

## Appendix 1



# Vale of Glamorgan Council Welsh Language Scheme

## Annual Monitoring Report 2014-15

## **1. Introduction**

1.1 The Council's current Welsh Language Scheme was approved in March 2012 outlining a commitment to provide Welsh language services on a basis of equality with English.

1.2 We have continued to implement the accompanying action plan and detail is included with commentary on the progress on each area of work. The plan has been reviewed regularly and the implementation is coordinated by the Equalities team. Actions were incorporated into departmental service plans, which form an integral part of the council's performance management framework. This ensures that the performance is monitored by the Council's scrutiny committees on a quarterly basis.

1.3 In line with the Welsh Language Measure 2011, the Council has completed a detailed questionnaire on the proposed Welsh Standards and is awaiting the compliance notice.

## **2. Progress on Corporate Issues**

2.1. An Audit of Welsh Language skills was included in a questionnaire to all staff and results were entered into the Oracle system. Information is also routinely collected of the skills of applicants for posts within the council.

2.2 In the meantime the Council is continuing to develop the Welsh language skills of its staff. Twenty-two members of staff enrolled on Welsh language courses in September following a promotion by the Equalities team in which two courses were paid for from their budget. This represents a considerable increase on last year. However a significant number have withdrawn from the courses for various reasons and the challenge remains to keep people on courses.

2.3 The team continues to work closely with the Welsh for Adults (WFA) section in Cardiff University to encourage more staff to join formal courses. An evening a week is currently being devoted to Welsh medium activities in the Adult Learning Centre in Barry and includes IT classes, singing and other activities through the medium of Welsh. The activities are open to learners and fluent speakers.

2.4 We also worked with the WFA team to hold focus groups and we have recently developed a pilot mentoring scheme involving Welsh speakers and learners. At present there are four pairs who meet regularly for an hour in an informal setting

and we are planning to expand the scheme in the coming months. The scheme has been successful so far and utilises the skills of staff to encourage learners and to help them to remain on their courses. We are also trying to encourage the staff who dropped out of classes to join the scheme.

2.5 The Council's StaffNet site is used internally as a means of making officers aware of their Welsh language obligations. Guidance on Welsh language training and publications has been streamlined and this has helped managers to target training within their teams and to be aware of where publications should be produced bilingually. Guidance will be amended and enhanced as soon as the Welsh Standards are introduced.

2.6 A new translation sharing agreement has been set up with the Welsh Government whereby the Council is able to access the services of approved translators. This system works alongside the work of the in-house translation officer and the web translator.

2.7 The Council has adopted a Content Management System (CMS) to update its website ([www.valeofglamorgan.gov.uk](http://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](http://www.bromorgannwg.gov.uk) points users directly to the Welsh language version of the website. The Welsh website is a replica of the English version, and the Council is committed to translating it in its entirety down to the first three layers wherever we have stated we will do so. Work is ongoing to significantly reduce the number of English Web pages and this should enable the Council to translate a higher percentage of pages into Welsh.

2.8 Significant work has been undertaken to ensure that electoral information and on-line forms are fully bi-lingual. Interaction with Welsh language web users will increase in order to establish their existing and changing needs and to aid with continuous development.

### **3. Progress on Welsh Language Frontline Services**

A summary of the Welsh Language Action Plan is attached to this report.

#### **3.1 Children and Young People's Partnership**

3.1.1 The Council's Welsh medium Education Strategic Plan highlights that despite its large and diverse area, Welsh medium education in the Vale is thriving. The growing demand is highlighted in the recent establishment of two new Welsh medium schools.

3.1.2 The WESP Group has been established with representatives from various Council departments, schools and local Welsh language organisations. The group has developed an action plan to address the strategic priorities of education and include those within the Corporate Plan and Community Strategy to 'promote the development of a bilingual workforce' and 'to support children and young people's opportunities to use the Welsh language'. This involves training Welsh speakers in workforce skills shortage areas and raising awareness of children and young people of their right to use the Welsh language when participating in activities, services and provision.

3.1.3 Examples include:

- a bilingual youth provision developed within the Youth Service on a Wednesday early evening to fit in with the needs of approximately 40 young people who regularly attend;
- Agored accreditation units have been put into place with workers delivering differing topics, whereby outcomes will hopefully be accredited in July 2015;
- additional support for year 6 pupils in transition to year 7;
- development of a Welsh language youth forum; and
- funding for the development of sports activities in conjunction with the Urdd; and
- the Youth Service is working in partnership with the Urdd providing Welsh language curriculum activity training for Welsh speakers and non-Welsh speakers, including OCN Courses and School Radio Training.

On an individual basis all partnership members continue to ensure that the Welsh language receives recognition within all their plans and developments.

## **3.2 Sports and Play**

3.2.1 The Sports & Play Development Team, in partnership with the Urdd, have continued to develop and provide sports opportunities through the medium of Welsh. The 5x60 Officer linked to Ysgol Gyfun Bro Morgannwg aims to increase the number of young people participating in sport and physical activity within extra-curricular and community based provision. This is being achieved by creating new opportunities, and further developing and signposting young people to existing community based opportunities within community clubs and leisure centres. The types of 5x60 activities being offered at Ysgol Gyfun Bro Morgannwg include Yoga, basketball, Zumba, football, rugby, dodgeball, badminton, street dance, table tennis and golf.

3.2.2 The mentoring and development of skills amongst young people is a key part of the 5x60 programme and 10 older pupils have been recruited to assist in community sport projects and Welsh medium primary schools across the Vale of Glamorgan.

## **3.3 Social Activities in Welsh**

3.3.1 A programme of meetings has been set up with Menter Bro Morgannwg to discuss out-of-school activities and other activities for adults in the Vale. Senior key staff are involved including the Director of Learning and Skills and the Director of Development Services. The meeting is chaired by the Cabinet member for Children's Services and Schools.

## **3.4 The Ability to guarantee a Welsh Language Service at main receptions, contact centres or one-stop shops.**

3.4.1 The contact centre has a staff of 35 Customer Service Representatives with eight front line call handlers, including two reception trained staff. We are able to provide all contact centre services through the medium of Welsh.

3.4.2 We advertise bilingually one telephone number for the public to use to contact the Council, which includes a dedicated Welsh language option, with every caller to the Council given the option to have their enquiry handled through the medium of Welsh. 100% of calls received on the Welsh language line are routed to a Welsh speaker. The line is fully staffed between 8.00 am and 6.00 pm in line with the contact centre opening hours. In addition to telephone calls, the contact centre is able to respond to other contact channels in Welsh including emails and SMS text messages.

3.4.3 During 2014/15 just over 1,089 calls were answered and dealt with through the medium of Welsh. The Council is confident that the majority of enquiries can be answered in just one contact, without having to transfer the caller to other departments within the council. To date there has been a very positive response to the Welsh language service from the Welsh speaking public although numbers of calls have reduced in line with the English line as more customers choose to contact us via SMS and Email.

3.4.4 Complaints are logged either on the Council's customer relations system or by departments. Any complaints relating to the implementation of the Welsh Language Scheme are recorded and monitored by the Equalities team. A list of complaints is available along with detail of any remedial action required.

3.4.5 Complaints received in the medium of Welsh are also recorded as part of the customer relations management software within the contact centre to ensure that a response is sent in Welsh.

## **4. Scheme Management and Administration**

### **4.1 Human Resources – Equality and Diversity – Language Ability**

4.1.1. The equalities monitoring form includes questions on candidates' spoken and written Welsh skills as well as their ability to understand and read Welsh. This information is recorded on the Oracle human resources system.

4.1.2. In 2010 our linguistic skills audit indicated that large numbers of staff have some Welsh skills – in excess of 400 staff indicated a basic level of Welsh ability. A significant number also indicated an interest in learning or improving their skills. This has enabled us to target training invitations and to get in touch with bilingual staff when we need them. It also helps team leaders to plan training.

4.1.3 The 2013 audit was far more wide-ranging and included manual staff who do not have access to computers. The figures are included in this report and detail of jobs and grades were submitted to the Welsh Language Commissioner as part of last year's Annual Monitoring Report follow-up.

## **4.2 Procurement**

The Council's procurement guidance has been reviewed and the legal contractual arrangements improved to ensure robust consideration of the Welsh Language Scheme. Key contracts include a requirement to comply with the Council's Welsh Language Scheme.

## **5. Mainstreaming**

5.1. Equality impact assessments covering all equalities strands including the Welsh language are undertaken on major corporate policies, the council's budget and on some functions. Officers undertaking EIA's have advice at the scoping stage from the Equalities Co-ordinator and are aware of the Welsh Language scheme. The Corporate Equalities Officer is available to advise with any Welsh Language issues.

5.2. The Welsh language action plan is reviewed regularly by the Equalities team alongside the action plans for other equalities strands. This ensures that the issues are at the forefront of day-to-day developments.

5.3 Equalities issues are mainstreamed through the council's performance management framework. All departmental service plans contain equalities objectives, with risks, performance measures and actions. Measures are reviewed quarterly by the relevant scrutiny committee; actions are reviewed six-monthly in the same manner.

5.4 The Council has an internal officer working group (Corporate Equalities Working Group) through which information is cascaded to departments, and issues can be raised and discussed. It also operates an Equalities Consultative Forum, which is a formal committee of the council and consists of elected members and representatives from support and campaigning groups.

## **6. Analysis of Performance by priority and target**

6.1 The Council monitors the implementation of the Welsh Language Scheme through the following mechanisms:

- regular monitoring of action plans
- annual improvement planning, including achievement of targets and a summary of achievement of the Welsh Language Scheme;
- an annual report to the Corporate Management Team, the Scrutiny Committee and the Welsh Language Commissioner.

6.2 Annual reports are compiled by the Equalities team in consultation with managers and officers involved in implementation of the scheme. Complaints about implementation are collated by the Equalities team and although these are generally very few it is important to the Council to identify where improvements can be made. The Council conducts periodic opinion surveys and arranges focus groups to consult Welsh speakers on the standard of service that they are receiving in Welsh.

## **7. Publishing Information on performance**

7.1 The Council collects and reports information on all measures that are national statutory measures and sets targets for them. We have also adopted a limited number of local indicators which assists in measuring progress against this scheme. This information is publicly available via the council's Improvement Plan and service

plans, which are published annually and is available on the council's website [www.valeofglamorgan.gov.uk](http://www.valeofglamorgan.gov.uk) or [www.bromorgannwg.gov.uk](http://www.bromorgannwg.gov.uk).

7.2 In addition to this, once approved by Corporate Management Team, the Council will publish this report on the Equalities section of the council website along with other data on language matters.

<p>The level of conformity with Welsh language among third parties operating on behalf of the Council. The Council will undertake an annual sample of contracts with third parties to identify conformity issues with the requirements for the Welsh language as set out in the Council's procurement guidance. It will be reported as a percentage of those sampled (numerator and denominator will be provided).</p>	<p>The council's procurement guidance has been reviewed and the legal contractual arrangements improved to ensure robust consideration of the Welsh Language Scheme. A large contract was reviewed in December 2012 relating to the council's Leisure Services. Compliance with the council's Welsh Language Scheme was included.</p>
<p>Information on current staffing and recruitment to frontline posts. Frontline posts are those in the 'front office' of the Council and will be measured on the basis of these positions. Increasingly, this will come to mean the Onevale contact centre. It will be measured as a percentage of those identified in front line posts (numerator and denominator will be provided).</p>	<p>Of 35 Customer Service Representatives in the contact centre eight are fluent Welsh speakers. This represents 22.8% of the team.</p>
<p>Number of staff undertaking training and to what</p>	<p>There are currently 13 members</p>

<p>level/degree of proficiency. This will be measured based on the number of staff undertaking Welsh language training provided by the Council. This measure will be reported as a number under each of the categories: Entry and Foundation; Intermediate; Advanced; Advanced/Mastering.</p>	<p>of staff who have enrolled and stayed on Welsh language training. (As at March 2015)</p> <p>4 Entry Level 1 8 Entry Level 2 1 Uwch</p>
<p>Number of staff with Welsh skills in the Council. This indicator was measured in the Linguistic Skills Audit of 2013</p>	<p>59 members of staff consider themselves as 'fluent' while another 43 consider themselves 'Competent'. 17 classed themselves as 'Good'. Several hundred more described themselves as having a 'Basic' understanding of the language.</p>

<p>Number of complaints about implementation of the Welsh Language Scheme. This performance indicator will be measured on the basis of the number of those complaints about the content or implementation of the Welsh language scheme,</p>	<p>The Council has received 4 complaints this year on various issues as well as 27 letters from residents as part a co-ordinated campaign to encourage the</p>
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which will be investigated by and responded to by the Equalities Team.	Council to provide more social activities in Welsh. A list is available.
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## 8. Additional Information

8.1 The Council has completed the detailed questionnaire required by the Welsh Commissioner and is awaiting a compliance notice. In the meantime we will continue to develop methods of recording activities in line with the new Welsh standards.

8.2 We will continue to work closely with other bodies such as the Welsh for Adults team and Menter Bro Morgannwg in order to provide opportunities for staff to develop their skills and to enable us to provide a comprehensive service to our residents.

## Appendix 1 - Welsh Language Action Plan Update

WLS 62	Publish and promote the Linguistic Skills strategy.	Raise awareness of staff	<b>Completed:</b> - The plan has been implemented and promoted.
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WLS 63	Develop and implement a Welsh Language Training and Development Strategy	Tailored training is available and monitored	<b>Completed:</b> - The strategy has reviewed and is in place.
WLS 64	Promote and publish the Welsh Language Scheme	Staff are aware of their responsibilities	<b>Completed:</b> - The WLS is widely used as a basis for responding to requests. Public information not produced bilingually is removed from display and complaints are raised with the officer responsible.
WLS 65	Ensure that linguistic skills information is collected from all staff	Key information is obtained on staff skills	<b>Completed:</b> - Information has been provided to the Welsh Commissioner
WLS 66	Ensure that signage and badges are visible in reception areas	Residents will feel welcome to speak in Welsh when visiting Council premises	<b>Completed:</b> - Signs are prominent in all reception areas and Welsh speakers wear badges.

WLS 67	Ensure that adequate numbers of Welsh speaking staff are available in the Contact Centre	Welsh language users are able to access information and services in preferred language	<b>Completed:</b> - Of 35 Customer Service Representatives in the contact centre eight of those are Welsh speakers.
WLS 68	Arrange for the translation of all on-line forms and information regarding electoral registration	Arrangements for elections are bilingual	<b>Completed.</b>
WLS 69	Ensure that staff who speak Welsh have bilingual Email footers	Residents are aware of when they can respond in Welsh	<b>Completed:-</b> All Welsh speakers have 'Hapus i gyfathrebu yn Gymraeg'
WLS 70	Ensure that the top ten web pages accessed by residents are fully bilingual	The most popular parts of the website are available in Welsh	We are no longer able to guarantee this as priorities have changed and we are in the process of streamlining the website.
WLS 71	Ensure that translation of current news, updates and jobs takes priority over other web translations	The most important elements of the website are translated quickly	See WLS 70

WLS 72	Review the Welsh language content of the website	Regular checks will ensure that Welsh is correctly used	<b>Completed:</b> - Now standard practice.
WLS 73	Review the job descriptions and person specifications of reception staff and revise for new staff to include Welsh language abilities.	Managers are able to provide Welsh language facilities in frontline areas	<b>Completed.</b>
WLS 74	Assist elected members to publicise and improve their skills	Residents are aware of which members are Welsh speaking	<b>In progress:</b> 4 training sessions for elected members took place in April and May 2013. These were with The Independent Group, Corporate Resources (Scrutiny), the Cabinet and Plaid Cymru. Some elected members are enrolled as Welsh learners. Awareness sessions will be organised after we have received the Compliance Notice from the Welsh Language Commissioner.

WLS 75	Introduce a “jobs fair” with Barry College and Ysgol Bro Morgannwg to encourage work experience and job applicants with Welsh language skills	Staff skills reflect the needs of the service to provide bilingual services	<b>In progress:</b> A link with Ysgol Bro Morgannwg careers department has been established and leaflets were distributed during the ‘A’ Level results process.
WLS 76	Prepare guidance for officers who are involved in partnership working	Officers are aware of the Council’s commitment to the Welsh Language	<b>Completed.</b>
WLS 77	Ensure that the HR Strategy and Workforce Plan reflect the Linguistic Skills Strategy	Mainstream the LSS as part of workforce planning	<b>Completed.</b>

WLS 78	Review language used in bi-lingual job descriptions to ensure clarity for Welsh speakers	Clear Welsh is used in job descriptions	<b>In progress:</b> The Welsh translator will keep a record of any request for job descriptions and will work with the Corporate Equalities Officer
WLS 79	Outline the level of Welsh required in specific job roles	Clarity on level of Welsh for each role	<b>In progress:</b> The Corporate Equalities Officer checks on any new advertisements.
WLS 80	Undertake a new 'Mae gen ti ddewis' campaign to encourage more use of the Contact Centre phone line	The availability of the Welsh Language line is publicised and awareness increased resulting in increased use of the service	<b>In progress:</b> We have been unable to obtain funding to date for this project.
WLS 81	Provide awareness training to key staff on a regular basis as well as informal opportunities to practise their Welsh skills	Staff are aware of Welsh language issues and are able to improve their skills	<b>In progress:</b> Awareness sessions are being planned for April – July 2015 to brief senior staff and elected members on the requirements of the new Standards.

WLS 82	Develop a structured working relationship with Menter y Fro in order to help WL development particularly in leisure and in relation to privatisation	Increased support for learners and residents	<b>In progress:</b> The Council is involved with the new entity – ‘Menter Bro Morgannwg’ to improve opportunities in the Vale for Welsh speakers. Regular meetings are now taking place to discuss how bilingual opportunities can be developed.
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WLS 83	Include WL issues in recruitment and selection training	Awareness among managers regarding the LSS requirements	<b>Completed.</b>
WLS 84	Design and circulate a database for use by departments to register individuals and organisations who wish to communicate with the council in Welsh.	The council is aware of those residents who wish to deal with the council in Welsh	Has not been completed – will be carried forward as part of the new standards.

WLS 6 (on-going)	Undertake an audit of council publications and documents, and promotional materials	Managers are complying with the Welsh Language Scheme	As a result of re-structuring this audit has been delayed until September 2015. Will form part of the new standards.
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WLS 7 (cf)	Contact centre staff establish and communicate the language preference of customers to back office staff	Welsh language customers receive information in their preferred language	Will form part of the new standards
WLS 9 (cf)	Undertake an annual audit of new strategic documents to assess achievement of WLS objectives	All strategic documents are translated as appropriate	Priorities have changed within the Communications team and a review of the Welsh language website is underway.
WLS 85	Provide information on linguistic skills in the annual monitoring report	Data is provided to WLB on an annual basis	<b>Completed.</b>
WLS 86	Monitor Service Plans to ensure that actions in respect of the Vale Equality Scheme and targets are being effectively implemented	Welsh Language actions are monitored as part of Service Plans	<b>Completed.</b>
WLS 87	Review the current format of job advertisements in order to increase the bilingual content	More bilingual content in advertisements	Not yet progressed. Will be included in the new Standards regime.