Welsh Language Scheme: Annual report 2013–14

Audience
Assembly Members; Welsh Language Commissioner; general public; and all others with an interest in the Welsh language.

Overview
This report sets out the Welsh Government’s achievements during 2013–14 in delivering its Welsh Language Scheme and working towards the goal of creating a truly bilingual Wales – the aim outlined in A living language: a language for living, the Welsh Language Strategy for 2012–17.

Action required
None – for information only.

Further information
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Additional copies
This document is available on the Welsh Government’s website at www.wales.gov.uk/educationandskills

Related documents


# Contents

**Ministerial foreword**  2  

**Background**  4  

**Departmental reports**  5  
- Department for Education and Skills  5  
- Finance and Central Services  10  
- Local Government and Communities  15  
- Sustainable Futures  18  
- Department for Health and Social Services  23  
- Economy, Science and Transport  27
Ministerial foreword

The Welsh Government’s vision is to see the Welsh language thriving in Wales. Strengthening the place of the language in everyday life is one of our key priorities as set out in our Programme for Government. Alongside the Welsh Language Strategy, *A living language: a language for living* and the Welsh-medium Education Strategy, our Welsh Language Scheme provides us with opportunities to promote and facilitate the use of Welsh.

I’m pleased to present the Welsh Government’s annual progress report on the Welsh Language Scheme for 2013-14. Our Welsh language Scheme was prepared under section 78 of the Government of Wales Act 2006 and section 21 of the Welsh Language Act 1993. It serves as a clear demonstration of the Welsh Government’s commitment to Welsh language and our determination to see it thrive. It also shows that we are leading by example in our delivery of bilingual services to the public.

As a result of the Welsh Language (Wales) Measure 2011, Welsh has official status in Wales and Welsh language standards will gradually replace Welsh Language Schemes. The first set of standards will place duties on local authorities, national parks and Welsh Ministers in relation to delivering services to the public, considering the language in developing policies, their internal use of Welsh, promoting the language, and record keeping.

Until standards are imposed on us by the Commissioner, we are fully committed to the delivery of our Welsh Language Scheme. We will continue to ensure that, in accordance with this scheme, the services we offer reflect the bilingual nature of Wales and that our policies are developed in a way that helps the Welsh language prosper.

Much work has been done over the last year to prepare for the Welsh language standards, and as a Government, its imperative that we lead the way and show a good example to others when it comes to complying with the standards. In this document we report on some of the steps we have taken over the last year alongside delivering on this Welsh Language Scheme to ensure that we do so.

Whilst it is important to highlight our achievements for 2013-14, we must also recognise and acknowledge what the challenges were for this period, and what we will do to improve in the future. With so many developments on the horizon and the continued challenges the Welsh language faces over the next decade, I believe it is also important to take this opportunity to look forward, to consider those developments and the challenges that we face as a Government and what the
opportunities are for us to improve and evolve in terms of this scheme and subsequently the Welsh language standards.

Carwyn Jones AM
First Minister of Wales
Background

Under the Welsh Language Act 1993 public bodies providing services to the public in Wales have been required to prepare Welsh language schemes setting out how they will provide those services in Welsh. In addition, section 78 of the Government of Wales Act 2006, set out that the Welsh Ministers must adopt a Welsh Language Scheme, must keep it under review and may from time to time adopt a new strategy.

Our scheme describes how we give effect, so far as is both appropriate in the circumstances and reasonably practicable, to the principle established by the Welsh Language Act that, in the conduct of public business and the administration of justice in Wales, the Welsh and English languages should be treated on a basis of equality whenever we provide services to the public in Wales.

The current scheme was prepared in accordance with section 78 of the Government of Wales Act 2006 and section 21 of the Welsh Language Act 1993 - and in accordance with guidelines issued by the Welsh Language Board under Section 9 of the Act. It came into effect in March 2011.

This scheme requires a whole-Government approach. Each Welsh Government department prepares a Welsh Language Action Plan annually, setting out how it will operate in accordance with this scheme, what it will do to mainstream the Welsh language and how it will promote and facilitate its use. Each department has a bilingual co-ordinator to facilitate and this work, as well as a bilingual champion to drive this work forward.

The scheme is divided into three main headings including: service planning and delivery, dealing with the public, and our public face. This report is structured to highlight all Welsh Government’s departments key developments within these headings over the last year as well as considering the key areas for us to address during 2014-15.
Departmental records

Department for Education and Skills

DfES is responsible for education and skills in Wales and the Welsh language. DfES works to raise the standards of education and training provision, attainment and infrastructure across Wales so that everyone can reach their potential; delivering a suitably skilled workforce with high-quality opportunities for all learners; supporting individuals, families, communities and businesses in improving economic and social well-being and reduce inequality through education and training.

The Welsh Language Division sits within DfES and leads on the implementation of Welsh Language Policy within Welsh Government, which includes ensuring that Welsh Language Schemes are delivered appropriately as well as working across Welsh Government to ensure Welsh language issues are considered across Government.

During October 2013, a timetable to develop the first set of Welsh language standards was announced. Draft standards were published in January 2014 followed by a consultation period. Following this the Welsh Language Commissioner conducted a Standards Investigation in which the Welsh Government was asked to note which proposed standards are reasonable and proportionate.

The Division has worked closely with Central Services to ensure that the Welsh Government is prepared for the forthcoming changes under the standards. A baseline research exercise was therefore completed to determine our current performance against the Welsh Language Scheme and proposed standards. A draft corporate implementation plan was then developed to take forward the standards, with the actions based on the baseline exercise and the Welsh Government’s response to the Standards Investigation.

Another challenge for the Division is to work across portfolios so that Welsh is considered in the wider context, and to create a greater understanding of issues so that Welsh is seen as more than a translation issue. The challenge is to normalise the language and its use across Wales in everyday life.

We continued to deliver the Welsh language Strategy A living language: A language for living by implementing the key targets set out in the annual action plan. In March we announced that a policy statement, Moving Forward, would be published to highlight our focus for the next three years in order to achieve our strategy. This focus includes; challenging ourselves and others to promote and take responsibility for the language; changing linguistic habits using behaviour change
techniques from other fields, increasing our investment in the bodies that promote use of Welsh in the community, investment to support language and economic development, and the Welsh language within technological and digital developments.

During 2013-14 the Welsh Government took steps to implement of all the allocated actions in the Welsh-medium Education Strategy’s Implementation Programme. The main developments include introducing Welsh in Education Strategic Plans and Measuring Demand for Welsh-medium Education Regulations (Wales) 2013 and receiving the first statutory plans. Also introduced was a Welsh-language training programme for practitioners in the childcare sector. The Sabbatical Scheme was extended to include classroom assistants in Welsh-medium schools and 160 Welsh-medium and bilingual resources to support teaching and learning were published. A three-year marketing and communications campaign to promote Welsh-medium education was also launched.

Apprenticeship practitioners were provided with Continuous Professional Development to improve teaching and learning practices on the programme. This involved:

- A Welsh Language Awareness DVD
- Meet and Greet Training, a basic introduction to Welsh for staff interested in improving their skills
- A half day workshop that support assessors in enhancing their use of Welsh language with learners in the workplace
- A Sabbatical Scheme, an intensive training course designed for lecturers teachers, instructors and practitioners of education.

The National Youth Work Strategy for Wales was published in March 2014. It refers to open access youth work provision supporting young people and providing them with opportunities to use and build confidence in using their Welsh language skills in an informal setting. As part of this Strategy, Youth work organizations are asked to consider the need to support Welsh language development and provision for Welsh learners in their planning and delivery of youth work provision.

The Youth Engagement and Progression Framework was launched in October 2013 and will be implemented over a two-year period by DfES in partnership with Local Authorities. Its objective is to better support young people to remain engaged in education and employment. Systems in relation to the Framework’s key deliverables will all be available bilingually and will also provide information on opportunities which exist in terms of Welsh language skills.
**Jobs Growth Wales** aims to create 16,000 job opportunities across Wales over 4 years for young people aged 16-24, giving them valuable work experience for a 6-month period. During 2013-14 approximately 3,000 job opportunities were promoted bilingually and almost 2,000 of these posts have been filled with a Welsh speaker. Of the 10,500 job opportunities that have been advertised so far, 2,052 participants in the private and third sector strands have Welsh language skills.

The **Coleg Cymraeg Cenedlaethol** (National Welsh Language College) provides an independent oversight, management and development of Welsh-medium higher education across Wales. The Welsh Government provides funding via the Higher Education Funding Council (HEFCW) to support the work of the Coleg, including the provision of Welsh-medium scholarships to incentivise higher education study through the medium of Welsh. During 2013/14 there were 189 undergraduate level scholarships and 17 masters level scholarships awarded.

The Welsh Government continued to fund the post of **Bilingual Champion** to support the work-based learning sector. In addition to supporting the sector to increase their capacity to deliver apprenticeships through the medium of Welsh, the Bilingual Champion identified and disseminated good practice regarding the recruitment of learners who wish to learn bilingually or through the medium of Welsh. The work-based learning Bilingual Champion also worked closely with the Bilingual Champions appointed by each Further Education College through a grant from the Government, to develop Welsh-medium and bilingual provision post-16.

**What were the challenges we faced?**

- **DfES** identified a lack of confidence amongst fluent Welsh language speakers’ written Welsh skills. The department worked with Academi Wales to provide a two-day course ‘Ygrifennu’n Glir yn y Gymraeg’ which concentrates on common mistakes, where to find and how to use support tools. The course is available through the Welsh Government’s Programme of Learning.

- DfES was aware of the need to increase the number of Welsh speakers in the department and the wider organisation to improve the bilingual service it provides to customers. The Corporate Executive Team (CET) was asked to look at their Welsh language capacity and identify areas where language skills were needed. A system was established whereby the DfES Group Manager checks that Welsh language skills have been considered for every resourcing bid. The CET Resourcing Panel are then provided with organisational charts clearly identifying Welsh language capacity so that the Panel can make informed decisions on what Welsh language skills are required for each post.
What are the challenges and opportunities for the next period?

- The Welsh Language Division will undertake a restructuring exercise during 14-15 in order to ensure that the division’s structure is appropriate to reflect evolving priorities and policies. It will also allow the division to work more strategically with other departments within the organisation and beyond.

- In December 2013 Estyn published a report on Welsh in the Foundation Phase which looked at developing Welsh as a first language in primary schools and the non-maintained sector. A further study on Models and Methods for bilingual/Welsh language teaching at Key Stage 4 is being completed, and is due to be published in September 2014.

- A Skills Implementation Plan (SIP) was launched in July 2014. Its key aim is to support Wales to evolve into a highly skilled nation and to create the conditions which will allow businesses in Wales to grow and flourish. Consideration is given to the need for Welsh-medium delivery of post-19 skills in line with employer need, and one of the plan’s key actions was to publish ‘Skills Performance Measures’, which include a measure for Welsh language skills.

- Through their funding to the Coleg Cenedlaethol for 2014-15, the Higher Education Funding Council (HEFCW) will need to consider with key partners the implications and consequences of the possible introduction of a specific Welsh-medium entry requirement for Initial Teacher Training.

- HEFCW will also need to facilitate with key partners the development and implementation of a pan-Wales Welsh language Initial Teacher Training competence certificate for prospective teachers wishing to teach through the medium of Welsh.

- Changes to the Apprenticeship delivery contract specification for 2015-19 ensures that Welsh-medium and bilingual learning will be further strengthened. Providers will be working towards and will be monitored against individual targets within a Welsh-language action plan.

- Changes have been made to the Lifelong Learning Wales Record data recording fields to enable better recording of the use of Welsh within work-based learning. This will ensure a better understanding of all the delivery of Welsh-medium learning and recognise the activity currently undertaken by providers, previously not recorded.
The Welsh Language Skills Needs in Eight Sectors report was published in April 2014. It looked at the current and future demand for Welsh language skills by employers in Wales. Its findings will enable the Welsh Government to plan future apprenticeship opportunities accordingly, taking into consideration the need for Welsh language skills by employers.

A Skills Gateway will be developed to provide a consistent brokerage function for accessing skills and employment support for individuals and employers. It will be used to support employers to identify and take action on the skills of their workforce, including recognising the business benefits associated with Welsh-language skills in key sectors.

From 2015, applicants to the National Voluntary Youth organization grant will be asked to consider how funding can be used to provide young people with more opportunities to use their Welsh, increase their confidence and fluency in the language and increase their awareness of the value of Welsh as part of their youth work offer.

Under the National Model for Regional Working, part of the challenge for consortia during the next period will be to ensure the alignment of the Welsh in Education Strategic Plans and the Welsh in Education Grant across each of the local authorities within the regional consortia to ensure consistency in the development of excellence in pedagogy, across both the Welsh Medium and bilingual sectors, as well as in the delivery of Welsh as a second language.

**Action points**

- Ensure that the actions within the Standards Implementation Plan continue to be driven forward.

- Ensure that Welsh language standards are delivered across the public sector in Wales.

- Focus on the use of Welsh as an everyday language across Wales and implement the actions set out in the Welsh language strategy, *A living language: A language for living* and *Moving Forward*, the Welsh language policy statement for the next three years.

- Increase the number of Welsh language Champions and Divisional Bilingual Co-ordinators to enable DfES to more efficiently communicate and collate information on the Welsh language standards, ensuring that all staff are aware of the new guidance.
Increasing the number of staff able to speak and write confidently in Welsh in a work context is a key priority for DfES. Funding has been set aside for staff to attend intensive Welsh language courses during 2014-15, as well as holding awareness sessions on how to better arrange bilingual workloads.

- Ensure that divisions maintain contact databases with customers’ language preference.

- Produce a Bilingual Skills Strategy, ensuring that there are sufficient Welsh speakers and that they are in the right posts.

**Finance and Central Services**

The three central departments, the Permanent Secretary’s Department, the Department for Finance and Corporate Services, and the Legal Services Department, support the whole of the organisation and enable the Welsh Government to be more than a collection of individual parts.

**Academi Wales** delivered a suite of programmes and events across Wales during 2013-14, and communicated across a broad range of topics through its web site, publications and social media, with the goal of building leadership and management capacity across Welsh public service organisations in Wales. Its publications and web site are delivered bilingually, in addition to core elements of its social media activity.

**Value Wales** updated the **Sustainable Risk Assessment (SRA)** templates for Goods and Services in line with the former Welsh Language Board procurement guidance ‘Contracting out public service contracts and the Welsh language’ (2011). To give greater prominence to consideration of the Welsh language, a ‘decision report’ is now included to explain how and why Welsh language issues are to be addressed or why the contract in question doesn’t offer opportunities to do so. Welsh Government uses the SRA templates on all contracts over £25,000.

The on-line Procurement Route Planners on Sell2Wales promotes the Welsh Language Board’s guidance ‘Contracting out Public Service Contracts and the Welsh Language’ (2011) and also contains information on the Welsh Language Measure 2011. Launched in 2012, the **SQuID (Supplier Qualification Information Database)** approach simplifies the selection stage of procurement and promotes a proportionate approach. The SQuID now includes questions on Welsh language to prompt consideration and ensure supplier compliance with the relevant legislation. A fully bilingual version of the SQuID is now available on [www.sell2wales.gov.uk](http://www.sell2wales.gov.uk).
The **Value Wales** eProcurement Service Business As Usual team also worked with Bravo Solutions to provide a bilingual telephone helpline service for users of the eTenderWales system.

The new bilingual **KAS** (Knowledge and Statistics) research and statistics website was launched and improvements were begun to the Welsh language content on StatsWales, in the first instance by ensuring all table names were bilingual. KAS also continued to develop the range of evidence sources on Welsh language including developments to the People Survey and the collation of information on the use of Welsh language services.

**Property Division**, working in partnership with the appointed catering contractor for the Welsh Government, continued to support the Welsh Language Scheme through the All Wales Catering Contract. This included bilingual materials including such as menus, signage, marketing and promotion materials. The contractor was encouraged to take a proactive approach to deliver a bilingual service across the Welsh Government catered estate by recruiting bilingual staff where possible, and was expected to do so in the North and West Wales catered offices. Customer satisfaction surveys were also conducted bilingually.

The **Property Division** published the fifth annual State of the Estate report in November 2013. For the first time a bilingual summary report was produced which highlighted the efficiency and environmental performance of the Welsh Government Administrative estate.

As refurbishment work is undertaken in Cathays Park, English only signage has been replaced with bilingual signage. This is an on-going programme of work. Significant improvements were made during 2013-14 to signage across the estate with Welsh much more visible at the Welsh Government’s key sites. As part of the incremental refurbishment programmes signage is changed to comply with the standards, and work has also been done to ensure that, where practicable, audible messages are made in Welsh first.

The **Legal Services Department** (LS) continued to exceed its annual target of producing at least 95% of Welsh statutory instruments bilingually. During the 2013-14 period, 100% of the Welsh Statutory Instruments (SIs) drafted and edited within the LS were made in both Welsh and English. All 313 Welsh SIs produced by LS during this period, comprising almost 3000 pages of secondary legislative text, were made in both languages simultaneously.

The **Legal Services Department** also continued to ensure that its recruitment of both lawyers and administrators reflects its bilingual business requirements. As a consequence LS maintained its capacity to manage internally, the bilingual editing of dual language legislative texts, using its complement of bilingual lawyers and two
dedicated bilingual text editors. In addition, LS also managed the subsequent proof reading of all bilingual SIs internally using a team of administrators with Welsh Language skills scored at Level 5 on the Welsh Government’s internal Welsh Language Skills matrix.

Major strategic documents and evidence to National Assembly for Wales Committees were routinely produced by the Constitutional Affairs and Inter-Governmental Relations team. Bilingual responses to correspondence were prepared and cleared in Welsh, without the need for translation. This enabled the team for example, to respond quickly to a letter in Welsh to the First Minister with a tight deadline.

In the team’s lead role with UK Government legislation, a risk was identified in relation to the Welsh language in the Transparency of Lobbying, Non-party Campaigning and Trade Union Administration Bill, and a First Minister letter was initiated by the team to engage the Welsh Language Commissioner. The First Minister also wrote to the UK Government and the provisions were amended to reflect our concerns.

The Communications Division ensured that the majority of press releases were issued bilingually with the total number of these 1,103. The division also continued to ensure the use of the Welsh language within social media including the use of Twitter in both languages for example Welsh Government, FMWales feed, WG_Nat ResMin.

The Cabinet Division focused on ensuring sufficient Welsh speakers in the private offices of Welsh speaking Ministers, and on ensuring that the public facing systems it is responsible for ie Ministerial correspondence, deal correctly with everything that comes in through the medium of Welsh.

The Engagement and Innovation Division continued to encourage bilingualism through its communication channels to provide communication materials bilingually. The Intranet news service is the main communication channel and all items are bilingual with English and Welsh versions published at the same time. This commitment was maintained during 2013-14, with only a small number of urgent messages needing to appear in English with Welsh following shortly after (each with a holding line explaining the situation). All corporate posters displayed within Welsh Government buildings have either been bilingual, or an equal number of both English and Welsh posters were distributed where content has prevented a bilingual poster being produced.

All pre-event materials for corporate events co-ordinated by the division, were bilingual. Presentations were also bilingual where the speaker was a Welsh speaker and opportunities were identified where it was possible to increase the regularity of
bilingual speakers. A number of key dates in the Welsh calendar were used during the year as hooks for promoting bilingual working. This includes Santes Dwynwen Day and St David’s Day. The Permanent Secretary recorded a filmed message in Welsh for St David’s Day and included some Welsh at the start and end of other communication messages where possible. Other senior colleagues also led by example by using Welsh in their communication and engagement with staff.

What were the challenges we faced?

The challenge for Academi Wales has been to increase the availability of and access to Welsh language material. An example during 2013-14 was the completion of work to upgrade software of the award winning Learning Channel in preparation for its content to be translated. The Learning Channel web site offers access to a comprehensive range of national and international material including e-learning, videos, webcasts, podcasts and other resources to support professional development. The majority of it is currently presented in English. A programme to translate material and make available through the Learning Channel will be progressed during 2014-15 and beyond.

Communications Division faced a challenge in maintaining a bilingual service in a fast-moving media-driven environment.

What are the challenges and opportunities for the next period?

- The challenge continues for Academi Wales to increase the demand for its products through the medium of Welsh, including delivery of its learning and development programmes, access to its resources via its website. Enhancing its systems for gathering information on language preferences – e.g. more detailed data; tracking campaigns through its social media activities; building in enhanced analytics into a new web site for Academi Wales, will provide a better understanding of demand, and enable proactive targeting of its bilingual resources and products.

- Value Wales will explore new opportunities in the new EU Procurement Directives, due to come into force in autumn 2014, with regard to language considerations, for example ‘Article 70 - Conditions for performance of contracts’, that will allow for more explicit use of conditions of contract particularly where these conditions concern social and environmental considerations.

- The challenge for Value Wales will be to incorporate and promote the requirements of the new Welsh language standards in procurement policy and processes within Welsh Government and the wider public sector in Wales.
• KAS will need to identify potential risks around the Welsh language standards and what it means for publication of statistics and maps.

• KAS has also identified a lack of staff with the ability to speak Welsh which poses a challenge for the next period as we move towards the standards.

• Because of proposals to stop publishing compendia volumes of statistics we need to ensure that the electronic tables are available bilingually. KAS hope to press forward with plans to totally translate StatsWales, but resources make this difficult.

• During the last year KAS saw an increased effort to ensure that considerations relating to the language are mainstreamed into the research work of the Welsh Government. The steps that have been taken include the introduction of specific questions on the Welsh language in evaluations of training and skills programmes. It is intended that this programme will complement the aim of mainstreaming Welsh language across policy areas.

• The Cabinet Division’s main challenge for the next period is meeting the demand for Welsh language training from divisional staff.

• The Permanent Secretary’s Division will prioritise up-skilling staff who already have some Welsh language skills in order to ensure we are in a good position to meet the requirements of the Welsh language standards.

• The Constitutional Affairs and Inter-Governmental Relations team is responsible for the devolved tribunals – these are independent of Government and we expect that the Welsh Language Commissioner will be writing directly to the tribunals about setting and applying Welsh language standards. The Administrative Justice and Tribunals Unit does not hold monitoring information on the application of the current scheme but this is something that may need to be addressed in the context of the new standards.

• The high number of Welsh Statutory Instruments needing to be produced by the Legal Services Department during the next period is likely to continue to be in the region of 320 SIs. Growing pressures on LS resources needed to respond to new and emerging WG priorities, means that maintaining the record in recent years of exceeding our high level targets for the production of bilingual legislative instruments is likely to become incrementally more challenging over the coming twelve months and beyond.
• Permanent Secretary’s Division will develop bilingual working within the organisation by increasing Welsh language skills and decreasing reliance on the Translation Service.

• Engagement and Innovation Division have identified ten issues in relation to urgent messages that could arise and will develop a series of standard bilingual messages that could be used as a response.

• Every opportunity to outline the organisation’s approach to supporting and encouraging people to work bilingually will be taken in the next period, as well outlining our responsibilities in relation to the Welsh language standards. A staged internal communications plan is being developed with Welsh language division colleagues.

• There will also be an internal campaign linked to the Bilingual Skills Strategy.

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<tr>
<th>Action Points</th>
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<tr>
<td>• To ensure that a telephone handling policy is in place for the Central Departments.</td>
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<td>• To ensure that the actions from the implementation plan are monitored and progress reported to the Senior Management Teams on at least a quarterly basis.</td>
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<tr>
<td>• Raising awareness of the Welsh language standards within the Communications department.</td>
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<td>• Review of external marketing standards and compliance with the Welsh language standards.</td>
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Local Government and Communities

**LGC puts people at the centre of their work to improve public service delivery, placing an emphasis on safeguarding and supporting vulnerable people, and promoting safe and sustainable communities.**

LGC continued to promote the use of Welsh and working in Welsh across the department during 2013-14. On the International Day of Mother Language at the end of February 2014, the Community Safety Division part of Local Government launched a ‘Mystery Shopper’ month as a building confidence exercise. Staff were given free desk accessories from the Welsh Language Unit with useful Welsh phrases to encourage use of basic Welsh on the phone. Staff were informed by email that at some point during March they may get a call from a ‘Mystery Shopper’
who would check if they answered the phone with a basic Welsh greeting. Staff were also informed that the team with the best score/percentage of staff answering in this basic Welsh format would get a prize. All teams/branches entered in the spirit of good faith and a prize was awarded to the winners at a Divisional Session in May.

The **Stars in their Lives Award** encourages parents to nominate a worker who has helped their child develop. Each local authority was sent bilingual application forms and there is a bilingual online application. All press releases were bilingual and national press releases were issued via Working Word.

The Flying Start programme part of the Communities and Tackling Poverty department provided financial support to enable several Local Authorities to open new child care provision, including provision through the medium of Welsh. One of these is a new Cylch Meithrin in Garden City, Sealand, Flintshire which previously had no Welsh medium provision. This provision received significant support from the local community where parents noted their appreciation of the opportunity to provide their children with Welsh medium education.

Bilingual credit card-sized information flyers were produced for the **Flying Start Programme**. The flyers include both general information and testimonials from parents who have benefited for the grant. A bilingual Facebook page was set up for the Flying Start programme within Local Government and Communities. All posts are bilingual and respondents are encouraged to post in their language of preference.

The **Communities First Programme** is a key enabler and component of the Tackling Poverty Action Plan, focusing on improving Learning, Health and Prosperity outcomes in our most deprived communities. The Communities First team held the first annual conference in 2013. The conference was fully bilingual and all publicity and event information was provided bilingually and the facilitator delivered his addresses in both languages. One of the key note speakers delivered his address entirely in Welsh and simultaneous translation was provided throughout the day with Welsh Speakers/ translators available in each of the 10 workshops.

The Families First programme summer play scheme worked in close partnership with Urdd Gobaith Cymru and Menter Iaith Sir y Fflint to provide Welsh medium provision within the area.

Delivery of the **Discretionary Assistance Fund** has been outsourced to Northgate Public Services in partnership with Family Fund Trading since 2 April 2013. The contract included provision for applications to the fund to be made in English or in Welsh by telephone, on line and by post.

**Citizens Advice Cymru** (the main not-for-profit advice service funded by the Welsh Government) to delivery advice services on welfare benefits, debt and money
management and discrimination) put arrangements in place to ensure that service users can access advice through the medium of Welsh. One of the services funded during 2013-14 by the Welsh Government was *Adviceline*, a bilingual telephone advice service.

An Inspectorate within Local Government and Communities introduced a new telephone system for Healthcare providers. Callers are given a choice upfront to talk to someone in Welsh or English. The division also set up a Welsh language twitter channel.

What were the challenges we faced?

LGC experienced some challenges in providing sufficient numbers of play opportunities for Welsh-speaking children as part of the Play Sufficiency Assessments and Action Plans. Opportunities are delivered through local authorities who have experienced a shortage in welsh-speaking play workers and trainers. With Welsh Government support, local authorities are working in partnership with Menter Iaith, to increase the number of Welsh speakers in the play workforce.

The duty to secure sufficient play opportunities will be commenced on 1 July 2014, which will include a duty in respect of Welsh language provision.

What are the challenges and opportunities for the next period?

- In completing the baseline questionnaire as part of the response to the Welsh Language Commissioners Investigation, it became clear that whilst LGC is compliant with the existing Welsh Language Scheme, capability varies across Divisions and the independent Inspectories. This presents a particular challenge in moving towards the requirements under the Welsh language standards.

- Whilst confident we will meet the majority of the service delivery, policy making and promotional standards, there may be some variation in initial compliance and significant work will be required to ensure breadth and depth of Welsh language skills moving into the future. There are particular concerns around the operational and record keeping standards.

- Moving to the introduction of the Welsh language standards will give us an opportunity to refresh the department’s Bilingual skills strategy and work with individuals to improve their Welsh language skills.
- The Welsh Language Divisional Coordinator and Champion are working with the HR Business team to upskill existing Welsh Users and to encourage staff to take up Welsh Language training.

- Local Government and Communities will also be refreshing the Welsh language Action Plan to take into account the Welsh Language Standards.

- Work on reforming Local Government, as part of the wider work on Devolved Services Reform, will also present opportunities to consider ways to promote the use of Welsh and mainstreaming bilingual considerations into performance and scrutiny.

Action points

- Continue to ensure that the Welsh Language Scheme, and the introduction of the Welsh language standards are considered, promoted and included in all policy and administration activities (where applicable).

- The Mystery Shopper exercise will be held again in September and will record all responses in order to build on the exercise in future.

- Ensure that the Welsh Government website is used to its full potential and continues to communicate bilingually with stakeholders and members of the public.

- All divisions to include reference to Welsh language in grant terms and conditions and continue to ensure that the Welsh language is considered, promoted and included in terms and conditions underpinning principles and administration of grants.

- Investigate ways in which the confidence of lapsed Welsh speakers can be raised to enable them to begin to use their skills in the workplace.

Sustainable Futures

Sustainable Futures Director General group is made up of three directorates: Housing and Regeneration, Natural Resources and Culture and Sport and focus on securing the highest levels and fairest distribution of economic, social and environmental wellbeing for the people of Wales.
During 2013-14 marketing campaigns for museums, archives and libraries were led by Wrexham CBC on behalf of CyMAL (Museums and Libraries Wales). Campaign materials and press releases were bilingual and bilingual supporting speakers and celebrities were used wherever possible.

The National Library, National Museum and People’s Collection Wales continued to support and promote the Welsh language in their own activity programmes including: support for the Urdd Eisteddfod and National Eisteddfod and a range of partnership activities with these organisations, production of bilingual educational materials, and learning activities / training in Welsh and English and ensuring that Welsh language culture was represented and included in the national collections. Within the activities of Libraries Inspire, the all-Wales e-book scheme featured as many Welsh language e-books as are available. Digital Welsh language material was also continued to be made available through the People’s Collection Wales website and the Welsh Journals and Welsh Newspapers online websites led by the National Library of Wales.

The Energy Efficiency & Fuel Poverty branch funds an energy efficiency telephone helpline, managed by the Energy Saving Trust. A full Welsh language service is provided. Work was also begun in relation to the process of procuring a new, wider advice service, to be up and running later in 2014. This new service will provide a full Welsh language service.

Cadw undertook a baseline assessment of its services ahead of the consultation on Welsh Language Service Standards. The majority of Cadw’s interactions with the public and with contractors were already compliant, but some minor changes were made to forms and procedure. All Cadw’s staffed sites were assessed regarding the need for bilingual custodians and front-of-house staff. Requirements are reviewed on a regular basis; in 2013-14 all posts were classed as “Welsh-language desirable”, and tailored Welsh language training was delivered to custodians in North Wales.

The Central Processing Unit database of Rent Officers Wales was updated to record whether a customer wishes to converse in Welsh or English.

Through the Culture and Sport division, since publication of the Smith Report on Arts in Schools report, information has been solicited on bilingual resources on arts and creativity produced by Arts organisations. A special feature on arts resources appeared on Hwb, the all-Wales learning platform, to promote the availability of web-published materials to Welsh medium and bilingual schools.

The Arts Council of Wales (ACW) 2013-14 Operational Plan included a commitment to defend and promote vigorously the right of people to explore their own culture and their own creativity through the language of their choice, whether as consumer, participant or artist. During the year ACW advised its revenue funded
organisations to respect and embrace the actions that ACW promotes through its Welsh Language Scheme. ACW also had a target to increase the diversity of its council members and staff to the point where 50% are Welsh language speakers. Currently 8 of 14 Council Members are Welsh speakers and a further 2 are Welsh language learners, with 56% of staff being Welsh speakers, of whom 9% are Welsh learners.

ACW’s key achievements during the year included: reviewing its scheme, toolkit and staff briefings to prepare for implementing the standards; agreeing a joint action plan with the Welsh Language Commissioner to drive forward joint working priorities and updating its procurement guidelines to ensure these make full provision for Welsh language considerations.

In July 2013, the Welsh Books Council, published the findings of a survey conducted by Beaufort Research on their behalf which showed that more people are currently reading Welsh books compared with the results of similar surveys held in 2003 and 2006. Of the 1,008 Welsh speakers surveyed, some 43% had read at least one Welsh book a year, compared with 26% in 2003 and 31% in 2006. An increase was also seen in the number of those reading at least one Welsh book a month – from 13% in 2003 to 19% in 2012. As could be expected, the figure for those who speak Welsh fluently was considerably higher, with 61% of them reading at least one Welsh book a year.

The WBC, supported by the Welsh Government, provides funding to support Golwg360, the Welsh language on-line news service (www.golwg360.com). The average number of daily visits to the website between January and March 2014 was 7,712 daily visits. The original target set was 3,225 daily visits.

A new Welsh language on-line magazine for new authors, called *Y Neuadd* and published by Literature Wales, was launched in May 2013. By the end of March 2014 there were 22 items (poems, stories etc) by 19 different authors on the website, with two items being added every month. The website has now been developed to enable it to collect visitor statistics therefore the WBC will be able to request evidence of use from now on.

In March 2013 the WBC, in co-operation with YuDu, began to develop Welsh Books App. This will provide a platform for book Apps in both languages from Wales. The site was launched as a pilot project at the National Eisteddfod in August 2013 and to by the end of the financial year there were 16 titles on the site, 14 in Welsh and 2 in English. The WBC has also begun to develop a similar scheme for Welsh magazines in both languages.

Supported by CyMAL, the *Cymru’n Cofio* Wales Remembers 1914-1918 website, run by People’s Collection Wales (PCW), is fully bilingual. All Welsh Government-generated material on the website is bilingual. The website was supported by a
bilingual Twitter feed on the commemoration (@cymruncofio and @walesremembers). CyMAL First World War grantees were required to ensure that appropriate bilingual information on their project is featured on the Cymru’n Cofio website, via direct contact with PCW, as a ‘condition of grant’.

The People’s Collection Wales online platform and tools continued to be provided bilingually. New tools and features for users, including a new look website design, went ‘live’ in February 2014. The People’s Collection Wales team offered advice and support to users and external partners in Welsh and English skills and continued to develop learning materials, deliver presentations, community events and training courses through the medium of Welsh.

**What were the challenges we faced?**

Ensuring that the Customer Contact Centre staff within Rural Payments had the proficiency in Welsh language and the necessary knowledge to deal with some of the highly technical aspects of the support payment and environmental schemes for farmers and the operation of the new Online system. In the event this was managed effectively and there were no major issues.

**Cadw** maintains a commitment to maintain a bilingual presence at its 30 staffed monuments. At peak season, Cadw employs 60 permanent staff and 100 seasonal staff. In 2013-14 all posts were classed as “Welsh-language desirable.” In advance of the 2014 tourist season, recruitment drives were undertaken to increase bilingual staff capacity, yet very few people applied. For example, 44 casual (seasonal) posts were advertised, yet there were only 41 applicants. 40 casual staff were recruited, including three more Welsh-speaking staff than last year. Vacancies remained at Conwy Castle and Caernarfon Castle, where you might reasonably expect there to be Welsh-speaking applicants.

The challenge for Culture and Sport was ensuring that Arts Council of Wales continued to implement its Welsh Language Action Plan in the face of reduced funding from local authority and Welsh Government budgets.

Due to the Ministerial reshuffle which took place in April/May 2013 the Sustainable Development branch moved from Sustainable Futures, resulting in the reduction of the Welsh language capacity from 3 to 1. It has now increased to 5.

To retain sufficient Welsh language members of staff within Rent Officers Wales who are capable of using Welsh for frontline services ie telephone, inspections and consultations.

The challenge for Land Nature and Forestry was translating technical information associated with legislation.
What are the challenges and opportunities for the next period?

- To develop the drafting skills (in Welsh) of the Customer Contact Centre team within Rural Payments, who are fluent Welsh speakers.

- People + Environment will develop Resource Efficient Wales, to help people in Wales to use resources such as energy and water more efficiently, as an exemplar of best practice.

- Cadw will examine how best to develop and deliver its schedule of events and learning activities on-site and off-site, including Welsh provision.

- Arts Council Wales has commissioned bilingual resource for teachers and artists/arts organisations on how to improve literacy and numeracy skills through the arts in both Welsh and English. The work undertaken by Estyn for a best practice review of the Arts at Key Stage 2 will include exploration of any notable differences between the standards observed during visits to Welsh and English medium schools.

- Within Climate Change and Natural Resource policy there is an opportunity for Welsh speakers to run Welsh language skill sessions for those colleagues who are keen to learn.

- The development of a Rent Officers Administration Case System (ROCAS) which could further enhance the bilingual/Welsh language capabilities of the current system. and the development of an online Fair Rent Register, to be bilingual in both search parameters and document production.

- Land Nature and Forestry will provide more bilingual communication with the public relating to Plant Health, Pesticide, Wildlife, Seed and Invasive Non-native Species issues.

Action points

- Rural Payments will prioritise the development of Welsh language writing skills for CCC staff and promote Welsh language training across Rural Payment Wales sites.

- Steps will be taken to provide those Cadw custodians who have contact with the public with Welsh language support.

- Give equal weight to Welsh and English at Cadw events.

- New Cadw guidebooks to be produced in Welsh and English.
- Develop Departmental Bilingual Skills Strategy.

- Progress the translation of some marine forms eg fishing vessel licences, log sheets etc.

- Ensure that Sustainable Futures databases develop a language preference function.

- Common Agriculture Policy Scheme Management Unit will ensure that the phone line is manned by a Welsh speaker at all times.

Department for Health and Social Services

DHSS advise the Welsh Government on policies and strategies for health and social care in Wales, and also develop and lead on public health strategy and programmes, with the aim of protecting and improving health and reducing health inequalities.

2013-14 was the first implementation year of More than Words, the strategy to strengthen Welsh language services within the fields of health and social care. The strategy is supported by two action plans, one for the NHS and one for social services. The strategy’s aim is to place the patient and user at the heart of provision by moving the responsibility from having to ask for Welsh services to that offer being actively made to them. During 2013-14 a monitoring system was put in place to review the strategy’s progress, including an operational group which includes representatives from the health and social care sectors. This group oversees progress and reports to the Welsh language in Health and Social Care taskforce and the Deputy Minister for Social Services. An officer was appointed to specifically monitor the strategy’s progress and give advice and support to the health sector and social services department.

The reports presented to the group thus far have shown examples of good practice across Wales, including; the NHS putting a data collection system in place with the steps outlined in More than Words mainstreamed into the system, Welsh language champions put in place at board level in the NHS, and a set of questions regarding the Welsh language developed to be included in the National Survey for 2014-15.

An awards ceremony was held to celebrate initiatives successful in promoting the Welsh language in health and social care during July. The aim of the conference and awards was to share good practice and ensure that Welsh medium services are an integral part of receiving care across Wales. The conference theme was based on the challenge of implementing the More than Words Strategy.
Work was also undertaken to make changes to the GP contract for 2014/15. These changes will include a new requirement for GP Practices to work more closely together in clusters to strengthen the delivery of local health care. A key element of this new requirement is the need for a GP practice to agree a Practice Development Plan and for the group (clusters) of GP practices to agree a GP Cluster Network Plan. The needs of the practice population in relation to the Welsh language were included within the Practice Development Plan which requires Welsh language and other language needs to be addressed locally at both practice level and GP Cluster level.

The department also started working with the General Pharmaceutical Council, the pharmaceutical industry and the negotiating body for community pharmacy in Wales on a range of initiatives to ensure patients can access safely, medicines information and advice through the medium of Welsh. The range of issues being looked at in the context of medicines are:

- A lexicon to support standardised, and safe, prescribing in Welsh
- Standardised Welsh language signage in our pharmacies
- Badges to identify Welsh speakers – similar to the nursing initiative which has been very successful
- The labelling and packaging of medicines and medicine advice leaflets for patients
- How Welsh language requirements are taken into account in the regulatory and inspection function by the General Pharmaceutical Council
- Seeking to capture data on the number of registered pharmacists and technicians who are fluent Welsh speakers.

Improving patients’ experiences is a key priority for NHS Wales. Patient experience is the totality of patient’s needs and preferences, one of which may be the need to communicate in Welsh. Since July last year, a set of core patient experience questions have been in use across NHS Wales. A question on whether patients can speak to staff in Welsh is one of the core set which are helping NHS organisations to improve their services.

1000 Lives Improvement is the national improvement programme, supporting organisations and individuals, to deliver the highest quality and safest healthcare for the people of Wales and emphasises the centrality of the patient in all its improvement work. It has developed a range of patient and person centred care resources to actively promote the involvement of patients in their own care and key decisions relating to treatment. The 1000 Lives White Paper ‘The Listening Organisation’ emphasises the need to treat patients as ‘a person not an illness’, this includes communicating in their preferred language. For many, language is a matter of need – and in this context a care need.
The National Institute of Social Care and Health Research (NISCHR) is the Welsh Government body that develops, in consultation with partners, strategy and policy research in the NHS and social care in Wales. NISCHR grants committee, which make funding recommendations to NISCHR on applications submitted, has continued to consider appropriate use of Welsh language as an assessment criterion when making their recommendations. Grants issued by NISCHR included terms and conditions relating to use of the Welsh language. They stipulate that an institution’s Welsh Language policy must be followed, and that in the absence of one, the Welsh Government language policy should be followed.

During 2013-14 NISCHR has funded a Patient and Public Involvement, Equality and Diversity and Welsh Language Awareness post within the NISCHR Clinical Research Centre. Part of the aim of this post is to ensure that Welsh Language awareness considerations are fully integrated within and across all CRC core activities. NISCHR also funded a Welsh Language Awareness infrastructure support group called LLAIS. Llais’s role is to translate and validate Welsh language research tools/measures.

CAFCASS Cymru (Children and Family Court Advisory and Support Service) dedicated Complaints Line has been managed by a fully bilingual team; this has ensured that all complaints were dealt with consistently and service users were able to communicate with the Complaints Team in their language of choice at all times.

What were the challenges we faced?

The Department in general needs to ensure that it has sufficient number of bilingual staff in the Department, located at the appropriate levels and in the appropriate areas. In the past year, the new regime for translating short pieces of text from Welsh to English without recourse to the Translation Service has shown gaps in the ability to achieve this. A similar problem arose when work needed to be translated to tight deadlines when the translation service was unable to undertake the work at short notice.

Although all external contractors used by the Directorate of Health Policy stated that they could deliver their service bilingually, in reality this wasn’t the case e.g. providing translation for consultation events.

What are the challenges and opportunities for the next period?

- The Department in general needs to ensure that it has sufficient numbers of bilingual staff located at the appropriate levels and areas.
• Build on the foundations of More than Words Strategy to ensure that the systems behind the strategy are firm and that the workforce are aware of users language of choice, be they Welsh speakers or not.

• Work will also begin on the strategy that will follow More than Words from 2016 onwards. The recommendations from the Primary Care review will need to be taken into account whilst developing the new strategy.

• The Social Services and Integration Directorate has recognised that it has a limited numbers of staff within the Directorate who have the skills and confidence to work in Welsh. Work is already underway to address this but there is a further opportunity during the next period to build on this work.

• CAFCASS Cymru is committed to promoting and raising awareness among all staff of the Welsh language and its culture. The Senior Management Team has approved this activity, which is embodied in CAFCASS Cymru’s Learning & Development Plan 2-14/15.

• CAFCASS Cymru will undertake an audit of Welsh language skills of its staff, the outcome of this will establish the nature and level of future training requirements of staff within the organisation, to commence during 2014/15.

• Following the Welsh Language Commissioner’s recent report into Welsh Language Services in Primary Care. The Commissioner’s findings suggest that there are significant challenges, especially around awareness raising, training and development and the Active Offer Principle from More than just words.

• Public Health Wales will promote the use of the Welsh language as a working language by encouraging responses to consultations and attendance at public events.

• NISCHR is currently engaged in a programme to restructure its funded infrastructure and programmes. All successful new grant holders will need to agree to terms and conditions that stipulate that their host institution’s Welsh Language policy must be followed, and that in the absence of this, the Welsh Government language policy should be followed.
Action points for the next period

- Audit of Welsh language skills in CAFCASS Cymru.
- Promote and raise awareness of Welsh language and culture.
- Training required for staff where established from the audit of Welsh language skills.
- Recruitment of appointment of Welsh practitioners.

Economy, Science and Transport

EST’s vision is to work together for Wales to help create a vibrant Welsh economy, delivering strong and sustainable growth, by providing opportunities for all. We want a strong economy for businesses, people and communities in Wales. We are developing a world-class transport system to provide safe, affordable and sustainable transport for all.

During 2013-14 EST was successful in increasing the number of people accessing services through the medium of the Welsh language. The Department focussed on the development of communications with the people of Wales in Welsh including through Facebook, Twitter and YouTube. This led to an above average engagement of Welsh speakers through electronic media.

In accordance with the commitment made in the Welsh Government’s Welsh Language Strategy, links between the economy and the Welsh language are being explored. To take this forward the Task and Finish Group on the Welsh Language and Economic Development was established in December 2012. The Group reported to the Minister for Economy, Science and Transport in February 2014 and the Minister initiated further public consultation on the final report.

As part of its work to develop “Economic Growth and the Welsh Language”, the Task and Finish Group gathered feedback from Welsh language users and the business community, which will be used to improve Welsh language services provided across Welsh Government departments.

The department undertook developments to the Business Wales website which have enabled it to become bilingual. This improved Welsh language content in areas such as news items, published guides and case studies. The Department’s
Sell2Wales website now provides an improved, bilingual service. Wales now has its first fully bilingual procurement site which gives users a choice of publishing their notices in Welsh, in English or bilingually.

The Fiction Factory drama Y Gwyll/ Hinterland is filmed simultaneously in Welsh and English for S4C, BBC Wales and distributors All3Media International. The BBC Wales version features dialogue in both English and Welsh, reflecting the reality of life in West Wales and is the first time both languages have played a prominent role in a drama series broadcast by the BBC across the UK.

The production received funding from the Welsh Government to ensure the project would be produced in Wales and secured £4.2million to the Welsh economy. The series was filmed on location in Aberystwyth and Ceredigion with post production carried out in Cardiff and Llanelli, generating significant spend in these regions. It has been very well received by both audiences and critics alike – ‘the TV noir so good they made it twice’ – has sold to over 30 international territories, as well as securing a deal with Netflix in North America and Scandinavia.

What are the challenges we faced?

The Department has focussed on how use of the Welsh language can be promoted to people who may wish to contact or engage in the services of ES&T in Welsh. Improvements in this area are already increasing Welsh language interaction.

Challenges and opportunities for the next period?

- EST will continue to ensure that all public-facing resources are accessible and bilingual. Some of this will be achieved through the development of web sites and social media.

- In terms of Transport, work will be done to improve bilingual signage. We will use the impending Welsh language standards as a basis for improvements.

- EST will be taking opportunities to continue to increase the take up of Welsh language services across the Department through better promotion and provision.

- The Business Wales team have identified a number of Welsh speakers who are only accessing the English language social media streams. The Department will encourage such users to access both Welsh and English options.
**Action Points for the next period**

The department will continue to promote Welsh language through the main Business Wales website and through the expanding social media portals.

In 2014-15 there will be a focus on greater development of Welsh Sketchbook pages which have achieved almost equal engagement in Welsh and English.

Cardiff Airport will be focusing on delivering Bilingual Signage throughout the Airport.

Matters such as the development of Cardiff Airport; Wylfa Nuclear Power Station and business support are being assessed for opportunities to promote the Welsh language.