

## Ceredigion County Council

**REPORT TO:** Welsh Language Committee

**DATE:** 5/12/2022

**LOCATION:** Council Chamber & Hybrid

**TITLE:** **Questionnaire by the Welsh Language Commissioner: Current practices of public organisations in terms of promoting Welsh language services, and the data that exists on the use of Welsh language services**

**PURPOSE OF THE REPORT:** To present to members of the Language Committee the evidence submitted as part of the Questionnaire by the Welsh Language Commissioner (October 2022)

### **BACKGROUND:**

In accordance with the Welsh Language Commissioner's Regulatory Policy, the Commissioner has the right to inquire for information regarding organisations' compliance with the requirements of the Welsh Language Standards. The Welsh Language Commissioner occasionally carries out thematic surveys, to understand the progress being made with the Standards; local authorities were asked to provide evidence in October this year, regarding the Council's arrangements to Promote Welsh-language Services.

The request from the Welsh Language Commissioner as follows:

**Questionnaire by the Welsh Language Commissioner: Current practices of public organisations in terms of promoting Welsh language services, and the data that exists on the use of Welsh language services**

September 2022

**FAO:** Heads of public organisations and officers with responsibility for the Welsh language

Promoting the use of Welsh language services relates to the efforts of public organisations to increase the use of their Welsh language services (internally or externally). Welsh language standards (and Welsh language schemes) require organisations to promote their Welsh language services. There are standards that deal with promoting the use of specific services, as well as promoting Welsh language services in general.

The Commissioner believes that public organisations should take advantage of every opportunity to ensure that users (whether they are members of the workforce or members of the public) know about the Welsh language services available.

Although some organisations that implement a Welsh language scheme report on levels of usage in their annual monitoring reports, the standards do not require organisations to collect similar data. Nevertheless, the Commissioner encourages organisations to do so as a way of measuring whether services meet the needs of Welsh speakers, and whether efforts to promote the services are working.

Organisations need to seriously tackle the responsibility to promote services – thus driving an increase in the use of Welsh language services. This means changing the way

services are designed, providing services in Welsh by default where possible (especially when there is a higher impact on individuals, such as in meetings relating to well-being), and informing Welsh speakers about the services available.

There are examples of significant progress in the use of some Welsh language services, which highlight the potential for progress when services are designed and promoted effectively – but these examples are relatively rare.

As a result, the Commissioner has prepared the attached questionnaire, in order to gather information about current practices, and any data that exists in terms of levels of service use.

Ceredigion County Council provided the evidence in a timely manner for the Welsh Language Commissioner. See evidence attached with this paper.

Outline of main points submitted:

1. The Council has issued a policy statement (July 2017), stating  
"Ceredigion County Council is committed to supporting the Welsh language and Welsh culture, ensuring that its services and activities promote and promote the use of Welsh throughout the County."
2. The Council has established a first contact call centre, Ceredigion Clic Service. This service guarantees that Welsh speakers can access a full service in Welsh from first contact. The service is also responsible for recording and sharing the language choice of service users.
3. The Council is able to provide data regarding those who contact the Council via the medium of Welsh.
4. The Council promotes the availability of Welsh-language services through the corporate website and social media; and in addition to this the Council uses special days in the annual calendar to promote Welsh language services e.g., campaigns on Shwmae Day, St David's Day and Welsh Language Commissioner's Rights Day.
5. Regarding Welsh Language HR service that is available to staff: The Ceredigion Team News corporate bulletin is distributed to all staff weekly on Mondays. Staff can choose to receive the information in Welsh, English or bilingual. All corporate staff must attend induction training where an overview of the Welsh Language Standards is provided, along with sharing information about staff rights to undertake human resources processes in the language of their choice. In addition, staff must complete the 'the Welsh Language Awareness' e-learning module. All HR service forms are bilingual (internal and external). Our staff website is bilingual.

#### **RECOMMENDATION:**

Members of the Language Committee to receive the evidence, which was submitted to the Welsh Language Commissioner October 2022.

<b>Contact Name:</b>	Carys Lewis Morgan
<b>Designation:</b>	Welsh Language Policy Officer
<b>Date of Report</b>	5/12/2022

**The Welsh Language Commissioner's Questionnaire**  
**Current practices of public organisations in terms of promoting Welsh language services, and the data that exists on the use of Welsh language services**

**September 2022**

Name of the organisation:  
 What statutory duties apply to your organisation?  
 The name of the officer completing the questionnaire:  
 The email address of the officer completing the questionnaire:

*Please answer below*  
 Cyngor Sir Ceredigion  
 The Welsh Language Standards (No. 1) Regulations 2015  
 Carys Lewis Morgan  
[carys.morgan@ceredigion.gov.uk](mailto:carys.morgan@ceredigion.gov.uk)

**Promoting the use of Welsh language services**

1	How do you promote any Welsh language service you provide?	The corporate website is fully bilingual. Social Media is bilingual. All documents/forms/sheets for public use are published in Welsh.
2	What are your arrangements for promoting the services you offer in accordance with the service delivery standards?	Clic Ceredigion Welcome Centre has been established - all phone calls and first contact correspondence are handled by this service. A message on the telephone line states that service users are welcome to contact the Council in Welsh. There are messages on social media promoting services through the Welsh language.
3	What are your arrangements for promoting the services you offer in accordance with the operational standards?	The Ceredigion Team News corporate bulletin is circulated on a weekly basis to all staff on Mondays. Staff can choose to receive the information in Welsh, English or bilingually. All corporate staff members must attend induction training where an overview of the Welsh Language Standards is provided and they are also informed of their right to undertake human resources processes in the language of their choice. Additionally, staff must complete an 'Awareness of Welsh' e-Learning module.  All forms issued by the HR service are bilingual (internal and external). Our staff website is bilingual.
4	<b>Do you do the following?</b>	
	include a statement in correspondence inviting contact in Welsh	Yes.
	inform people at the start of phone calls / in answering machine messages that they can use Welsh	Yes.
	clearly state that web pages are available in Welsh	Yes.
	state that it is possible to use the Welsh language when advertising meetings	Yes.
	state that it is possible to use the Welsh language when advertising events	Yes.
	state that a Welsh version of documents and forms is available	Yes.
	display Welsh signs and badges in receptions	Yes.
	note on English social media accounts that equivalent Welsh accounts exist	Yes.
	<b>General</b>	
5	Have you considered which of your services can be offered in Welsh by default?	Language choice is established on initial contact through the Clic service to ensure that the appropriate service is offered in the language of choice.
6	In which situations do you proactively offer a Welsh language service or provision?	Clic Service establishes the language of choice of any service user during the initial contact. The system then records this for every enquiry.
7	How do you ensure that the Welsh language is visible and audible in all service delivery environments?	We ensure that a sufficient number of staff can speak Welsh through recruitment and planned training. 'Working Welsh' posters are available in every reception area and we encourage Welsh speakers and learners to wear the lanyards. There is a language bubble on the phone directory and on a signature at the end of an e-mail.

8	How do you ensure that style and terminology make Welsh easy to understand?	The Translation Service translates documents for Public Committees and this ensures that the style and terms make the Welsh language easy to understand.
9	Have you carried out a campaign(s) to promote your Welsh language services? <i>Please provide further details regarding any campaign(s).</i>	Yes, on St David's Day, Shwmae Day and on the Welsh Language Commissioner's Rights Day. Video: St David's Day 2021 / Shwmae Video 2020 and 2022, Video and link on Rights Day on our website.
10	Are you actively identifying specific audiences to target for promoting the organisation's Welsh language services?	No.

**Data relating to use of Welsh language services**

11	What (local) data do you collect about the use of Welsh language services?	<i>Please answer below</i>
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**Data relevant to the service delivery standards**

Correspondence	See below																																
Phone calls	<table border="1"> <tr> <td>Total calls</td> <td>114,059</td> <td>Welsh</td> <td>16,677</td> <td>English</td> <td>97,382</td> <td>%</td> <td>14.6</td> </tr> <tr> <td>Total enquiries</td> <td>77,921</td> <td>Welsh</td> <td>6748</td> <td>English</td> <td>71,173</td> <td>%</td> <td>8.6</td> </tr> <tr> <td>Total e-mails</td> <td>10,797</td> <td>Welsh</td> <td>401</td> <td>English</td> <td>10,396</td> <td>%</td> <td>3.7</td> </tr> <tr> <td>Total contact via website (web form)</td> <td>27,757</td> <td>Welsh</td> <td>631</td> <td>English</td> <td>27,126</td> <td>%</td> <td>2.27</td> </tr> </table>	Total calls	114,059	Welsh	16,677	English	97,382	%	14.6	Total enquiries	77,921	Welsh	6748	English	71,173	%	8.6	Total e-mails	10,797	Welsh	401	English	10,396	%	3.7	Total contact via website (web form)	27,757	Welsh	631	English	27,126	%	2.27
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Meetings you hold that are not open to the general public	We do not collect data.																																
Meetings you organise that are open to the public	Of the 14 standing Democratic Meetings: 11 Democratic Meetings are Chaired in Welsh. 2 Democratic Meetings where the Chairman welcomes in Welsh and then Chairs in English. Participants will be able to contribute in Welsh as the translation service (from Welsh to English) is available. 1 Democratic Meeting which is Chaired in English. Simultaneous translation service available.																																
Public events organised or funded by you	We do not collect data but officers are aware of the requirements of the Standards and internal guidelines are available.																																
Documents and/or forms	All documents and forms for public use are published bilingually.																																
The organisation's websites and online services (including apps)	Yes, many use our website																																
Social media (Facebook, Twitter, Instagram etc)	<b>Welsh Facebook:</b> 1,775 + increase of 207 in one year. <b>Welsh Twitter:</b> 2,458 + increase of 92 in one year. <b>Bilingual Instagram:</b> 1,248 + increase of 174 in one year.																																
Self-service machines	In the libraries, but not in use at the moment.																																
Receiving visitors to the organisation's buildings	Following the pandemic period and the specific guidelines that were set, the Council has just opened our libraries for customer services. We will record the number of face-to-face enquiries in Welsh and English from now on.																																
Awarding grants and/or contracts	<b>Grants 2021-22:</b> Cynnal y Cardi: 4 Welsh applications; Community Renewal Fund: 1 Welsh application; Community Grants: Total applications 21, 5 applications in Welsh; the service does not conduct interviews as part of the assessment. During the reporting period no tender was submitted in Welsh but the service has put a system in place to record if tenders are presented in Welsh.																																
Courses offered by you	13 courses were offered in Welsh; 2 courses were provided in Welsh only. The majority of courses are bilingual with the Tutor speaking both languages.																																

**Data relevant to the operating standards**

Documents relating to the employment of employees (contract of employment, training requirements, performance objectives, annual leave record etc)	All our letters/forms/agreements are provided bilingually.
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Complaints made by the organisation's staff (relevant documents and/or meetings)	Individuals involved in such a process can participate in their language of choice. We do not keep a record of the language chosen.
Internal disciplinary processes (relevant documents and/or meetings)	Individuals involved in such a process can take part in their language of choice. We do not keep a record of the language chosen.
Providing staff with computer software for checking spelling and grammar in Welsh	This is provided by the ICT service for all users.
Training in Welsh for the organisation's staff	All essential corporate training is offered in English and Welsh. Equal marketing is undertaken for both languages.  All essential corporate training is offered in English and Welsh. Equal marketing is undertaken for both languages. Data on the training offered is recorded together with the numbers who attended on Ceri and on the Learning Pool database.
Recruitment and appointment process for new and vacant posts	The entire recruitment process from submitting an application form to the selection process can be undertaken in Welsh if the applicant wishes to do so. We register candidates' language of choice on Ceri.
<b>13</b> Do you monitor any change in the usage data when changing the design of the service or promoting it in a different way?	We share data annually with the Welsh Language Policy and Equalities Officer. The service also supports campaigns to promote the Welsh language by sharing the campaigns with staff. We have recently updated our careers website in order to encourage the submission of applications in Welsh. We have recently held virtual information sessions for staff. Rather than holding bilingual sessions we have held a session through the medium of Welsh only and staff have appreciated this.
<b>14</b> Do you have specific achievable targets for increasing the use of Welsh language services?	None at the moment.
<b>15</b> Any other information you would like to share	Details in the answers above.