh language/culture during normal working hours;
- f) providing Human Resources information to staff in relation to areas such as policies and training;
- g) providing staff with a logo and wording to be used on email signatures;
- h) assessing the requirements of vacant posts and whether Welsh language skills are required;
- i) allowing people to make job applications in Welsh and making the job application process available in Welsh;
- j) erecting bilingual signage.

4.2 What the council has done so far and the steps it has taken

- a) The council has developed a policy on Using Welsh in the Workplace which outlines how staff can be supported to use Welsh internally in their day-to-day business where possible. Our internal policies on grievance, dignity at work and discipline have been translated and allow staff to make complaints in Welsh, respond to allegations or complaints made against them in Welsh and to request that a disciplinary case against them be conducted in Welsh.
- b) The council has downloaded software to enable staff to check their Welsh grammar and spelling. However, all translation work is undertaken by a procured list of translators to ensure accuracy and consistency.
- c) The council will ensure its intranet homepage and menus are bilingual and fully functional. Welsh language pages will correspond with English pages and links will be provided between these pages.
- d) The council is developing a system for capturing details of all employees' Welsh language skills. The council will use this information to monitor employees' skills. E: learning resources are also available to employees during working hours for them to improve their Welsh speaking skills and be better informed about Welsh culture and history.
- e) The council has provided employees with a standard wording for them to use on their 'out of office' messages for emails. These are bilingual messages which our staff use when they are away from the office.
- f) The council has also sourced a logo for Welsh speaking employees to use on their email signatures to identify them as being Welsh speakers or learners.
- g) The council has systems in place to identify whether vacant posts should be advertised or reviewed etc. In order to increase the number of Welsh speaking employees and improve the Welsh language service provided by the council, all positions will be advertised with Welsh desirable, unless the screening identifies an essential requirement. The requirement on the council when advertising a vacant post/s is to assess whether the post/s require Welsh language skills to be:
 - essential,
 - learnt following appointment to the post,
 - desirable; or
 - not necessary

The council undertakes these assessments whenever a vacant post is to be advertised and this is recorded and retained for reporting processes.

- h) The council's web recruitment is bilingual and arrangements are being made for applicants to receive all documentation in Welsh and access the selection process in Welsh if required.
- i) All signage in the council's main reception area is bilingual with Welsh positioned so as to be read first. When the council replaces signs in its workplaces, the information and text on the signs will be bilingual with Welsh being positioned so as to be read first. Translations are provided by a procured list of translators and considered accurate.

4.3 Overseeing the service delivery, operational and policy standards:

The council has a lead officer for Welsh language and equalities. The council's Welsh Language Standards Implementation Board members have been assigned responsibility to oversee the council's compliance with the standards. The board is chaired by the Head of Human Resources and Organisational Development and members are made up of senior representatives from each directorate. Additionally the board has agreed a lead officer for each of the council's 10 themes to support consistency and communication of the standards:

- Customer contact and internal signage: Customer Service Manager;
- Public meetings, events and training: Group Manager, Business Support, Social Services and Wellbeing;
- Publicity and advertising, ICT Systems, self-service machines, consultation and research: Marketing and Engagement Manager;
- Public documents: Group Manager, Business Strategy and Performance;
- External signage, grant applications, procurement and policy development: Group Manager, Business Support, Communities;
- Compliance document and complaints procedure: Equalities Officer; and
- Human resources and employee relations: Head of Human Resources and Organisational Development.

5. Record keeping

5.1 The standards within the 'record keeping' theme cover keeping records of:

- a) the complaints the council receives;
- b) how the council intends to comply with the policy making standards;
- c) council employees' Welsh language skills and training attended; and
- d) assessments of new or vacant posts, and any Welsh language requirements.

5.2 What the council has done so far and the steps it has taken

- a) The council has reviewed its existing complaints process to include the number of complaints received in relation to its compliance with the Welsh Language Standards. The information collated in relation to complaints will be used in the Welsh language annual report.
- b) The council has outlined how it intends to comply with the policy making standards in the policy making section (section 3, pages 7 and 8).
- c) As already mentioned in section 4.2 d, the council has reviewed its systems for collating employee information to collect more accurate information on employees' Welsh speaking abilities. The council will maintain records of the training staff attend each financial year and their Welsh language skills where known.
- d) The council will record and retain information in relation to vacant posts and Welsh language skills as identified in section 4.2 (f). This will be reported on this as part of the Welsh language annual report.

6. Promotion

6.1 The standards within the 'promotion' theme cover:

- a) producing a five year strategy on how the council proposes to promote the Welsh language and facilitate the use of the Welsh language in the county borough and amongst employees.
- b) five years after producing the strategy, carry out and publish an assessment of the strategy, the numbers of Welsh speakers (and their ages) in the county borough and for employees and the activities arranged or funded to promote the use of the Welsh language.

6.2 What the council has done so far and the steps it has taken

The council has produced and published) a [five year strategy](#) for maintaining the number of Welsh speakers in Bridgend County Borough and the number of employees. The strategy considers:

- a) the current data on our Welsh speaking staff and an overview of our workforce provision and
- b) data from the 2011 census and an overview of the current provision for promoting the Welsh language to the public.

The strategy sets aims and objectives for the period of the strategy and explains how success will be measured.

7. Supplementary Standards

There are supplementary standards with which the council is required to comply within the Service Delivery, Policy Making, Operational, Record Keeping and Promotion themes. These are:

1. publishing a document recording the appropriate service delivery, policy making, operational, record keeping and promotion standards;
2. publishing a complaints procedure dealing with service delivery, policy making and operational standards;
3. publishing arrangements for overseeing how we comply with the service delivery, policy making and operational standards;
4. producing an annual report;
5. publishing a document explaining how we intend to comply with the service delivery, policy making and operational standards and
6. publishing a document outlining any records kept in accordance with the record keeping standards and providing this and any other information to the Welsh Language Commissioner if requested.

The council has produced this document to comply with items 1, 3 and 5 above, has published a complaints procedure (item 2), will produce an annual report by the 30 June each year (item 4) and will provide any information requested by the Welsh Language Commissioner relating to the record keeping standards, promotion standards or any other information requested (item 6).