

GWYNEDD COUNCIL

WELSH LANGUAGE SCHEME

**Prepared in accordance with the Welsh Language Act
1993**

2010-2013

This Scheme received the approval of the Welsh Language Board
under Section 16 of the Welsh Language Act 1993 on 17/05/10

INTRODUCTION

Gwynedd Council published its first statutory Welsh Language Scheme in 1996. It was reviewed in 2004 and then in 2006 in line with requirements of the Welsh Language Board. This scheme is an updated and revised version of the 2006 scheme

The Council takes great pleasure in presenting this new version covering the period 2010-2013

1. BACKGROUND TO THE SCHEME

1.1 Declaration

- 1.1.1 Safeguarding and promoting the Welsh language and its use, within the Council and outside it, is one of the Council's strategic objectives.
- 1.1.2 In its dealings with the public and in the exercise of the democratic process the Council shall treat Welsh and English on the basis of equality and both languages shall enjoy the same status and validity.
- 1.1.3 The purpose of this Scheme is to demonstrate how the Council will plan and deliver its Welsh and English language services to the public on the basis of their being equal in accordance with the Welsh Language Act 1993.
- 1.1.4 Gwynedd Council is committed to mainstreaming the Welsh Language. It is the responsibility of all Council staff and Council Members to promote the Welsh language.
- 1.1.5 The Welsh language is an element within the Equality Improvement Framework for Wales, a tool developed by the Welsh Local Government Association to facilitate the link between equality and the Welsh language and the structures of the Wales Programme for Improvement. Gwynedd Council has committed to the Framework and to the goal of mainstreaming the Welsh language throughout all its work and procedures.

1.1.6 Matters relating to the Welsh Language and our commitment to improving our performance in relation to bilingualism will tie in with the central process of business planning and performance management. The Strategic Direction Service will ensure that language matters will be tied in with the development of all relevant services. The Council also welcomes its role within the wider national framework for promoting the language. We recognise that our actions and our commitment to the agenda contributes to the Welsh assembly Government's vision, set out in the policy document, "Iaith Pawb". Iaith Pawb notes key national targets, and of particular relevance to Gwynedd and this Scheme are the following:

- That the percentage of people who can speak Welsh has increased by 5 percentage points from the figure arising from the 2001 Census.
- That the decrease in the number of communities where Welsh is spoken by over 70% of the population is halted
- That there is an increase in the percentage of children receiving school education through the medium of Welsh
- That it is possible for public, private and voluntary bodies to provide more services through the medium of Welsh

1.1.7 The Council's objectives regarding the Welsh language are:-

- to enable everyone who receives or uses the Council's services, or contributes to the democratic process, to do so through the medium of Welsh or English according to personal choice.
- to promote the use of the Welsh language in the life of the area and to be an anchor for the language in its resurgence throughout Wales.
- to promote the use of the Welsh language by other public bodies which have dealings with the Council, and to support and promote the use of Welsh by organisations and businesses which provide services for the public in the area of the Council.
- to establish Welsh as the official internal administrative language of the Council by providing facilities for in-post training to enable staff to develop their linguistic skills in Welsh and English.
- to develop the ability of pupils and students to be confidently bilingual in order that they can be full members of the bilingual society of which they are a part.

1.2 New policies and initiatives

- 1.2.1 It should be ensured that any new plans, initiatives or policies adopted by the Council conform to the requirements of this Scheme and promote and facilitate the use of Welsh. Reference shall be made to this Scheme where relevant in any of the Council's other plans, initiatives or policies. Also, an assessment will be undertaken of the likely linguistic results of any policy or new initiative in preparing it and the effect of any policy or initiative adopted by the Council will be assessed in monitoring that policy or initiative.
- 1.2.2 In the same way the measures of the Scheme will be applied as new policies and initiatives are implemented. This will be achieved by an objective assessment of the obligations.
- 1.2.3 The Council will consult with the Welsh Language Board in advance with any intentions which will affect the Scheme or will affect the Schemes of other bodies which are under the influence of the Council.

1.3 Service Planning and Delivery

- 1.3.1. We will mainstream the Welsh language into all our work and on every level, be that planning or delivery. We will accept the Government definition of mainstreaming:
“ Consider the Welsh language throughout all aspects of your work and in all that you do, with the aim of ensuring every opportunity is taken to:
 - 1) Encouraging and supporting the Welsh language
 - 2) Contribute to the Government’s vision of a bilingual Wales, and
 - 3) Plan, prepare and evaluate services in the Welsh and English languages.”
- 1.3.2 The Chief Executive and every Strategic Director shall be fully aware of the requirements of the Scheme. Heads of Services and should ensure that these requirements are reflected in the work carried out by their departments and in work carried out on behalf of their departments by other individuals and organisations. They shall also be responsible for promoting the use of Welsh in the Services and for monitoring performance targets within their Services..
- 1.3.3 In all cases where, any document, sign or other written material is provided by the Council bilingually, in the context of this policy

document, Welsh and English are the two languages implied by the word "bilingual".

1.4. **The Demographic Background**

- 1.4.1 In 2001, Gwynedd's population was 116,843 with 48% male and 52% female. The average age of residents was 40 with 19% of the population aged 0-16, 56% in the age band between 16 and 59 and 25% 60 years or over which is higher than the average for Wales. In mid-2008, it was estimated that Gwynedd had a resident population of 118,207, with 48.7% being male and 51.3% female.
- 1.4.2 At the end of the last century the native population decreased with incomers masking the decrease in the younger population, as young people left the area to look for work or higher education.
- 1.4.3. Gwynedd has the largest number of Welsh speakers in Wales- 69% as a percentage of inhabitants over 3 years of age (Census 2001). compares with the Welsh average of 20.8% percentage of inhabitants over 3 years of age (Census 2001). It is encouraging to note that according the Welsh Language Board's Language Use Survey 2004-2006, 83.3% of people in Gwynedd can speak Welsh fluently, once again the highest percentage within Wales. This compares with the Welsh average of 58.4%
- 1.4.4. The percentage of Welsh speakers tends to be higher in some of the more urban areas and the former quarrying areas, but significantly lower in many areas on the Meirionnydd coast.

Urban Areas	Ward	% Welsh Speakers
Caernarfon	Cadnant	85.5
	Menai (Caernarfon)	83.7
	Peblig	88.0
	Seiont	87.2
Porthmadog	Dwyrain	84.2
	Gorllewin	64.8
Pwllheli	Gogledd	81.5
	De	78.4
Dolgellau	Gogledd	67.0
	De	73.0
Bala	Bala	80.3
Bangor	Deiniol	30.4
	Dewi	58.9
	Garth	46.0
	Glyder	54.9
	Hendre	51.9
	Hirael	52.7
	Marchog	54.1
	Menai (Bangor)	27.4

Quarry Areas	Ward	% Welsh Speakers
Penygroes	Penygroes	87.9
Bethesda	Gerlan	74.3
	Ogwen	79.0
Blaenau Ffestiniog	Teigl	80.0
	Diffwys a Maenofferen	83.7
	Bowydd a Rhiw	79.4

Meirionnydd coast	% Welsh Speakers
Aberdyfi	41.9
Abermaw	43.5
Bryncrug / Llanfihangel	58.1
Dyffryn Ardudwy	48.4
Harlech	58.8
Llanbedr	50.2
Llangelynnin	40.7
Tywyn	40.5

2. SERVICES.

2.1 The Council's Work.

2.1.1 Gwynedd Council is responsible for providing all local government services to the people of Gwynedd, including:

- Social Services; adults, children and families
- Regulatory; environment, planning, transport, street care, public protection
- Finance; audit and risk, investment and treasury management, accountancy, finance, pensions and payroll, revenues
- Provider and Leisure; residential and day services, community care, cleaning and caretaking, leisure, business and administration support
- Strategic and Improvement; performance and scrutiny, procurement and efficiency, strategic direction.
- Human Resources; health and safety, training, personnel, support, human resources policy
- Housing; housing strategy, homelessness, private sector housing, Gypsies and Travellers, Supporting People
- Education; pupils and inclusion, resources, schools, education

consortium

- Highways and Municipal; highways maintenance and municipal, waste management and street scene, waste treatment, fleet
- Customer Care; information technology, land and property, information, communications, customer contact, libraries, emergency planning
- Democracy and Legal; monitoring, legal, democracy, registration
- Consultancy; roads and procurement, engineering and building control, buildings and environmental
- Economy and Community; business support, tourism, marketing and customer care, maritime and country parks, archives, museums and the arts, youth, skills and enterprise, Gwynedd Training, community regeneration, major projects, strategy and development projects

2.1.2 The Council's administrative centre is located at the Council Offices in Caernarfon with main offices situated in Bangor, Dolgellau, Pwllheli and Caernarfon.

2.1.3 The Council will develop business plans which will be the basis of monitoring on an annual basis.

2.2 **Quality Standards.**

2.2.1. The Council will give particular attention to the Quality Standards noted in the Welsh Language Board's guidelines; Areas such as face to face services, information technology and front line services. Further details are provided within the Action Plan (C1-C7)

2.2.2 Each member of the public has the right to receive or use all of the services related to the Council and to communicate with the Council in the language of their choice, be it Welsh or English. The corporate and departmental improvement plans will be the basis for assessing, monitoring and publishing results. The Council's performance indicators will provide a method of reporting with the same targets for services in Welsh and English.

2.2.3 All members of staff who come into direct contact with the public, including receptionists and counter staff, shall be bilingual and shall be able to respond to enquiries and to deal with their particular area of activity fluently in both languages. Those responsible for delivering services to the public on behalf of the Council shall seek to ensure that they have staff available who can communicate in Welsh.

2.2.4 It is expected that any delegated powers, for example to an area committee or a commercial board, will be executed in the same way

under the Language Scheme as if they were undertaken directly by the Council,

2.3 Services provided on behalf of the Council by other parties.

2.3.1 Any agreement or arrangement concerned with the provision of services for the public in Gwynedd on behalf of the Council and entered into with a third party will conform to the terms of this Scheme. This will include (without restriction) services which are contracted out, voluntarily or compulsory, including the internal administration of the Council.

2.3.2 The Council delivers some of its public responsibilities through contract with other bodies, private organisations, voluntary and public.

It is important that the Council through its contracting arrangements with agencies, other public bodies, companies, professional consultants, voluntary bodies and individuals, ensures that the agency, company, professional consultant, voluntary body or individual operates in line with the Council's expectations according to each contract drawn up. Contractors will be expected to ensure compliance with the requirements of each contract or agreement and report back as required.

2.3.3 This scheme is just as relevant to any other public body, agency, external company or voluntary body providing a service on behalf of the Council as the Council itself.

2.3.4 When agreeing any contract the relevant Service Head will ensure that the officer setting the agreement or contract also considers the language requirements and agrees those with the provider agency, company, voluntary agency or statutory body providing a service on behalf the Council in order to ensure compliance with the Council's language requirements. This will be done by ensuring that all contractual language requirements are defined in the service agreement or contractual documents provided to the agency, company, public body or voluntary organisation. The provider will be expected agree the language requirements, set targets to be measured when monitoring the contract.

2.3.5 When the Council commissions services to the public it will ensure that the provisions will be consistent with the relevant term of this Scheme by monitoring the service provided .

2.3.6 In a case where the Council jointly provides a service to the public, the service providers will be encouraged to use the Welsh language and

delivering a bilingual service will be part of the arrangement. Every possible assistance and advice shall be given to enable them to do so.

2.4 Joint Provision of Services

- 2.4.1 Arrangements for the joint provision and joint funding of services are of key importance for the future and an area which the Council will increasingly be required to develop. As structures and agreements with others are developed, the Council will protect and ensure the language expectations of the people of Gwynedd.**
- 2.4.2 When drafting and reviewing joint provision and funding contracts, the Council will ensure compliance with this Scheme to ensure that there is no deterioration in the bilingual provision. We will monitor contracts to ensure compliance.**
- 2.4.3 We will take advantage of all opportunities to raise awareness of the importance and raise the profile of the Welsh language within the County among our joint-providers and to work together to provide better bilingual services.**

2.5 Working with or through Partnerships

- 2.5.1 The Council works in partnerships with public bodies, the voluntary sector and other agencies. It works at several levels in co-operation and thus :-**
 - (i) When the Council leads a partnership, strategically and operationally, it will ensure that the public service meets the Scheme's requirements.
 - (ii) When the Council participates in a partnership which another organisation leads, the input of the Council to that partnership will meet the element of the scheme, and the Council will encourage the same from other partners.
 - (iii) When the Council is part of a consortia, it will encourage the consortia to adopt a language policy. When working in the public domain in the name of the consortia, the Council will operate within the Language Policy.
 - (iv) When the Council joins or formulates a partnership, it will ask the proposed partners for their language schemes, language policy or the way in which they will work bilingually. As a part of each partnership, the Council will provide guidance.

- 2.5.2 The Council will be able to support the above, by offering for example, guidance on bilingualism, hiring translation equipment.

2.6 Sponsorship and Grants.

- 2.6.1 Grants or benefits given to a sector, group or individual will be used as one tool to promote the use of Welsh and bilingualism locally. This can also be a means of supporting bilingualism visually.
- 2.6.2 When providing a grant or benefit to any organisation or community group, the Council will ask for an explanation of how they will provide a bilingual service with the grant, setting terms in accordance with the needs of the application.
- 2.6.3. When sharing grants or sponsorships, the relevant staff are expected to follow the Welsh Language Board's guidelines on sharing and monitoring grants and sponsorship.

2.7 Business Support and Grants.

- 2.7.1 The Council will follow the Welsh Language Board's Guidelines on Grant Allocations and all the resources provided by the Council to the business community locally will be bilingual.
- 2.7.2. All resources used to raise awareness, to market, promote and support local investment will support and recognise the importance of the Welsh language.
- 2.7.3 The Council will expect organisations, groups, bodies and individuals providing services for the business, community locally should do this bilingually.
- 2.7.4. The Council, whilst offering business grants, will promote those business to use the Welsh language as a marketing tool.
- 2.7.5 The Council, as part of the grant monitoring procedures, will include questions regarding the use of Welsh within the business.
- 2.7.6 The Council will provide an information leaflet available for the business community as a means of raising awareness of the importance of the Welsh language locally as well as a list of information sources and support for using the Welsh language inside the business. This leaflet will be included as a matter of course with all other letters.

- 2.7.7. Any contract related to business grants will include a clause noting the Council's language policy and the responsibility on everyone to use the language in a positive and appropriate manner

2.8 **Implementing the Guidelines.**

- 2.8.1 Written guidance will be supplied to staff as to how is to deal with agents and contractors. Procedures will also be established to ensure that staff adhere to them.
- 2.8.2 The Council will encourage companies, private establishments and voluntary organisations which provide services or activities for the public within the areas of the Council to treat both languages on the basis of equality.
- 2.8.3 **The Council may consider an application from a company or organisation to produce materials, signs or hold an event through the medium of Welsh only. In this context, the Council will use its discretion in a reasonable manner.**
- 2.8.4 Any body which expects to invite representative(s) of the Council to serve on it will be expected to provide a full bilingual service for the Council's representative(s), e.g full bilingual written material, simultaneous translation.
- 2.8.5 All material which is distributed through the Council to the public, councillors or staff (e.g. circulars), whether from the public, private or voluntary sector will be expected to be bilingual.
- 2.8.6 The only exception to the above will be correspondence from bodies which exist primarily as their main objective to support the Welsh language and culture.
- 2.8.7 The Council will take every opportunity to promote the Welsh Language by any company, organisation or individual which operates in the area of the Council.
- 2.8.8 In particular the Council will ensure the use of the Welsh Language by public bodies supervised by the Council, e.g. schools.
- 2.8.9 **The Council welcomes the opportunity to promote the Welsh language and to discuss the requirements of our Language Scheme with those who work with us or who receive money from us. However, in some cases when problems remain with no effort on the part of the provider to improve, we must express our willingness to give warning of the termination of the contract unless the provider can demonstrate a reasonable attempt to**

improve. Likewise, when there is non-compliance with language conditions, we may refuse to grant either fully or partially in accordance with the language requirements within the conditions.

3. DEALING WITH THE WELSH SPEAKING PUBLIC

3.1. Written communication

- 3.1.1 Subject to paragraph 3.1.2 below, anyone may correspond with the Council in Welsh or in English and all personal correspondence shall be answered in the language in which it was sent with a signed letter. Letters, in whatever language, shall receive a reply in accordance with the corporate targets for replying to letters - an acknowledgement at least within 7 working days and a full reply within 15 working days. Following a telephone conversation in Welsh, any subsequent communication will be in Welsh except where an individual requests correspondence in English.
- 3.1.2 Whenever correspondence in the form of a letter, circular letter or standard letter is initiated by a council official with any individual, organisation or company, then that correspondence shall be conducted in Welsh or bilingually. Members of staff will often know whether the person to whom they are writing is able to speak Welsh or not. They should write to individuals who speak Welsh in Welsh, except where it is known that it is that individual's wish to receive correspondence in English when they should write in English. In all other cases they should write bilingually. Already guidelines have been prepared for staff on this matter.
- 3.1.3 Correspondence with public and denationalised bodies in Wales should be in Welsh only.
- 3.1.4 **The correctness of any correspondence sent should be ensured. Staff are encouraged to use CySill and follow the Cymraeg Clir guidelines. Each Manager is expected to ensure the correctness of written material for the general public as necessary.**

3.2 Telephone communication

- 3.2.1 All customer advisers, receptionists, the Contact Centre's telephone messages answering machines, other systems within the Headquarters, divisional offices and other public places within the Council, answer telephone calls bilingually (in Welsh first and then in English) in a polite manner..
- 3.2.2 The vast majority of staff will be able to deal with direct telephone calls

are able to deal with them in Welsh. If the caller speaks Welsh and the officer who answers is unable to speak Welsh sufficiently fluently to deal with the matter, the officer should explain and ask whether the caller wishes to talk to a Welsh speaker. If the caller does so wish, the call should be transferred to a Welsh speaker who is able to deal with the matter. In cases where the officer who answers the call is a learner, the officer is urged to use and practice his/her Welsh. It is anticipated that every officer who will deal with 'phone calls will be able to do so through Welsh and English.

- 3.2.3 Messages on all the Council's answering machines shall be bilingual, with the Welsh message first.

3.3 **Public meetings**

- 3.3.1 Simultaneous translation facilities shall be provided at all public meetings and public enquiries arranged by the Council unless the Council's Secretary is of the opinion that there is unlikely to be any demand for the services.
- 3.3.2 At public meetings organised by the Council anyone may speak Welsh or English as they prefer. Fixed translation equipment will be used in those Council owned rooms where it is installed, or portable translation equipment elsewhere. We expect the lead officers or Chair of any meeting to draw attention to translation equipment at all meetings, encouraging its use and language choice
- 3.3.3 The public shall be informed at such meetings that translation equipment is available and that they are welcome to use their preferred language.
- 3.3.4 In the case of such meetings the person responsible for arranging the meeting will also be responsible for ensuring that a message is conveyed on an agenda, invitation or advertisement in connection with the meeting to denote that a translation service will be available at the meeting. All supporting documentation is expected to be bilingual.
- 3.3.5 **Staff are instructed to contribute through the medium of Welsh at externally-arranged public meetings, committees and conferences, and to request simultaneous translation.**

3.4 **Other meetings with the public**

- 3.4.1 The Council will try and ensure that on every occasion the staff who come into contact with the public outside the offices are bilingual. In so doing they will ensure that they are:
- offering the public in Gwynedd the right to choose which language to use in their dealings with the Council;

- recognising that members of the public can express their views and needs better in their preferred language;
- recognising that enabling the public to use their preferred language is a matter of good practice, not a concession; and
- recognising that denying them the right to use their preferred language could place members of the public at a real disadvantage.

3.4.2 The Council provides services in a variety of situations, including:

- the Council's buildings, e.g. homes for the elderly, libraries, rent payments offices, leisure centres
- in the homes of the residents in the Council's area -e.g. care in the community, council house maintenance, library service for those confined to their homes
- throughout the area of the Council - e.g. household refuse collectors, countryside wardens, planning application officers, highways maintenance workers.

In every case, in accordance with the Council's aim, it is the intention to ensure the presence of bilingual staff who can undertake the task in hand in both Welsh and English. As the vast majority of the Council's workforce is bilingual, there are no problems normally foreseen in achieving this goal. When recruiting new staff there will be an assessment of the linguistic requirements of the post.

3.4.3 Where only one members of the Council's staff is available to provide a service to the public - in a Council establishment, in an individual's home, or on site - the Council will try to ensure that that person is bilingual.

3.4.4 If a non-Welsh speaking officer comes into contact with a member of the public who wishes to speak Welsh they should explain that he/she is unable to speak Welsh and promptly fetch a bilingual officer to deal with the matter. In such cases where the officer is a learner, the officer is urged to use and practice his/her Welsh.

3.4.5 In the case of meetings outside the Council's buildings, e.g. meetings in the homes of members of the public or site meetings, where it is known that the officer will be meeting someone who is a Welsh speaker, arrangements shall be made to ensure that the officer attending the meeting is a bilingual officer.

3.4.6 **With personal files (e.g. Social Services files), Officers are expected to clearly note the individual's language in order to ensure that language choice is constantly respected.**

- 3.4.7 Any third party who serves the public in Gwynedd on behalf of the Council will be expected to operate exactly as if the Council itself were operating under those circumstances.

3.5 Other dealings with the public

- 3.5.1 In view of the considerable developments in the field of information technology, any contacts with the public through computerised media shall comply with the measures set out in the case of "Written Communication" above.
- 3.5.2 This will include computer programmes, televideo links, teleconferencing, electronic post and public address systems.
- 3.5.3 The specifications for new or replacement computer programmes or those to be adapted will be such that they enable the Council to implement the commitments in this Scheme. It is impossible to adopt a computer system to facilitate the scheme, there will be transitional translation available in other medium if so requested.
- 3.5.4 The Council's Website is entirely bilingual, the website address is bilingual and where the touch screen system is used, this is also bilingual.
- 3.5.5 When using the disclaimer system at the end of E-Mails, the Council ensures that the message is bilingual.

3.6 Use of services through the medium of Welsh

- 3.6.1 The Council is eager to encourage the use of its services through the medium of Welsh, both orally and in the written form. The Council will try to ensure that all its staff who are able to deal with the Welsh speaking public do so in understandable and clear language.
- 3.6.2 Also, the Council will aim to ensure that public documents are clear and understandable in both Welsh and English.
- 3.6.3 As all the Council's public documents will be available bilingually and the majority of staff will be bilingual, there are a variety of means and opportunities to promote the use of Welsh by the public.

4. THE COUNCIL'S PUBLIC FACE

4.1 Corporate Identity

- 4.1.1 The Council's public image and corporate identity shall be completely

bilingual.

- 4.1.2 All forms, circulars, or other documents published by the Council and distributed to members of the public, and any written exhibition material, shall be bilingual. This shall include the name of the Council and its departments, and all its relevant addresses, its logo, its corporate slogan, headed paper, fax paper, business cards, I.D. cards, I.D. badges, invitations, appointment cards, menus, certificates, publications and all public written material whether in the form of report, sign, form, notice, or wording on Council-owned buildings, vehicles or machinery.
- 4.1.3 **As with 3.1.4. above, all public material should be checked for correctness. Staff are encouraged to use CySill, and each Manager is expected to ensure the correctness of written material available to the public.**
- 4.1.4 **Any information prepared in alternative format (e.g. audio tape or Braille) should be available in Welsh or English according to the client's choice of language.**
- 4.1.5 In the case of mottoes, these shall not be translated. Only Welsh names shall be used for Council electoral wards

4.2 **Signs**

- 4.2.1 All signs, including road and directional information signs, erected by the Council or on its behalf, and all inscriptions on vehicles in its ownership shall be in Welsh or in bilingual form. The shape, size, legibility and prominence of the wording of signs will respect the principle of equality. However, the Welsh name only shall be used by the Council in respect of places, rivers, mountains, etc. and also in respect of the Council's establishments except where the Council itself has authorised the use of another version/other versions.
- 4.2.2 When Welsh and English appear together on signs they shall have equal status as to form and the Welsh shall be either above the English, or if the two languages are side by side, on the left. If they have to be provided separately, they have equal status as to form, size and quality and the Welsh sign shall be either above the English one or if they are in parallel format, on the left. In each case the two languages will be equal in terms of size, quality, legibility and prominence.
- 4.2.3 Since 1996, the Council has kept standard lists of place names (villages, towns and communities). The list has been agreed on county and community level. See the Action plan for our monitoring arrangements

4.3 **Publishing and Printing Material for Distribution**

- 4.3.1 Any public materials published by the Council shall be completely bilingual in one document. This shall include agendas, reports, minutes, forms, policies, by-laws, etc. The Council will try and ensure that the form and style of its public material in Welsh and English is understandable to the public and is clear to read and respond to.
- 4.3.2 This policy shall also include literature of other bodies and companies which is from time to time displayed in the Council's buildings. The only exceptions will be movements with their main aim of promoting the Welsh language and culture.
- 4.3.3 This material will be published bilingually on the same page or in the same document (as appropriate). The Welsh version will either be above the English or the Welsh on the left and English on the right.
- 4.3.4 In order to secure uniformity and avoid confusion, only one alphabet shall be used to denote paragraphs and sections, etc., in texts, and that shall be the Welsh alphabet.
- 4.3.5 If it necessary, for any reason, e.g. size of document, for the Council to publish Welsh and English versions separately, they will be published at the same time, for the one price for the two volumes together and available together at all locations.
- 4.3.6 All resources used for raising awareness and marketing in order to promote and attract investment into the area will recognise the importance of the language.

4.4 **Forms and Explanatory Material**

- 4.4.1 All forms used by the Council that are sent to the public should be bilingual, with priority given to Welsh, i.e. the Welsh appearing above the English or on the left where both languages are set side by side.
- 4.4.2 The two languages shall be equal as to form, size, quality and prominence, and shall be published at the same time, and it shall be as easy to obtain a copy of the text in the one language as in the other.
- 4.4.3 Forms and explanatory material can be part of the main text or separate. If separate, it must be ensured that they are available at the same time as the main text.

4.5 **Press Notices**

- 4.5.1 All Council press releases or statements to the media shall be completely bilingual.
- 4.5.2 Contacts with the press or the media shall be in Welsh or English, dependent on the language of the reporter concerned. Unless the

officer is aware of the linguistic ability of the reporter the contact should be through a bilingual letter.

4.6 Advertising and Publicity

- 4.6.1 All advertising and publicity ventures by the Council shall be completely bilingual in whatever form, e.g, statements, leaflets, posters, notices, etc. The Welsh version will be above the English, or where the texts are parallel, the Welsh version will be on the left, and they will be equal in forms of shape, size, quality, legibility and prominence, whether in the press, on notice boards or otherwise.
- 4.6.2 Any marketing campaigns carried out by or on behalf of the Council shall be completely bilingual. This will mean that any advertising, publishing and research work shall be completely bilingual, and in the case of research surveys the Council shall ensure that staff employed, who come into contact with the public, whether directly employed by the Council or from an outside company/body via contract, are bilingual, and provide a completely bilingual service to the public, e.g. in completing questionnaires.
- 4.6.3 The only exception to the above will be:
 - a) activities which are aimed towards ventures that primarily support the Welsh language, e.g. the Urdd Eisteddfod and the National Eisteddfod.
 - b) in the case of radio or television programmes. The language of the advertisements or information bulletin shall depend on the channel or station in question. In the case of channels or stations received in Wales (whether the medium is Welsh or English), they shall be bilingual. On the other hand, in the case of channels or stations received mainly in England, broadcasts shall be in English only.
 - c) Leaflets mainly aimed at the market beyond Wales. They will be Welsh in tone and make use of the Welsh language.
- 4.6.4 All advertisements and publicity on behalf of another party which appear on the Council's property, land or buildings will be expected to follow the above guidelines. Where there is an agreement between another party and the Council for use of the Council's property, land or buildings, there will be a condition to this effect in the agreement, including associated publicity (e.g. posters, advertisements).

4.7 Public Notices

- 4.7.1 All public notices published by the Council shall be bilingual, with the exception of advertisements published in Welsh language journals or newspapers which shall appear in Welsh only.
- 4.7.2 Except in Welsh language publications, the Welsh version will be above the English version or, where the texts are shown together the Welsh version will be on the left and they will be equal in terms of format, size, quality, legibility and prominence, be they 'in the press', on notice-boards or otherwise.

4.8 Legal work and official notices

- 4.8.1 All general standard legal documents will be prepared bilingually, e.g. traffic orders and standard statutory agreements where the context is the same from case to case i.e. where it is possible to prepare standard documents with spaces to be filled in from case to case. In other cases where the Council is dealing with a single party, e.g. conveyances, leases, etc, the language of the other party choice will be used.
- 4.8.2 The Council's official public notices shall be completely bilingual in parallel format with the Welsh text on the left. Where this is impracticable, one text shall be above the other with the Welsh first. However, in all cases the text shall be equal in form, size, quality and prominence, whether in the press, or on notice-boards or elsewhere.
- 4.8.3 All the Council's public financial forms will be bilingual, including cheques, invoices and receipts.

5. THE DEMOCRATIC PROCESS

- 5.1 All agendas, reports, minutes and other documents which are submitted to the Council, to committees, sub-committees, panels, etc will be prepared bilingually. The Council's translation service will be available to translate reports but, bearing in mind that the Council's internal working language is Welsh all officers will be encouraged to write their reports in Welsh to the best of their ability, except in special circumstances.
- 5.2 All persons shall have the right when addressing the Council, its committees and sub-committees to speak in either Welsh or English. Simultaneous translation from Welsh into English (and from English into Welsh when requested and practicable) shall be provided at all meetings of the Council, its committees and sub-committees, and at other meetings convened by the Council where members of the Council are present. Simultaneous translation shall be available for all non-Welsh speakers present at the meeting, whether they be elected members, officers, members of the public or the press. In the absence of simultaneous translation for any reason, the business of a meeting may proceed but the Chairman shall ensure at the request of any member (including the speaker him/herself) that the exact words of any

motion, question, answer or point of order, and at least the substance of any speech or comment, are translated.

- 5.3 Outside bodies shall expect to provide bilingual papers if it is intended that they be submitted to a meeting. When external consultants or companies are commissioned to produce reports or other documents which are to be distributed to the elected members or to the public they will be required to present such material in bilingual form, including draft versions.

6. THE COUNCIL'S INTERNAL ADMINISTRATION

- 6.1 The Council's official internal working language is Welsh. This means that all internal memoranda should be in Welsh only and to that end all printed headings on memorandum forms should be in Welsh only, and all other administrative systems.
- 6.2 The vast majority of the Council's staff are bilingual but when appointed there will be some who are not able to speak Welsh. Every Department of the Council is expected to make internal arrangements so that correspondence sent by non-Welsh speaking members of staff is translated before being sent and that should usually be done internally without referring the correspondence to be translated by the Council's translators. The translators will be available to assist when necessary with long, complicated or technical correspondence.
- 6.3 Similarly when a non-Welsh speaking officer receives a memorandum internal arrangements should be made in every Department to translate that memorandum for the non-Welsh speaking officer who is dealing with the matter. In time as non-Welsh speaking officers come to understand the language better the need for this will decrease. The nature of the translation will depend on the standard of the officer's Welsh from time to time. At the beginning perhaps it will be necessary to prepare a full written translation but at other times an oral translation may suffice. The aim is to ensure that the officer understands the context of the correspondence so that he or she can answer it.
- 6.4 **Information and messages on key matters such as working conditions and Health and Safety will be available bilingually**
- 6.5 In the same way that an instantaneous translation service will be available in every members' meeting, such a service will also be provided at officer meetings if non Welsh speaking officers are present. With the passing of time non Welsh speakers will come to understand the language so that the translation service can be dispensed with although perhaps learners will continue to contribute to the discussion for a period in English. It is important that every Department which arranges officer meetings where it is foreseen that the instantaneous translation service will be necessary informs the Chief Translator at the first available opportunity in order to ensure that the service is made available.

- 6.6. The Council has a Translation Unit of full time professional translators charged with maintaining standards of translation and translating any material (written, spoken, etc) from Welsh to English or from English to Welsh in order to achieve the goal of providing completely bilingual services to the public. All the Council's translators are members of Welsh Translators Society (Cymdeithas Cyfieithwyr Cymru).
- 6.7. Where the internal administration of the Council is for any reason provided by another body, company, voluntary organisation etc, that administration will be provided exactly as if the Council itself was providing that administration in accordance with the Council's language scheme.
- 6.8. The Council will work in conjunction with the Welsh Language Board towards their Information Technology Standards

7. STAFFING

7.1 Language Skills Strategy

- 7.1.1 The Council will adopt a Language Skills Strategy to support this Scheme.

7.2. The Council's Staff

- 7.2.1 In order to enable the Council to operate in accordance with this Scheme, it will be necessary that all the Council's staff are able to communicate effectively in Welsh and English to a standard which is appropriate to the requirements of the post in order that they may fulfill their responsibilities. The Council will co-operate with its staff in order to achieve that situation and it recognises that it will be necessary to be flexible in achieving that aim. In the same way the Council expects its staff to show commitment and to cooperate in achieving that aim.

7.3 Language levels of posts

- 7.3.1 **All posts within the Council will be given a language level appropriate to the requirements of that post. It will be essential for the holders of designated posts to be able to fully meet these language requirements from the start of their employment in that post.**
- 7.3.2 **For other posts it may be possible for postholders to develop the skills to reach the required standard for the post over time. If it is not possible to appoint an officer to these posts who fully meets the language requirements, the Council will consider whether it would be appropriate to appoint an applicant who shows a commitment to develop to this level. These applicants will be appointed on condition that they reach the appropriate standard for the post within an agreed timescale in consultation with a**

Welsh tutor; these timetables will take account of the post, its language levels and the current linguistic level of the applicant. This will be the condition of an employment contract.

- 7.3.3** The Line Manager and the appointee will be fully aware of the implications of the post's language level by reference to the language framework. Where the language framework is not sufficiently detailed, it will be necessary to set linguistic targets which match the level in the framework and which agree with the post's requirements. The Workforce Development Officer/Language Coordinator can help with this. The framework is used as a basis for setting the specific language requirements of the post.

7.4 Advertising for Staff

- 7.4.1** When advertising posts the Council will declare that post-holders will be required to be able to communicate through the medium of Welsh and English to the level required for the post.

- 7.4.2** Every staff recruitment advertisement published by the Council will be bilingual, excepting:-

a) Welsh Only

Advertisements published in Welsh medium magazines and newspapers

b) in Welsh but with a short explanatory note in English

Advertisements published in English medium magazines and newspapers

for posts:

- where it is essential for the postholder to fully meet the language requirements of the post from the commencement of employment in that post
- where it is not essential for the postholder to fully meet the language requirements of the post from the commencement of employment; this will be the case until evidence is available to show that appointing an officer who fully meets the language requirements is not possible

- 7.4.3** Every recruitment advertisement which is bilingual will be completely bilingual with the Welsh text on the left. Where this is not practiced, one text will be above the other, with Welsh uppermost. In every case, however, the texts will be equal in terms of form, size, quality, legibility and prominence.

7.5 Training and Supporting Learners

- 7.5.1 Staff will be encouraged to develop their linguistic skills and they will be released, if necessary, on full pay develop their language skills. The Council will provide for the training for staff on several levels and will provide the finance for that purpose. Every department is expected to adopt internal arrangements to support those officers developing their language skills.
- 7.5.2 In providing for members of staff to develop the language skills appropriate to the requirements of their posts, training and appropriate support will be prepared and provided for the individual. This training and support will be based on a detailed assessment of his or her needs following the appointment to the post. It is appreciated that the ability to develop linguistic skills will vary from officer to officer and the Council will take this into consideration in assessing them. For the Council's part it is the commitment and effort that is important and the Council will be flexible and patient in cases where that is shown. Where progress and commitment are maintained the Council will be equally committed in enabling staff to reach the appropriate standard. The Council's Head of Human Resources will monitor progress.
- 7.5.3 There will also be an opportunity for elected members wishing to improve their linguistic skills to join the Council's language classes
- 7.5.4 **Staff who are learning Welsh are encouraged to seek colleagues who are willing to act as Welsh Mentors. This is supported by the Workforce Development Officer who advises the Mentors on how they can support the learners in the workplace.**
- 7.5.5 **The Dafydd Orwig Memorial Prize is presented annually to learners in order to acknowledge the efforts of staff who have made particular progress over the past twelve months. The prize also acknowledges the work and contribution of Mentors.**
- 7.5.6 In organising vocational training, officers will be informed of appropriate courses available through the medium of Welsh. Officers shall be encouraged to follow courses through the medium of Welsh where relevant. In the case of courses provided in Wales through the medium of English, the relevant Strategic Director shall be responsible for bringing pressure to bear on the relevant examining assessing bodies to offer students equal linguistic opportunity, so that they can sit examinations/submit work for assessment in Welsh. We will conduct an audit of professional training in order to recognise gaps in provision.

8. COMPLAINTS

- 8.1. **The Council welcomes any complaints regarding compliance with our Language Scheme as evidence of performance and a chance to improve.**
- 8.2. **We will deal with each language complaint according to the Council's corporate standards.**

- 8.3 The Equality and Language Officer is responsible for monitoring language complaints and they are regularly reported to the Language Sub-Committee.**
- 8.4 When a complaint is not immediately reported to the Equality and Language Officer, all Council Services are expected to note any language complaints and then report them to the Equality and Language Officer either as they arise or as part of their report for the annual Welsh language Monitoring Report.**

9. IMPLEMENTING AND MONITORING THE SCHEME

- 9.1. We will report annually (by the end of June) to the Welsh Language Board on our compliance with this scheme
- 9.2. The Senior Manager Strategic Direction is the Monitoring Officer.
- 9.3. This is the process for reporting compliance over the next three years: The annual monitoring reports will fulfil the following aims-
- (i) Measure if Gwynedd Council complies with the Scheme, measuring performance against the Action Plan
 - (ii) Measure the quality of front line services in Welsh (see DIG 2 and 6 below)
 - (iii) Measure if its management/administration of the Scheme is sufficient (Assessment by the Board, Focus report on services on behalf of the Council by third party)
 - (iv) Measure sufficiency of staff language skills by comparing need with resource. By developing a Language Skills Strategy we will work towards improving our monitoring of the Welsh language Board's indicators:
 - *Number and % of staff who have received training in the Welsh language to a specific standard (DIG 4a)*
 - *Number and % of staff who have received Welsh language awareness training (DIG 4b)*
 - *Number and % staff within the Council who can speak Welsh (excluding teachers and school staff); by service department, by grade, by workplace (DIG 5)*
 - (v) We will report annually on mainstreaming with examples of steps taken to promote Welsh services within the Council and the use of Welsh within the community.
- 9.4. The Council will summarise responses (with evidence) to the Board, noting any weaknesses/ risks, with a remedial work plan including a timetable. Also attention will be drawn to improvement, good practice and level of compliance.

- 9.5 Where any weakness become apparent, a remedial work plan will be agreed with the Welsh Language Board
- 9.6. In line with the above, the Council will monitor and report upon any complaint regarding compliance with the Welsh Language Scheme.

10. SECTION 17 INVESTIGATION

- 10.1 If it were necessary for the Board to hold an Investigation under Section 17 of the Act, the Council will be ready to co-operate fully by preparing information- reports, documents or explanation to the Board
- 10.2 The Council will be willing to do this in writing or in person, and the Board may discuss with:
- Elected Member
 - Paid member of Local Authority staff
 - Service provider employed through contract
 - Any individual who may assist the Council with preparing its services

11. Publishing Information on Performance

- 11.1. The Council will publish information on performance on the Scheme with particular attention to the language indicators noted below and other target needs noted in the Action Plan. We will note this in our Annual Report to the Welsh Language Board, details of which will be published on our website and we will refer to our performance on the Scheme as part of our Improvement Scheme.

<p>DIGI 1 Number and % of 3rd party bodies services monitored in relation to the needs of the Authority's Welsh Language Scheme, giving consideration to:-</p> <p>(i) social care contracts</p> <p>(ii) contracts preparing services for young people</p> <p>(iii) Pre-school age service contracts</p> <p>Further guidance will be prepared.</p>
Front-Line Services
<p>DIG 2 Number and % of main reception, contact centre and one stop shop posts allocated "Welsh essential" and filled with bilingual staff.</p> <p>.</p>
Information Technology Standard
DIG 3 (Information Technology) <i>to be developed for 2007</i>
Human Resources – skills
<p>DIG 4 (a) Number and % of staff who have received training in the Welsh language to a specific level.</p> <p>.</p>
<p>(b) Number and % of staff who have received training in Welsh language awareness.</p> <p>.</p>
Human Resources– Equality and Diversity
DIG 5 Number and % of staff in the Council's service who can speak Welsh (excluding teachers and school staff)
- By service department
- By grade
- By workplace (office, centre and main area offices).
Standard of Welsh Language Services
DIG 6 Number of complaints received regarding the implementation of the Welsh Language Scheme and % of complaints dealt with according to the Council's corporate standards.

12. Advertising and Publicity

- 12.1. The Council will advertise and publish this Scheme upon adoption on its website. We will also take the opportunity to publicise elements of the Scheme through articles in publications for staff and the public. Over the period of the Scheme, we will also produce guidelines for staff on implementing the Scheme.