



Sibrwd, Thear Genedlaethol Cymru (image: Simon Gough Photography)



Cyngor Celfyddydau Cymru
Arts Council of Wales

Developing Bilingualism in the Arts Toolkit



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Why Bilingualism?

Wales is a bilingual nation, and if you live in Wales, regardless of where you were born, your ethnicity or culture, you are a part of that bilingual culture. Bilingualism is a natural and prominent aspect of life here, it's a part of what makes our nation and culture distinctive and interesting.

Welsh has enjoyed official language status alongside English here since February 2011, and the Welsh Government is committed to developing a truly bilingual Wales, ensuring that people who live in Wales have the freedom to use the Welsh language in every aspect of life. Arts Council of Wales is committed to supporting that vision.

Wales is one nation. Our music, literary, dance and fine art culture is distinctively Welsh, whether expressed through the English or Welsh language. Art created in Wales is inspired or informed in some way by our artists' experience of living in Wales, of being a part of this cultural melting pot; not two different Wales's but one nation that expresses itself through two official languages, albeit with their own distinctive histories and points of reference.

Here are some things worth considering:

Welsh speakers are pre-disposed to the arts.

One in three people in Wales say they can either understand, speak, read or write Welsh. The proportion varies from 50% in North Wales, through 43% in Mid and West Wales, to 18% in South Wales. Two thirds of these say they are interested in arts and culture. This compares with just over half of those with no knowledge of Welsh.

Marketing bilingually provides access to a young, educated, culturally literate audience who live and work here in Wales.

People with Welsh language skills are younger than those without, and a higher proportion of them belong to the ABC1 non-manual classes. In general they are well educated and likely have some disposable income to spend on culture and arts activities.

Welsh speakers are enthusiastic arts attenders.

81% of people who can speak Welsh attend arts events once a year or more. This compares with 77% for people who do not understand Welsh.

Welsh speakers are keen on arts participation and artistic activities too.

Welsh speakers are more likely to participate in the arts. A half (49%) of Welsh Speakers in Wales take part in arts activities once a year or more, compared to 37% of non-Welsh speakers.

Welsh speakers are twice as likely to volunteer in the organising of an arts or cultural event than non-Welsh speakers.

36% of people who can speak, read and write Welsh were involved on a voluntary basis in organising an arts event or activity in the last year. This compared with only 15% of those with no understanding of Welsh.

(The above were drawn from Welsh Language Attendance and Participation Adult Omnibus Survey, 2015 and Attitudes from the Arts In Wales, 2005.)

As you can see, it's worth putting a little thought and effort into attracting and nurturing Welsh language audiences, as an arts organisation, you'll be pushing at and already open door.

Of course, communicating and marketing bilingually is just a part of the equation. We need to move gradually to a situation where

companies and artists enable non Welsh speakers to understand something of what happens in Welsh events and performances as well. This is increasingly important in Wales today where families are often of mixed language abilities as are groups of friends. Please see the section entitled 'Creating A Bilingual Culture At Your Events And Performances' towards the end of this toolkit for ideas on how to achieve this.

More and more family units in Wales are bilingual. This can sometimes mean that one parent speaks Welsh, the other doesn't. Even more common are families in which neither parents speak Welsh, but the children attend a Welsh medium school and speak and write Welsh fluently.

This makes for a very interesting language culture, but it also poses challenges when marketing the arts – particularly performance arts, festivals and the like. We need to aspire towards making our Welsh language arts more accessible to non-Welsh speakers if we are to maximize audiences, and even more importantly, if we are to close the language divide in our nation's culture.

As an arts and cultural sector, we cannot continue to support the separation and isolation of art and culture dependent upon language. Just as culturally literate Welsh speakers engage with arts and culture communicated in both languages, so companies and artists / performers who produce product through the medium of Welsh need to embrace the non-Welsh speakers in their audiences too.

Case Study: Tafwyl

Tafwyl is Menter Caerdydd's annual festival. It's a celebration of the Welsh language culture of our capital city. The main aim is to promote and develop the use of the Welsh language within the community, by ensuring that it becomes a natural part of every day life. Although Tafwyl is a totally Welsh language festival, all promotion and marketing work is done bilingually. We asked Llinos Williams of Tafwyl to tell us about their bilingual policy and provide some hints and tips.

"We're proud that Tafwyl is a festival that makes everybody welcome, be they Welsh speakers, learners or non-Welsh speakers. Everyone taking part in Tafwyl speaks Welsh, from performers to volunteers, from workshops to the bar staff, but we make every effort to make it accessible to all. Holding a bilingual festival gives the audience a chance to be part of two language cultures – with all that means in terms of different experiences and perspectives. It creates a bridge between communities and increases opportunities and choices by making Welsh language arts accessible. It also provides a platform for Welsh language bands to perform to a broader audience.

We don't usually translate everything word for word – there are things we say to a Welsh language audience that are a little different to how we engage with our non Welsh speaking audience. For example, our description of the Festival is different in Welsh and English, as we make a point of saying that you don't have to speak Welsh to enjoy it.

Working with a designer or design agency familiar with bilingual solutions, who really understand best practice in terms of presenting information bilingually, not just Welsh – English, Welsh – English is really important. There are many better ways to present bilingual information attractively and appropriately.

At Tafwyl, we never use Google translate as it's just not accurate. We would suggest that if you intend to communicate bilingually, then it's important to do it correctly, and respect both languages, not just do it as a token effort. If a member of your team isn't able to translate accurately and fluently, then it's really important to pay an external translator or agency to do it for you.

Yes, it takes a little longer to do everything bilingually, and yes it costs a little more to print bilingual promotional and marketing materials. But, our Welsh language distinguishes us from all other nations of the UK, it makes our culture distinctive, and all of us in the arts here in Wales should be proud of it. We should also realise that marketing bilingually is something of a secret marketing weapon, that if used properly enables us to increase our audiences and develop arts and cultural understanding here in Wales."



Tafwyl (images: Menter Caerdydd)

About this toolkit

Arts Council of Wales has commissioned this toolkit to provide practical help and guidance and outline best current practice in bilingual communication of arts and culture. It covers the journey from marketing and promotion of the event, right through to event participation / engagement and ongoing dialogue and relationship.

Through a series of exercises and simple tasks, it aims to help you explore ways in which you and your organisation can help close the language gap in our cultural fabric. It's about finding practical ways to make our Nations' culture accessible regardless of language ability.

To do that, it will focus on two key areas:

- Helping organisations who work through the medium of English understand the very real and tangible benefits of marketing and promoting creative product or talent effectively to Welsh speakers, who make up 21% of our population.
- Helping organisations who work through the medium of Welsh understand how to make Welsh language events and activities accessible to non-Welsh speakers who currently make up 79% of our population.

Essentially, it's about increasing arts organisations and artists' capacity to reach and communicate with a culturally interested and curious audience on the doorstep, regardless of whether or not they speak Welsh. It's about helping you embrace issues around bilingualism and implement measures to support language

accessibility to our arts and culture easily, efficiently and effectively. It's about creating a truly bilingual nation.

If you're new to this audience and indeed, to this way of thinking, particularly if you don't speak or write Welsh yourself, we know that the prospect of marketing bilingually can seem daunting. It can add to the cost, it can increase the time spent on creating marketing materials, and we know it's pretty scary dealing with Welsh language media if you can't speak their lingo.

Likewise, Welsh language practitioners and arts marketers face obstacles to making the Welsh language culture accessible to non-Welsh speakers. It involves additional cost, thinking, creative solutions, additional time and a force of will. Changing perceptions, breaking down long held beliefs and overturning 'this is how we've always done it,' can be hard. But, we're not living in a nation where the Welsh language is overlooked anymore. We're not fighting for the right to speak it any more. Modern Wales is a cosmopolitan society with communities of mixed language abilities. It's time we invested in sharing our cultural treasures not just with the non-Welsh speakers around us, but with the world. We can only do that if we can make it accessible. The section at the end of this toolkit entitled 'Creating A Bilingual Culture At Your Events And Performances' is specifically about this issue.

Legislative Context for Language in Wales Today

Understanding the framework in which we develop bilingual working practices is really helpful. There's a lot of legislation out there, and it changes from time to time, so here's a distillation of the key strategies and frameworks that are relevant to arts organisations in Wales right now.

Welsh Government's Language Strategy

The Welsh Government's vision is to see the Welsh language thriving in Wales. To achieve that, they have published a strategy, which aims to see an increase in the number of people who both speak and use the language during this decade.

The six aims outlined in the strategy are:

- to encourage and support the use of the Welsh language within families
- to increase the provision of Welsh-medium activities for children and young people and to increase their awareness of the value of the language
- to strengthen the position of the Welsh language in the community
- to increase opportunities for people to use Welsh in the workplace
- to improve Welsh language services to citizens
- to strengthen the infrastructure for the language, including digital technology.

A full copy of 'A Living Language: A Language for Living' can be downloaded from the Welsh Government's website:

www.gov.wales/topics/Welshlanguage/publications/wlstrategy2012/?Lang=en

Arts Council of Wales Welsh Language Scheme

Arts Council of Wales has an inclusive and broad approach to Language – one that sits within the Welsh Language (Wales) Measure 2011. It fully supports the Welsh Government's vision for a bilingual Wales and aspires to create an environment where people can choose to live their lives through the medium of Welsh, English, or both. Council recognises the importance of bringing about ambitious and creative developments, which will foster an environment across the arts that will promote the use and growth of the Welsh language. That is why Arts Council of Wales expects all Revenue Funded Organisations to reflect the requirements set out in its Welsh Language Scheme.

A fair-minded, generous and tolerant society respects and values the interests, needs and creativity of all its citizens. Arts Council of Wales aims to play its part in encouraging a society that embraces equality and celebrates difference in which bilingualism and multilingualism are seen as a virtue which can enrich and expand our culture.

Here are the salient points from the Arts Council of Wales's Scheme document which relate to Revenue Funded Organisations, grant applicants and partners within the arts in Wales:

Working with clients:

- Arts Council of Wales is increasingly moving towards a more collaborative relationship with revenue-funded clients. Arts Council of Wales expects them to respect and reflect the principles that it is trying to promote through its Welsh Language Scheme. Arts Council of Wales expects all revenue funded organisations to adopt a proactive approach in this area. Arts Council of Wales will provide support and encouragement to organisations trying to improve their practice. However, they are also prepared to apply sanctions in cases where they feel an organisation is wilfully flouting what it would consider to be an appropriate approach. Such matters will be discussed with revenue funded organisations during Annual Review Meetings. Revenue funding agreements and the annual review process will be used to ensure that revenue clients, and national companies in particular, conform with Arts Council of Wales's aspirations as expressed in their Welsh Language Scheme.
- Funded organisations' progress in agreed areas of work will be monitored as part of annual review meetings. General trends identified as part of these meetings will be recorded and presented to Council annually, or as necessary.
- Appropriate standard conditions of grant will set out minimum language requirements from revenue and project-funded clients with appropriate actions taken if these requirements are not fulfilled.
- Arts Council of Wales will provide individuals and organisations with the contact details of language development initiatives with the aim of sharing resources and expertise.
- Arts Council of Wales acknowledges the right of Welsh and non-Welsh organisations to discuss issues surrounding any aspect of Welsh language arts provision. Furthermore, Arts Council of Wales will instigate such discussions in periodic seminars and discrete meetings.
- Arts Council of Wales commits to developing its own language aspirations through the work of clients in the spirit of tolerance and inclusivity because Arts Council of Wales acknowledges people's right to explore culture and creativity in the language of their choice.
- With the funding made available through Arts Council of Wales, they will demonstrate their commitment to developing more opportunities for culturally diverse work and targets will reflect how they bring about more – and better – opportunities in Welsh and in English.

Working with partner organisations

- When tenders are invited for such contracts, the linguistic details will be specified in the tender documentation and the normal monitoring arrangements of such contracts will include regular performance reports on the implementation of the scheme.
- Arts Council of Wales will support the Welsh Language developments of other public bodies and take every opportunity to promote and develop use of the Language among other organisations with whom they are in contact, whether in Wales or outside.

- Partner organisations providing services, support or funding to organisations or individuals within Wales will be expected to provide Welsh language material at their cost. Arts Council of Wales will assist such partners to make contact with appropriate specialist organisations in Wales.
- Arts Council of Wales will encourage organisations not covered by the Welsh Language Act to operate within the spirit of the Act. This will be done by inviting organisations in their applications to address how they will reflect the bilingual nature of the community in which they operate and the audiences they are targeting.

Grants and contracts

- When Arts Council of Wales completes formal contracts with third parties relating to the provision of services to the public in Wales, it will ensure that such contracts are consistent with the terms of its Welsh Language Scheme. Furthermore, Arts Council of Wales will recommend that all parties refer to guidance issued by the Welsh Language Board and available on their website and in hard copy, namely Awarding Grants, Loans and Sponsorship: Welsh Language Issues or successive publications.

A copy of the Arts Council of Wales's Welsh Language scheme can be downloaded from the Arts Council of Wales's website:

www.artswales.org.uk/about-us/governance/corporate-policies/Welsh-language

A copy of the guidance, Awarding Grants, Loans and Sponsorship: Welsh Language Issues is available from the Welsh Language Commissioner's website, here:

www.comisiynyddygyraeg.cymru/English/

Publications/Pages/publicationdetails.aspx?Publicationid=200a58a8-b96b-48a0-8adc-051cf537be4e&publicationsearchterm=Grants

Welsh Language Standards

The Welsh Language (Wales) Measure 2011 establishes a legal framework to impose a duty on some organisations to comply with one or more standards of conduct on the Welsh Language.

The Standards:

- provide greater clarity to organisations regarding their duties with regard to the Welsh language
- provide greater clarity to Welsh speakers about the services they can expect to receive in Welsh
- ensure consistency of Welsh language services across organisations and improve their quality
- require organisations to use the Welsh language in a reasonable and proportionate manner

Updates about the development of the Standards and the process of consultation and implementation can be found on the Welsh Language Commissioner's website: www.comisiynyddygyraeg.cymru/English

Steps Towards Working Bilingually

The rest of this toolkit is a series of practical activities and guides towards improving the bilingual nature of your organisation or creative work, with a focus on communicating that work effectively.

These are suggestions. Please read through the options, and consider what aspects you feel able to implement in the short (next 6 months), medium (6 to 18 years) and long term (18 months to 5 years). It's a good idea to consolidate this thinking, and share it with colleagues, and write up your commitment as part of your company documentation in the form of a 'Bilingual Policy'.

This toolkit will take you step by step through the development of a Welsh Language Policy. This needn't be a complex document, like an access statement, it is an overview of the situation now, and of your intent and commitment towards providing access to your work through appropriate, balanced linguistic means.

Simply follow the steps outlined in the next sections. If you want to learn all there is to know about Language Schemes, then have a look at the Welsh Language Commissioner's website which is full of useful online resources regarding how to go about this. Have a look at: www.comisiynyddygydraeg.cymru/English/Law/Welshlanguageact1993/Pages/cwmniaupreifat.aspx

Developing a Welsh Language Policy for your Organisation

This section is a practical guide towards developing a Welsh language policy for your organisation. Guidance about supporting non-Welsh speakers to access Welsh language arts is in the section below entitled 'Creating A Bilingual Culture At Your Events And Performances'.

The best place to start is with an audit of your current language resources. Follow the audit questionnaire below:

Audit of Current Language Use

Section 1 - People

1. What percentage of your workforce / team / staff can speak Welsh?

	0% <input type="checkbox"/>	1-15% <input type="checkbox"/>	16-30% <input type="checkbox"/>	31-50% <input type="checkbox"/>	51-75% <input type="checkbox"/>	76-100% <input type="checkbox"/>
Score	0	1	2	3	4	5

2. What level of Welsh language capability exists within the organisation?
(It might be worth asking your team members to tell you what they believe their level of Welsh fluency and writing competency to be.)

- | | |
|--|---------|
| <input type="checkbox"/> None | Score 0 |
| <input type="checkbox"/> One or more learners | Score 1 |
| <input type="checkbox"/> One or more confident, fluent Welsh speakers | Score 2 |
| <input type="checkbox"/> One or more who can write in Welsh to a basic standard | Score 3 |
| <input type="checkbox"/> One or more competent in writing using the Welsh language | Score 4 |

3. Of those who speak Welsh confidently, is it clear to your public / audience that they are able to communicate with them in either language?

- | | |
|--|---------|
| <input type="checkbox"/> Face to face | Score 1 |
| <input type="checkbox"/> Through email / letter | Score 1 |
| <input type="checkbox"/> By phone (e.g. Promoted on your website?) | Score 1 |

4. What is the percentage of Welsh Speakers on your board (if applicable)?

	0% <input type="checkbox"/>	1-15% <input type="checkbox"/>	16-30% <input type="checkbox"/>	31-50% <input type="checkbox"/>	51-75% <input type="checkbox"/>	76-100% <input type="checkbox"/>
Score	0	1	2	3	4	5

Total score Section 1: _____ (out of possible max score of 17)

Section 2 - Communicating

5. Do you answer the phone with a bilingual greeting?

Score No Yes
 0 1

6. Is your answer machine message bilingual?

Score No Yes
 0 1

7. If a member of the public / audience wishes to communicate with you / your organisation through the medium of Welsh, are you able to facilitate that?

Score No Yes
 0 1

8. Do you promote the fact that you are happy to communicate through the medium of Welsh?

Score No Yes
 0 1

9. Can you conduct meetings / workshops / events (e.g. exhibition openings) bilingually, either by the presence of a bilingual team member or external employee or use of a translation service?

Score No Yes
 0 1

10. Do you publicise / promote your events bilingually?

Score Never Occasionally Most of the time Always
 0 1 2 3

11. What amount of your organisation's published material / print is fully bilingual?

Score None Some Most All
 0 1 2 3

12. Is your website

Score All in English Some spoken Welsh Fully Bilingual
 0 1 2

13. What amount of your organisation's social media communications are bilingual?

Score None Some Most All
 0 1 2 3

14. Do you greet visitors to your premises / performances bilingually?

Score No Yes
 0 1

15. Do you have bilingual signature strips on your emails?

Score None Some Most All
 0 1 2 3

Total score Section 2: _____ (out of possible max score of 20)

Internal Administration

16. What amount of your organisation's internal documents, e.g. staff policies, contracts etc. are bilingual?

Score None Some Most All
 0 1 2 3

17. Do you have bilingual signage inside and outside your premises?

Score None Some Most All
 0 1 2 3

18. Are your public notices, job adverts etc. bilingual?

Score No Yes
 0 1

19. Do you have an existing Language Policy?

Score No Yes
 0 1

20. Is your office equipment fitted with Welsh language grammar and spell-check software?

Score No Yes
 0 1

21. Do you capture audience data relating to preferred language for correspondence purposes, e.g. mailing list capture, membership forms etc.?

Score Never Sometimes Most of the time All the time
 0 1 2 3

Total Score Section 3: _____ (out of possible max score of 12)

Total Score: _____ (out of possible max score of 49)

You should be able to see clearly from your section and overall scores, which areas within your activities have the most room for development in terms of bilingualism, and may already have identified some of the things you could implement.

Take a few moments to write some notes here to help you evaluate how you / your organisation's current language offer:

A. What do we currently do well in terms of bilingualism?

B. Where is the greatest room for improvement?

C. What are the easiest things to solve / implement?

D. What things can I change in the short term?

E. What are the barriers to doing so?

F. What changes will make the greatest impact?

G. What changes will take longer, and why?

Now that you have audited your business / organisations' current language offer, and understood where you can make some changes, have a look through the following guidance notes that will show you how you can make changes, and who can help.

Guidance

Section 1: People

Developing a Bilingual Culture within the Company

There are a number of practical steps that you can take, depending on the type of company or artform you represent that can help develop a bilingual atmosphere at the core of your activity and within the workplace.

Here are a few tips:

- Invite a Welsh speaker onto your Board, if you have one. This is a great way to begin to get some advice and thinking around issues of bilingualism at a strategic level.
- Increasing bilingual skills within the staff team. This can happen in a number of ways:
 - Enable / support existing staff to learn Welsh. Your local Menter Iaith (see resources below) will be able to advise on local Welsh learner courses that could support this. Larger organisations might consider engaging a tutor to come in at lunchtimes during the working week to work with staff, while smaller organisations might think about supporting team members to take a few hours out to attend lessons each week.
 - Actively recruit Welsh speakers when a space becomes available on your team.
- Answer the telephone bilingually. Use *Bore Da* (good morning) / *Prynhawn Da* (good afternoon) before the name of your organisation, as a standard telephone greeting. We know you may worry about the expectation created by that, but if you then can't continue in Welsh, with a Welsh speaker on the other end of the phone, then you can explain that while you do not speak the language, as a company / artist, you support the Welsh language.
- Bilingual e-mail and letter headings and signature strips. It's easy to make your letterheads bilingual. Consider adjusting these the next time you're ready to order stationary. Even easier is creating a bilingual signature strip for your emails. You could sign off with *Cofion Gorau* / *Best wishes*, or more formally *Yn Gywir* / *Sincerely*.
- If you have Welsh speakers within your organisation in a front-line, customer or audience interface role, make sure that they're recognisable. 'Iaith Gwaith' (Working Welsh) is a campaign led by the Welsh Language Commissioner to promote the presence of Welsh speakers within a workplace, particularly in public facing roles. Have a look on this section of the website, where you'll be able to find out more about resources available and other ways of supporting bilingualism within the workplace. www.comisiynyddygybraeg.cymru/English/Assistance/Pages/ordercymrbadges.aspx
- Simultaneous translation at key meetings, conferences or events you organise is also a great help to enabling those you work with or collaborate with across the industry to have a choice at those meetings as to which language they would like to contribute in. This can include inviting presentations in the medium of Welsh. Finding an interpreter or interpretation service near you is easy. Just contact the Association of Welsh Translators and Interpreters (see the resource section at the end of the toolkit).

Section 2: Communicating

Marketing Bilingually

Creating and maintaining bilingualism across your marketing and communications materials is a great step towards communicating with a broader audience, and demonstrating your support for a bilingual nation. As mentioned at the beginning of this pack, it makes strong business sense too, giving you the opportunity to develop a relationship with an arts literate audience that may never have engaged with you and your work before.

Here are some basic hints and tips:

- All Welsh speakers in the UK speak English. The protocol for which language appears first in copy then, is naturally Welsh first, English afterwards. This is nothing to do with prioritisation or which is more important, it is simply a practical measure. Why would Welsh speakers read the Welsh copy if they've already digested what you're communicating in English?
- Don't assume, just because you have a Welsh speaker or two in the company that they can translate for you. Translation from Welsh to English and vice-verse is a specialised skill. Welsh is a difficult language with many grammatical laws, and poor translation, full of spelling and grammatical errors is worse than no translation at all. Develop a good working relationship with a translator or translation service. Beyond helping you with translating materials, they will also be valuable sounding boards for ideas and a help to finding appropriate and effective solutions for your bilingual communications and marketing.
- There are some instances, for example if the Welsh copy stands alone, e.g. A press release, or if you were to create separate Welsh language and English language flyers for your performance or venue, when you might choose to undertake direct and complete translation of the whole body of the text. However, there are more instances, where it is more appropriate to modify the Welsh language content so that Welsh speakers are provided with additional or a different slant on the product or event. You would still provide the basic and important information, but just tweak the approach on the more discursive, editorial elements, perhaps to account for cultural foreknowledge or interest. A good translator or translation service may be able to guide you as to what might be appropriate in each instance.
- You don't have to be a Welsh speaker to contact Welsh language media. The research and production teams will be happy to speak to you about a story and discuss it in English, but a translated press release is important. It is part of the bilingual press toolkit and an important briefing document for Welsh language media channels.
- Just because your production is performed in the English language, it doesn't mean that your marketing can't be bilingual. Simply be clear that the language of the performance is English, to avoid confusion.
- It would be great to think that someday, all enquiries to our arts companies could be dealt with bilingually, however, we're not there yet. Many worry about the expectation created by marketing bilingually, that members of the public can also communicate in Welsh with the company team when they phone up or email. We understand that this is

difficult for small arts organisations and solo artists, so here's our tip. Use *Bore Da* (good morning) / *Prynhawn Da* (good afternoon) before the name of your organisation, as a standard telephone greeting. If you then can't continue in Welsh, with a Welsh speaker on the other end of the phone, then you can explain that while you do not speak the language, as a company / artist, you support the Welsh language. We've yet to come across anyone complaining about that!

Here's a more in-depth look at bilingualism in the marketing and communications sphere:

Bilingual Design

The Welsh Language Commissioner has created an up to date and very comprehensive guide to bilingual design, which covers best practice and alternative options on every aspect of bilingual design and marketing and communication collateral creation.

This practical guide takes you through each phase of the project:

- Print planning
- Translation and creating bilingual texts
- Typesetting
- Language separation
- Layout
- Cost

It then relates the approach to various applications, from bilingual branding to signage, forms to advertisements, websites to powerpoints.

The guide is completely free and available for download from the Commissioner's website. Here's a link to the download page: www.comisiynyddygyymraeg.cymru/

[English/Publications%20List/CYG1754%20Canllaw%20Dylunio%20ENGLISH.pdf](#)

Bilingual Press & PR

Communicating your stories through Welsh language press and media provides additional coverage outputs for your campaigns, events and work. It makes perfect sense, but to get editorial copy, you will need an appropriate story.

In the case of English medium work, that might be a challenge, unless of course, the work has a strong Welsh language / cultural theme or deals with issues that face our Welsh speaking communities and/or you have Welsh speaking performers who would make great spokespersons for interviews etc.

While you can discuss your story with Welsh language media in English, they will expect a press release in Welsh, so it's a good idea to have a translator work on this for you.

Here's a little about the main Welsh language media in Wales:

A Guide to Welsh Language Media

Broadcast Media:

BBC Radio Cymru

BBC Radio Cymru was established in 1977 and broadcasts a full range of programmes each day. It is a dedicated Welsh radio channel and provides an eclectic mix of programmes for people of all ages.

One of its successes in recent years has been the C2 strand, which features young bands and youth music every evening.

For more information about BBC Radio Cymru, including current programming and schedules, have a look at their web pages:
www.bbc.co.uk/radiocymru

S4C – a dedicated Welsh language TV channel

Today we take S4C for granted, but it took a long and intense campaigning by language activists during the 1970s to secure it. After a long struggle, S4C finally arrived on our television screens on 1st November 1982. It broadcasts over 115 hours a week of programmes from dramas to documentaries, light entertainment to current affairs, and a coverage from a good cross section of Welsh events and festivals throughout the year.

Daytime programming includes programmes for pre-school children under the brand 'Cyw', for seven year olds upwards under the 'Stwnsh' banner, and during tea-time hours, programmes aimed at teenagers.

S4C's afternoon and nightly magazine programmes, often include guests and features on arts and cultural events, and the channel currently support an arts and culture programming strand.

S4C is a broadcaster. It commissions programmes, but does not produce them in house. It relies on independent companies to create these, and it is often with these that dialogue about your product, event, art should begin.

For more information about S4C, visit their bilingual website, which includes programme schedules, descriptions and links to other useful sites. www.s4c.cymru

A number of local and regional radio stations broadcast in Welsh, mostly offering a strand of programming in the Welsh language. For a full list of these have a look at Wikipedia's list:
www.en.wikipedia.org/wiki/ListofWelsh-languagemedia

Welsh Newspapers and Magazines

There are a number of national, regional and local Welsh magazines, here are the main ones:

Golwg

Golwg is a weekly magazine of news and current affairs in Wales. It currently has the largest circulation of all the Welsh magazines at around 12,000 per month. In May 2009 it launched a new online service called [golwg360](http://golwg360.com) www.golwg360.cymru, which allows you to upload stories and publicity for local events in your area.

Barn

Barn (Welsh for 'opinion') is a monthly current affairs magazine. Established in 1962, it includes articles relating to politics, language, culture, art and sport from Wales, the UK and abroad from a Welsh perspective.
www.cylchgrawnbarn.com

Y Cymro

Y Cymro (Welsh for 'the Welshman') was first published in 1932. It is our only national newspaper published in the Welsh language. It appears weekly on a Friday. In April 2010, Y Cymro became available to view as an online digital newspaper on a subscription basis.
www.y-cymro.com

Papurau Bro

Papurau Bro are a bit of an institution in Wales. They are essentially local Welsh-language newsletters produced by community based editorial teams, which have grown into mini magazines. Usually published monthly, they are packed full of local news, and event notices that are specifically relevant to that community.

A full list of current Papurau Bro, with web links where they are available is available on wikipedia: www.cy.wikipedia.org/wiki/rhestr_papurau_bro

Youth Publications

Urdd Gobaith Cymru, the Welsh youth movement also publishes monthly magazines for children: 'Cip' for first-language Welsh primary school pupils; 'Bore da' for primary school Welsh learners; and 'law!' for secondary school Welsh learners. For more information, visit: www.urdd.cymru/siop/en/magazines

Further information on Welsh language media

Wikipedia maintains a page listing all Welsh language media, including national, regional and local media and those with weekly or monthly sections in Welsh, the link to it is here: www.en.wikipedia.org/wiki/list_of_Welsh-language_media

Digital & Social Media Communication

Developing the bilingual aspect of our social and digital media communications is seen as key to supporting Welsh to thrive as a living, contemporary language.

Welsh is catching up with the advancement of technology. Through its use on social media platforms, it is developing a more relaxed and informal lexicon that our young people in particular, feel more at ease using, than perhaps schoolroom Welsh.

In common with other countries, a culture of text messaging has developed in Welsh and many young people use this abbreviated language when speaking to each other.

Welsh is also making an impact on twitter, being the third most popular UK language in which to tweet. Likewise, Facebook is supporting the cultivation of Welsh language social media and event promotion activity, where communities of Welsh speakers can easily be found and targeted.

Some helpful tips for bilingual social media:

There are a number of tools and standard functions on computer programmes and operating systems as well as apps to help with working in Welsh, which might be particularly helpful for undertaking bilingual social media activity. Here are links to a few:

LiteratIM

For android users, there's the app, literatim developed by Bangor University. A predictive text keyboard powered by a bilingual dictionary, it works when you're texting, emailing or using your favourite apps, putting split-second word lookups at your fingertips. Available as a free download via googleplay. Here's a link to a video about literatim and how to install it on your mobile device:

www.youtube.com/watch?v=t2tlnbbq76q

Changing Facebook Language into Welsh

Here's a video about how to change your default language on Facebook to Welsh:

www.youtube.com/watch?v=slxtj7cuwxs

How to find a Welsh Language Community on Twitter

Here's a short video that will help you to find Welsh speakers and a Welsh language community on Facebook:

www.youtube.com/watch?v=udec7bscoem

Welsh-English, English-Welsh Dictionary app

This is a useful dictionary app developed by Bangor University. Here's a short film about its use and how to install it:

<https://www.youtube.com/watch?v=ny1foy8y348>

Section 3: Internal and Admin

- Put up bilingual signs around the office / gallery / workshop. A translator can help you develop bilingual signage, and why not think about providing a glossary of key terms that you use in your work with phonetic spellings to help with pronunciation and put it up on the staff notice-board or the like. It can be a lot of fun getting to grips with the language.
- Consider translating your internal staff documents, such as induction pack, contracts etc. This can easily be done using a good translator or translation service.
- Likewise, you could consider publishing any public notices and/or job ads bilingually. This is particularly important if you are trying to attract Welsh speakers onto your team. It is perfectly acceptable to state that the ability to speak Welsh for a particular job is desirable / necessary (depending upon the position and your needs as an organisation).
- If your business / organisation currently has a Welsh language policy, evaluate whether it is being effectively implemented. Might it be time for an update? To refresh the policy or to undertake some work around team awareness and implementation of the policy?
- If you have the resources and the commitment to communicate with your audience in their language of choice, then you might need to re-design your data capture forms and mechanisms, e.g. Box office / memberships / mailing list transactions? Is your current database designed to capture, record and search based on language needs?
- Installing Welsh grammar and spelling software onto the organisations' computers can significantly help Welsh speakers and writers feel confident about writing in Welsh. It's a significant step in supporting the Welsh speakers within the organisation to confidently communicate with your audience / customers. Here's a link to the Cysgliad website for more information:
www.cysgliad.com/default.aspx?ln=en
- Change your windows interface language to Welsh. Click here for guidance on how to do this on windows 7 and above.
www.windows.microsoft.com/en-gb/windows7install-Welsh-lip

Developing a Simple, Welsh Language Policy for your Organisation

This need not be a long and complicated document. In fact, the more concise and practical it is, the easier it will be to implement and disseminate across your team. Use the guidance below to take you through it step by step.

1. Why I / my organisation is committed to developing bilingualism across our activities.

Start with bullet points:

2. What I / we hope to achieve by developing our bilingualism

3. What we are committing to, i.e. What actions are you going to take in order to support and promote bilingualism across your activities (use a bullet point list, and if you find it helpful, use the guidance notes headings *'People'*, *'Communicating'* and *'Internal and Admin'* to structure your thinking). If you are a performance art form, it may be worth reading the section *'Creating a Bilingual Culture at Your Events and Performances'* below and add something about *'Performance'* as well in this section.

4. What are the things you / your organisation must put in place in terms of resource, budget, support etc. to actualise greater bilingualism in your activities?

5. What is the timeframe for these changes? Consider short term changes (0 – 6 months), medium term changes (6 – 18 months) and long term changes (18 months – 5 years).

6. What barriers can you foresee? What are the greatest challenges you / your organisation / team face in terms of developing bilingualism?

7 How will your audiences / customers / partners / collaborators notice your increased commitment to bilingualism?

It may be worth getting your team together to discuss and workshop these points before finalising them. Once you are happy, you can then use this information to create a short document outlining your organisations' commitment to developing bilingualism and the steps it is committed to taking in order to do so. This will be an internal document, which may also be useful as a supplement to grant applications, and for your discussions with Arts Council of Wales. You may also feel the need to create a shorter statement – no more than a couple of paragraphs - that you share more publically.

Creating a Bilingual Culture at your Events and Performances

As an arts sector, we cannot continue to support the separation and isolation of our art and culture dependent upon language. Just as culturally literate Welsh speakers engage with arts and culture communicated in both languages, so companies and artists / performers who produce product through the medium of Welsh need to consider how their creative product can be made more accessible to non-Welsh speakers in their audiences too.

We need to move gradually to a situation where companies and artists engage with both Welsh and non-Welsh speakers fluidly. Part of that work involves enabling non-Welsh speakers to understand something of what happens in Welsh events and performances. This is increasingly important in Wales today where families are often of mixed language abilities as are groups of friends.

This makes for a very interesting language culture, but it also poses challenges when presenting the arts – particularly performance arts, festivals and the like. We need to aspire towards making our Welsh language arts more accessible to non-Welsh speakers if we are to maximise audiences, and even more importantly, if we are to close the language divide in our nation's culture, and stimulate a deeper understanding and appreciation of the language amongst non Welsh speakers.

Hints and tips for supporting bilingualism at events / performances

- Ensure that event / performance programmes are bilingual where possible, or at least include bilingual aspects. This is as important at Welsh language events and festivals, where a synopsis of what is happening within the performance or event in the English language can significantly help make non-Welsh speakers feel welcome and considered. This might be as simple as a printed sheet folded inside the Welsh language programme, and need cost very little.
- If budget allows, within festival contexts, consider simultaneous translation of appropriate Welsh language presentations, even if it is only at selected performances during the festival programme.
- Consider including bilingual elements within your welcome announcements
- At gallery events, consider marking exhibits bilingually and translating any interpretative materials and/or catalogues.
- For larger events, pro-actively recruit bilingual stewards and volunteers. Again, your local Menter Iaith should know how to help you find these within your locality.
- Theatres and companies working bilingually have been developing a number of innovative and unobtrusive ways of providing translations of their work. One of the most innovative systems available at present is 'Sibrwd'. Sibrwd is a little voice that whispers in your own language during a theatre performance. For more information, have a look at their website: www.sibrwd.com

The End Audit

We suggest that you re-audit your organisation's bilingualism credentials between 6 months to a year after implementing measures to improve bilingual provision across the organisation and its activities. You can re-do this audit time and time again as a way of tracking development over time too if you wish.

Section 1 - People

1. What percentage of your workforce / team / staff can speak Welsh?

	0% <input type="checkbox"/>	1-15% <input type="checkbox"/>	16-30% <input type="checkbox"/>	31-50% <input type="checkbox"/>	51-75% <input type="checkbox"/>	76-100% <input type="checkbox"/>
Score	0	1	2	3	4	5

2. What level of Welsh language capability exists within the organisation?
(It might be worth asking your team members to tell you what they believe their level of Welsh fluency and writing competency to be.)

- None Score 0
- One or more learners Score 1
- One or more confident, fluent Welsh speakers Score 2
- One or more who can write in Welsh to a basic standard Score 3
- One or more competent in writing using the Welsh language Score 4

3. Of those who speak Welsh confidently, is it clear to your public / audience that they are able to communicate with them in either language?

- Face to face Score 1
- Through email / letter Score 1
- By phone (e.g. promoted on your website?) Score 1

4. What is the percentage of Welsh Speakers on your board (if applicable)?

	0% <input type="checkbox"/>	1-15% <input type="checkbox"/>	16-30% <input type="checkbox"/>	31-50% <input type="checkbox"/>	51-75% <input type="checkbox"/>	76-100% <input type="checkbox"/>
Score	0	1	2	3	4	5

Total score Section 1: _____ (out of possible max score of 17)

Section 2 - Communicating

5. Do you answer the phone with a bilingual greeting?

No Yes
Score 0 1

6. Is your answer machine message bilingual?

No Yes
Score 0 1

7. If a member of the public / audience wishes to communicate with you / your organisation through the medium of Welsh, are you able to facilitate that?

No Yes
Score 0 1

8. Do you promote the fact that you are happy to communicate through the medium of Welsh?

No Yes
Score 0 1

9. Can you conduct meetings / workshops / events (e.g. Exhibition openings) bilingually, either by the presence of a bilingual team member or external employee or use of a translation service?

No Yes
Score 0 1

10. Do you publicise / promote your events bilingually?

Never Occasionally Most of the time Always
Score 0 1 2 3

17. Do you have bilingual signage inside and outside your premises?

Score None 0 Some 1 Most 2 All 3

18. Are your public notices, job adverts etc. bilingual?

Score No 0 Yes 1

19. Do you have an existing Language Policy?

Score No 0 Yes 1

20. Is your office equipment fitted with Welsh language grammar and spell-check software?

Score No 0 Yes 1

21. Do you capture audience data relating to preferred language for correspondence purposes, e.g. Mailing list capture, membership forms etc.

Score Never 0 Sometimes 1 Most of the time 2 All the time 3

Total Score Section 3: _____ (out of possible max score of 12)

Total Score: _____ (out of possible max score of 49)

Take a few moments to write some notes here to help you evaluate how you / your organisation's current language offer:

A. What do we currently do well in terms of bilingualism?

B. Where is the greatest room for improvement?

Developing a bilingual culture within an organisation and its activities is an ongoing and evolving process. We wish you every success with it.

Links to Support Agencies and Resources

Arts Council of Wales Website

The council has published a number of reports and documents relating to bilingualism within the arts in Wales. Visit the website for more details:

www.artswales.org.uk/about-us/governance/corporate-policies/Welsh-language

Welsh Language Commissioner for Wales

The role and functions of the Welsh language commissioner are:

- Promoting the use of the Welsh language
- Facilitating the use of the Welsh language
- Working towards ensuring that the Welsh language is treated no less favourably than the English language by imposing duties on some organisations to comply with standards relating to the Welsh language
- Conducting inquiries into matters relating to the commissioner's functions
- Investigating interference with the individual's freedom to use the Welsh language

The commissioner's website is packed with comprehensive and useful resources, some of which have already been mentioned in the sections above. www.comisiynyddygydraeg.cymru/english/pages/home.aspx

There is also a microsite developed to help businesses with development of a full bilingual policy and implement it. If you'd like to take a look at that, go to: www.comisiynyddygydraeg.cymru/hybu/cy/hafan/pages/manteision.aspx

Cymdeithas Cyfieithwyr Cymru

The association of Welsh translators and interpreters), is the national professional association of Welsh/English translators and interpreters.

Its aim is to ensure professional translation standards in Welsh/English translation and interpreting, as well as ensuring that the translation industry develops effectively as part of the process of promoting the Welsh language and bilingualism.

The association has three levels of professional membership: full and basic for translators and an interpreting membership. To gain membership of the association, candidates must pass the appropriate examination.

The association's website includes a database of registered translators and interpreters available for commercial work. It's a good place to start your search for a translator or translation agency or service with whom you can develop a relationship.

www.cyfieithwycymru.org.uk

Mentrau Iaith

Mentrau iaith are locally based language initiatives which offer advice and assistance to individuals, organisations and businesses, and will organise activities to raise the profile of the Welsh language.

A complete list of Mentrau iaith, including those active in your area are available on www.mentrau-iaith.com

Cymraeg.gov.wales

This is a new website to support and promote the use of the Welsh language. It includes lots of news and resources that you might find helpful.
www.cymraeg.gov.wales

S4C– Dal ati

A special service by S4C for intermediate to advance level learners. Full of information, vocabulary, clips and more to help learners enjoy and gain confidence with the Welsh language.
www.s4c.cymru/cy/adloniant/dal-ati/