



PEMBROKESHIRE COUNTY COUNCIL

WELSH LANGUAGE STANDARDS IMPLEMENTATION

Prepared under the Welsh Language (Wales) Measures 2011 (1) and the Welsh Language Standards (No.1) Regulations 2015 which came into force on 31 March 2015.

Pembrokeshire County Council has adopted the principle that it will promote or facilitate the use of the Welsh language and work to ensure that the Welsh language is treated no less favourably than the English language.

Pembrokeshire County Council is required, in accordance with the Welsh Language Standards, to publish a document which explains how it intends to comply with the standards with which it is under a duty to comply in respect of service delivery/policy making/operational standards. (Schedules 1, 2, and 3)

This document sets out how the Council intends to comply with those standards.

INTRODUCTION

Pembrokeshire County Council is a unitary Local Authority serving a population of around 123,000. Of these 22,000 (18%) are aged under 16, and 27,900 (23%) are aged 65 and over. Around 70% of the population aged 16-64 are in employment - nearly a quarter of people employed in Pembrokeshire are self-employed.

In the Welsh Language census held on 27 March 2011, from a total population of 118,392, 19.2% of the population over 3 years old could speak Welsh. The % for the whole of Wales is 19%. The 2001 census in respect of Pembrokeshire held a figure of 20.4% for the same age group.

According to the 2013-2015 Welsh language Survey, of the 22,800 Welsh speakers 9,600 (42%) reported speaking Welsh fluently. Overall some 11,000 people, 48% of Welsh speakers reported speaking Welsh daily, the 6th highest proportion of Welsh Local Authority areas.

Pembrokeshire County Council is comprised of 60 Councillors who each represent residents in different areas of Pembrokeshire. It employs approximately 7,200 staff. The wide range of work is covered across four Directorates:-

- Finance
- Development
- Social Services and Leisure
- Children and Schools.

In addition there is a wide range of central services supporting the work of the Directorates.

The Welsh Language (Wales) Measure 2011 (1) makes provision for the specification of standards of conduct in relation to the Welsh language (“standards”). These replace the system of Welsh Language Schemes provided for by the Welsh Language Act 1993 (c.38).

- Schedule 1 to the Regulations specifies service delivery standards (standards 1 to 87) that relate to a service delivery activity, and is intended to promote or facilitate the use of the Welsh language, or to work towards ensuring that the Welsh language is treated no less favourably than the English language when that activity is carried out.
- Schedule 2 to the Regulations specifies policy making standards (standards 88 to 97) that relate to a policy decision, and is intended to secure or to contribute to securing, that the person making the policy decision considers the effects (positive or adverse) on opportunities for people to use the Welsh language, or on treating the Welsh language no less favourably than the English language and to act upon any adverse effect.

- Schedule 3 to the Regulations specifies operational standards (standards 98 to 144) that relate to the functions, or a business or other undertaking carried out by the Authority that is intended to promote or facilitate the use of the Welsh language.
- Schedule 4 to the Regulations specifies promotion standards (standards 145 and 146) that are intended to promote or facilitate the use of the Welsh language more widely.
- Schedule 5 to the Regulations specifies record keeping standards (standards 147 to 154) that relate to the keeping of records including complaints concerning compliance with other specified standards, or records about other complaints concerning the Welsh language.
- Schedule 6 to the Regulations specifies standards that deal with supplementary matters (standards 155 to 176)

Schedule 1

Delivery of services – standards 1 to 87

The Council has responsibility for delivering the complete range of local government services for residents, businesses and visitors.

The way in which a service is delivered to the public varies according to its nature and size. The main Directorates of the Council are based at County Hall Haverfordwest. The Council operates Customer Service Centres at Haverfordwest, Fishguard, Milford Haven, Neyland, and Pembroke Dock where the public can make payments and make enquiries. In addition other services are delivered from area offices, branches, depots, centres, Homes, Institutions and other workplaces.

Not all services are provided directly by the Council's Directorate /corporate services. Some are provided by agencies or by other bodies contracted to the County Council. In accordance with the Welsh Language Standards (No.1) Regulations 2015 "references to any activity being carried out by a body, or to any service being provided by a body, are to be read as including a reference to that activity being carried out on the body's behalf or to that service being provided on the body's behalf by a third party under arrangements made between the third party and the body".

As a Local Education Authority, the Council has responsibility for providing schools and ensuring sufficient school places and, through regulation of the curriculum and the character of the school, for the strategic direction of Welsh language and Welsh medium education. The Council provides support services for schools through Service Level Agreements.

The Council, when delivering its services, is committed to promoting or facilitating the use of the Welsh language and ensuring that the Welsh language is treated no less favourably than the English language.

The Council has introduced guidance and policies to help employees understand their role in achieving the Welsh Language Standards by:

- Setting out the standard of communication that is expected;
- Outlining what support services and resources are available.

A. The **Communication Standards Services and Resources, guideline for employees** reflects new regulations and legislation that result in significant changes to the way it works, including the Welsh Language Standards Regulations, which has an impact on the way in which both the Council and individual employees communicate with customers, partners and contractors on a day-to-day basis.

This document is central to the knowledge base of the Council's employees and provides guidance on all aspects of communication including:-

- communication materials
- the design of any materials
- telephone communication
- personal visits by the public
- arranging and conducting meetings
- websites, online services and social media
- advertising and publicity
- translation services
- press releases
- Road signs and official notice
- Communication materials.

The time frame for correspondence will be the same when replying to Welsh letters as they are when replying to English letters. The following message has been incorporated into corporate electronic letterhead templates and email auto signatures.

“We welcome correspondence in Welsh and English and will respond within a maximum of 15 working days. We will respond in the language in which the correspondence is received (unless you ask us to do otherwise)”.

A standard text has been provided for employees to include in email signatures to enable them to indicate whether they speak Welsh fluently or whether they are learning Welsh:-.

“If you are a Welsh speaker or you are learning Welsh, you must also include this information at the foot of your emails. The text you should use to indicate this is:

- I speak Welsh fluently / Rwy’n siarad Cymraeg yn rhugl
- I am a Welsh learner / Rwy’n dysgu Cymraeg”.

Additionally wording is provided for employees to use if they are away from their desks for more than a short period of time for both internal and external recipients:-

“You must use the following standard bilingual Out of Office message (completing blanks appropriately):-

- 23/1/17 am/pm

Thank you for your message, I will be out of the office until the above date/time. I will deal with your enquiry upon my return. If your message is urgent, please phone my colleague xxxx on xxxx.

- 23/1/17 bore/prynhawn

Diolch am eich neges. Byddaf allan o'r swyddfa tan y dyddiad/amser uchod. Gwnaf ateb eich ymholiad ar ôl imi ddychwelyd i'r gwaith. Os ydych angen cysylltu ar frys, gallwch ffonio fy nghydweithiwr xxxx ar xxxx.

Documents which are issued or made available to the public generally will be published bilingually. These documents:-

- Provide information on Council services;
- Explain and give guidance on the Council's policies; initiatives, developments and new services;
- Seek the views of the public through a consultation exercise;
- Issue specific information on aspects of services provided for the public.

The Council provides a facility whereby a translation service is accessed in respect of the written word and simultaneous translation at meetings. Employees are provided with full instruction on how the Translation Service can be accessed and on the method of requesting the service.

- Design of materials

All Council logo designs give equal prominence to Welsh and English, treating Welsh no less favourably than English.

The Council's bilingual corporate identity will be used on its materials and goods, including letterheads.

- Telephone communication

The Council welcomes telephone enquires in the Welsh language.

The following instruction has been provided:

“When any telephone number is publicised (other than individual direct line numbers) you must state:

We welcome telephone calls in Welsh and English / Rydym yn croesawu galwadau ffôn yn Gymraeg a Saesneg”

Calls to the main telephone number will be answered by the Contact centre with a bilingual greeting.

When a person contacts the Council the member of staff will deal with the call in Welsh, if that is the person's wish, until such point as it is necessary to transfer the call to a member of staff who does not speak Welsh who can provide a service on a specific matter, and, no Welsh speaking member of staff is available to provide a service on that specific subject matter.

- Personal visits by the public

The Council's main reception area at County Hall provides a bilingual service.

The Council emphasises the importance of the main reception area in relation to encouraging the use of language choice which includes:-

- Displaying a sign which states that persons are welcome to use the Welsh language at reception.
 - Issuing staff who are able to provide a Welsh language reception service with a lanyard to convey this.
- Arranging and conducting meetings.

The Council arranges public meetings for consultation or for legal or other matters.

Council staff organising meetings will ask those proposing to attend if they wish to use the Welsh language at that meeting. The invitation will confirm that if they do wish to use the Welsh language at the meetings the Council will provide a translation service.

A clear timeframe will be provided for confirmation by an attendee that he/she wishes to use the Welsh language at the meeting.

The following instruction has been provided:-

"The text you must use on invitations/publicity material for public meetings and events is:

- You are welcome to use the Welsh-language. If you would like to do so, you will need to inform us a minimum of five working days in advance of the meeting.
- Mae croeso i chi ddefnyddio'r iaith Gymraeg. Os hoffech wneud hynny, bydd angen i chi roi gwybod i ni o leiaf bum diwrnod gwaith cyn y cyfarfod."

Organisers of the meeting will ensure that simultaneous translation is in place at a meeting where the use of the Welsh language has been requested.

The Council provides a facility whereby a translation service is accessible in respect of the written word and simultaneous translation at meetings. Employees are provided with full instruction on how the Translation Service can be accessed and on the method of requesting the service.

- Websites / online services/social media

The Council's websites are managed by the corporate Web Team and are designed to support fully bilingual content.

When including the main Council website address in any communication or marketing material employees are instructed to use both the Welsh and English addresses:-

www.sir-benfro.gov.uk/www.pembrokeshire.gov.uk

The A to Z website provides detail of all the services provided by the Council. Interfaces and menus on every page of the Council's website are in Welsh and English with direct links from English language pages to Welsh language pages, and vice versa.

If a person contacts the Council by social media in Welsh, we will reply in Welsh. The Welsh language will not be treated any less favourably than the English language.

- *Advertising and Publicity*

Where the Council publicises its services and activities by means of exhibitions; events; displays and presentations it will do so bilingually. Where required the display material and any supporting material such as advertisements, posters and public literature will be fully bilingual.

- *Translation services*

The Council provides a facility whereby a translation service is accessed in respect of the written word and simultaneous translation at meetings/interviews/events and exhibitions. Employees are provided with full instruction on how the Translation Service can be accessed and on the method of requesting the service.

- *Press releases.*

The Council's press office issues proactive press notices to the media on a regular basis.

When the Council issues a statement to the press it will issue that statement in both the Welsh and English language and will issue both versions at the same time. In the event of an emergency the Council will consider the requirement to issue both the Welsh and English language version at the same time.

- *Road Signs and official notices*

The Welsh Language Standards require that the Welsh text be positioned where it will be read first in respect of road signs and official notices. All new, replacement and temporary signs will comply with the standards.

Bilingual street and place names signs will be provided where a Welsh or English translation of the name is in regular usage.

B. The document ***Supplementary Information for managers and senior officer*** provides guidance on specific service delivery aspects of the Welsh Language Standards, which include:-

- Education courses open to the public
- Provision of grant funding
- Procurement.
- *Education courses open to the public.*

The Council offers education course which are provided in order to educate or improve the skills of members of the public. The wording on our website is as follows:-

“In order to make it viable for us to run courses we need a minimum number of people to take part. Our aim is to provide courses bilingually wherever possible. When you enquire about taking part in a course we will ask you if you would prefer to take part exclusively in Welsh. We will provide courses exclusively in Welsh when numbers reach the minimum level required”.

- *Provision of grant funding*

Any documents published which relates to a grant application will be published in both Welsh and English and will not treat the Welsh language any less favourably than the English language.

The time frame for submission and consideration of a grant application to the Council will be the same when receiving Welsh submissions as they are for English submissions. Closing dates for applications and time frame for informing applicants are the same for both Welsh and English submissions.

The Council may interview a member of the public in relation to applications for grants. Council staff organising the interview will ask the applicant(s) if they wish to use the Welsh language at that interview. The invitation will confirm that if they do wish to use the Welsh language at the meetings the Council will provide a translation service. Organisers of the interview will ensure that simultaneous translation is in place at a meeting where the use of the Welsh language has been requested.

A clear timeframe will be provided for confirmation by an attendee that he/she wishes to use the Welsh language at the interview.

- *Procurement*

The Council offers guidance via Procurement procedure note 02/2016 for officers who are involved in partnership working outlining the Council’s responsibilities in accordance with the Welsh Language Standards.

Any invitations to tender for a contract will state that tenders may be submitted in Welsh and that a tender submitted in Welsh will be treated no less favourably than a tender submitted in English.

The time frame for submission and consideration of a tender to the Council will be the same when receiving Welsh submissions as they are for English submissions. Closing dates for applications and time frame for informing a tenderer are the same for both Welsh and English submissions.

The Council may interview a tenderer in relation to a tender for a contract. Council staff organising the interview will ask the tenderer(s) if they wish to use the Welsh language at that interview. The invitation will confirm that if they do wish to use the Welsh language at the meetings the Council will provide a translation service. Organisers of the interview will ensure that simultaneous translation is in place at a meeting where the use of the Welsh language has been requested.

C. A dedicated page has been introduced on the home page of the Council's internal website called **Communication and Welsh language**. (Standard 125 of the Welsh Language Standards requires the Council to designate and maintain a page on its intranet to assist its employees to use the Welsh language.) This is updated periodically to provide up to date information on the Welsh language requirements. It includes:-

- The Welsh Language Standards.
- The Communication Standards Services and Resources, guideline for employees.
- Corporate electronic letterhead templates for each Directorate and Central unit.
- The Internal use of Welsh Policy.
- The Policy of awarding grants – Summer 2016.
- The Council's Customer Charter

Schedule 2

Policy making standards - 88 to 97

The Council has a responsibility when formulating a new policy (or reviewing/revising an existing policy) to consider the effect that a policy decision has on the opportunities for persons to use the Welsh language.

The Council has introduced guidance and policies to help employees understand their role in achieving the Welsh Language Standards by:

- Setting out the requirements of the policy making standards
- Outlining what support services and resources are available.

The document ***Supplementary Information for managers and senior officers*** provides guidance for officers responsible for developing policies outlining the Council's responsibilities on:-

- Policy making, consultation and research
- Provision of grant funding
- Procurement (contracting and commissioning)
- Procurement (Welsh language clause).
- *Policy making, consultation and research*

When the Council considers a new policy or reviews or revises an existing policy it will- in accordance with standards 88 to 97:-

- Consider whether a policy decision affects positively or adversely on opportunities for persons to use the Welsh language and on treating the Welsh language less favourably than the English language. If adversely it will consider if the policy can be amended to have a positive effect or less adverse effect.
- Consult to seek views on whether a policy decision affects positively or adversely on opportunities for persons to use the Welsh language and on treating the Welsh language less favourably than the English language. If adversely will seek views on how the policy can be amended to have a positive effect or less adverse effect.
- Undertake research on whether the policy decision affects positively or adversely on opportunities for persons to use the Welsh language and

on treating the Welsh language less favourably than the English language. It must ensure that the research considers how the policy could be made so that it has a positive effect or less adverse effect.

The existing corporate integrated impact assessment tool has been revised to take into account the requirements of the Welsh Language Standards. A named contact officer is provided in the supplementary guidance and managers advised to seek assistance when anticipating the impact of proposed strategies and policies on equality and diversity issues, sustainable development, the Welsh language and wellbeing. A set of standard questions have been devised to assist with gathering data on potential impacts on the Welsh language and that data gathered is used to inform the integrated assessment tool.

- Provision of grant funding

Any documents published which relates to a grant application will be published in both Welsh and English and will not treat the Welsh language any less favourably than the English language.

A policy has been developed “Policy on awarding grants – summer 2016” which proposes the mandatory completion of an application form for all those requesting grant assistance from the Council. The policy will provide clear guidance on any grant provision excluded from the Welsh Language Standards and will ensure that:-

- The Council gives consideration to any effect on the Welsh language when we award grants;
- Appropriate use is made of the language within any activity we grant fund.

- Procurement (contracting and commissioning)

The Council has guidance for officers who are involved in partnership working outlining the Council’s responsibilities in accordance with the Welsh Language Standards.

Procurement procedure note 02/2016 advises staff that when preparing an invitation to tender the named procurement link officer will address the requirement to complete the Council’s checklist. The content of the checklist confirms the requirement to treat the Welsh language no less favourably than the English with regard to correspondence/interviews and meetings.

- Procurement (Obligatory Welsh Language Clause)

A Welsh Language Clause will be included in all Invitation to Tender (ITT) documentation. The clause emphasises that the supplier shall at all times comply with the Welsh Language (Wales) Measures 2011 and the standards set out within the Customer’s compliance notice as if it were the Customer to the extent that the

same relate to the provision of the Services/Goods. The supplier shall interpret the standards as if they were in force as at the date of the contract.

Schedule 3

Operational standards – relating to the use of the Welsh language within the Council

Standards 98 to 144

Operational standards relate to the use of the Welsh language within the Council.

The Council has introduced guidance and policies to help employees understand their role in achieving the Welsh Language Standards by:

- Setting out its commitment to the use of the Welsh language within its internal administration;
- Outlining what support services and resources are available.

A, The introduction of the **Internal use of Welsh policy** provides guidance on good practice on the use of the Welsh language in the workplace and an understanding of the duty to operate in accordance with the Welsh Language Standards. The policy clarifies the Council's commitment to the use of the Welsh language within its internal administration

B. A dedicated page has been introduced on the home page of the Council's internal website called **Communication and Welsh language**. (Standard 125 of the Welsh Language Standards requires the Council to designate and maintain a page on its intranet to assist its employees to use the Welsh language.) This is updated periodically to provide up to date information on the Welsh language requirements. It is used for current/topical issues and provides:-

- The Communication Standards Services and Resources, guideline for employees.
- The Welsh Language Standards.
- Corporate electronic letter head template for each Directorate and Central unit.
- Details of Welsh language courses designed for all levels and how to apply.
- The Council's Customer charter.
- The Welcome booklet for employees which includes reference to the e- learning Welsh Language Awareness course.

- C. Bilingual policies and procedures, both internal and external, include the Internal use of Welsh policy; performance and appraisal paperwork; grievance and disciplinary policies.
- D. The document ***Supplementary Information for managers and senior officer*** provides guidance on the Welsh Language Standards relating to the use of Welsh within the Council.

This document includes guidance on areas such as:-

- Recruitment and appointments
- Performance appraisal and training
- Employment practises

- *Recruitment and appointments*

Linguist ability will be considered as a relevant skill when appointing staff under the recruitment policy.

Staff with responsibility for employee recruitment and selection have been advised that there is a requirement to assess Welsh language skills in relation to all vacancies as:-

- Welsh language skills essential; or
- Welsh language skills need to be learnt when appointed to the post; or
- Welsh language skills desirable; or
- Welsh language skills not necessary.

The employees requisition form has been amended accordingly.

Staff with responsibility for employee recruitment and selection have been advised that applicants:-

- Are able to submit an application in either Welsh or English; and
- Are to be advised that they can request that the interview process is conducted through the medium of Welsh or English.

Arrangement will be made to provide simultaneous translation at an interview where the use of Welsh has been requested.

The Council will:-

- When offering a new post to an individual ask them whether they wish to receive the contract of employment in Welsh and, if so, provide this in Welsh.
- Ask each employee whether they wish to receive any paper correspondence that relates to his or her employment, and which is addressed to them personally, in Welsh and, if so, provide this in Welsh

- Performance appraisal and Training

The Council is committed to undertaking a full training needs analysis of the Welsh Language Skills of its staff and to undertake an intensive welsh language training programme.

Training priority is given to employees in those services where there is regular contact with the Welsh speaking public such as reception service areas.

As part of its training strategy the Council has a comprehensive Welsh language training programme for staff at all levels, both to acquire and to improve Welsh language skills.

The home page of the Council's internal website known as the intranet, provides information on the Welsh language courses available and how to apply.

The Council has an established Performance Appraisal system in place – one purpose being the analysis of generic training needs (including Welsh language skills). The Council encourages and supports members of staff who wish to learn or improve their Welsh.

Performance appraisal paperwork is available on the intranet through the medium of Welsh and staff are advised of this availability.

Opportunities for employees to receive Welsh language awareness training are promoted in the learning and development section of the council's intranet. This has been incorporated in our corporate welcome for all new employees.

- Employment practices.

The disciplinary and grievance policies promote the entitlement to receive all correspondence /attend all interviews or meetings through the medium of Welsh.