



Cyngor Celfyddydau Cymru  
Arts Council of Wales

# Policy for Promoting and Facilitating the use of the Welsh Language

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# 1 Background

- 1.1 The Welsh Language Standards, introduced under the Welsh Language (Wales) Measure 2011, explain how public bodies in Wales are expected to use the Welsh language in the conduct of their business and their delivery of services.
- 1.2 We, the Arts Council of Wales, adhere to the principle that, in the conduct of our business, we will treat Welsh and English equally.

We recognise the importance of providing a fully bilingual service to artists and the public. And we want to be seen as being in the vanguard of public policy in Wales. In addition to our public service obligations, we want to go further. In particular, our 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. Furthermore, we wish to be judged on the quality of our service and the delivery of effective outcomes which the people of Wales can look upon with pride as their own.

## 2 Our contact with the public

### 2.1 Written correspondence

2.1.1 Artists, arts organisations and members of the public are welcome to correspond with the Arts Council in either Welsh or English, according to their choice. Letters received by us in Welsh will be sent a signed reply in Welsh. We will reply to all correspondence, Welsh or English, within the same timescale.

2.1.2 A correspondent, having written in Welsh to us, or having expressed a preference to conduct business with us in Welsh, will receive future correspondence in Welsh. We will maintain a record of the language preferences of our regular correspondents.

Correspondence following a telephone conversation or a face-to-face meeting in Welsh will also be in Welsh unless the recipient has requested otherwise.

2.1.3 Circulars and standard letters will be issued bilingually.

2.1.4 A member of Arts Council staff who cannot understand incoming correspondence in Welsh will arrange for a short letter to be translated into English by a bilingual colleague. A list of staff who will provide this service will be maintained and available in all Arts Council offices.

2.1.5 Where the incoming correspondence is lengthy or complex, the letter will be forwarded to our internal Translator or (in his/her absence) to an external translation service.

### 2.2 Answering the telephone

2.2.1 The Arts Council of Wales employs bilingual members of staff to respond to all calls to our main lines.

2.2.2 All incoming direct line calls must be answered bilingually and transferred to a Welsh language speaker to progress the call if this is the caller's preference. A bilingual greetings script can be found in the Welsh Language Standards section on Hwb.

2.2.3 Pre-recorded answering machines will carry a bilingual recorded message and callers will be welcome to leave a message in either language. The response to the recorded message will be in the language used by the caller.

2.2.4 For personal direct-dial telephone numbers, pre-recorded messages will reflect the linguistic abilities of the officer but prefaced with a bilingual greeting.

## 2.3 Making a phone call

The language preference of all grant recipients is recorded on Gifts. For all other contacts the Communications Team maintains a data sheet on contacts' preferred language choice. This datasheet is held within the Welsh Language Standards section on Hwb. When a member of staff makes an external phone call, please check if their language preference has been recorded in either of the above. If this isn't the case, he/she must establish what the recipient's preferred language is and log this on the datasheet on Hwb for future reference.

## 2.4 Meetings, presentations, seminars

2.4.1 If the Council holds a meeting to which the public is invited, we will encourage members of the public to contribute in Welsh or in English. We will do so by putting a range of measures in place to include :

- capture attendees language preference at registration
- bilingual staff to greet the public
- simultaneous translation facilities
- all presentation materials fully bilingual.

2.4.2 When a meeting is offered to invited participants (thus deemed an "internal" meeting), the measures stated in 2.4.1 will be put in place as appropriate. This applies to all meetings including those related to grants, tenders and interviews.

2.4.3 Any public meetings will be advertised bilingually and the Council will have bilingual staff present who will greet people and conduct business in the attendee's language of choice.

2.4.4 Simultaneous translation facilities will be provided at the plenary sessions of seminars and conferences organised by the Council and each participant is welcome to participate in either Welsh or English.

2.4.5 Personal callers at any of our offices may conduct business in Welsh or in English. We will have Welsh-speaking members of staff present to enable personal callers to conduct business in either language.

2.4.6 People wishing to communicate with the Council via electronic messages are welcome to use either Welsh or English. Again, we will respond in the language of the original message. Staff email signature strips have been updated to encourage the use of Welsh and signify if the member of staff is a Welsh speaker.

## 2.5 Publications, branding and public identity

- 2.5.1 We will publish all corporate materials bilingually – whether on our website or in hard copy.
- 2.5.2 Where material is in separate Welsh and English forms, both versions will be published simultaneously. Both versions will also be distributed together, equally obtainable, displayed together, and of the same standard. Separate language corporate material will be published exceptionally but, where they are published, each version will explain that a version is available in the other language.
- 2.5.3 Where a charge is to be made, the price of a corporate document printed in bilingual format will not be greater than a single language version of that document. When single language versions of a priced document are published, the price of the Welsh version will not be greater than that of the English version.
- 2.5.4 Arts Council templates, including invoices, will be printed bilingually and written in accordance with the criteria set out in section 2.1 on written correspondence.
- 2.5.5 Staff, consultants, website technicians and designers, and printers of our bilingual publications will be provided with written guidance on how to deal with bilingual publications.
- 2.5.6 Where material is published in separate language versions, staff and other agents involved in the distribution of this material will be made aware of the existence of two versions of the same document and the need to treat both equally.
- 2.5.7 All grant application forms and associated explanatory material issued by the Council for public use will be available in both Welsh and English. All materials will include a statement welcoming communication in both languages and that choice of language will not result in a delay.
- 2.5.8 In cases where separate Welsh and English versions of forms are issued, the associated explanatory material will be issued in the same language. Both versions will be issued simultaneously and both versions will be equally available in all Arts Council offices and other distribution points including our website. Also, each version will indicate that the form is also available in the other language.
- 2.5.9 The Council will present a fully bilingual corporate identity, displaying its name (and address, where appropriate) bilingually on all logos, headed paper, business cards, identity badges, website and other corporate materials and goods.

The Council will display its name bilingually on all buildings which it occupies and on all signs within those buildings where the use of language is necessary to convey information. Likewise, on all corporate materials, goods and signage, the format, size, quality, clarity and prominence of the languages will be the same.

- 2.5.10 All of our written or electronically transmitted material directed at the general public in Wales will be published in bilingual form, or in Welsh and in English. In all cases the format, quality, clarity and prominence of the two languages will be the same and the two languages will be treated on a basis of equality.
- 2.5.11 All surveys and questionnaires commissioned by us will be bilingual and will be supported by bilingual material. Any associated interviews will be conducted in the language of the interviewee's choice.

## 2.6 Publicity

- 2.6.1 All Council publicity material will normally be issued bilingually, in a way that treats the two languages on a basis of equality.
- 2.6.2 All exhibitions mounted by us will treat the two languages on a basis of equality. Council will encourage other exhibitors using Council premises, stands, displays etc to use both languages in their exhibits, demonstrations and displays.

## 2.7 Adverts and notices

- 2.7.1 The Arts Council's public notices and recruitment advertising, will appear with Welsh and English versions shown together in accordance with the Standards and be equal in terms of format, size, quality, legibility and prominence.
- 2.7.2 We issue media notices and media releases bilingually in a way that treats the two languages on a basis of equality.
- 2.7.3 We will also provide spokespersons for media interviews in both Welsh and English.
- 2.7.4 Our published Complaints Policy provides guidance on how complaints may be made, investigated and reported, including complaints regarding our Welsh language arrangements.

## 3. Implementation of the Scheme

### 3.1 Council and Council Members

- 3.1.1 Council will discuss and approve revisions of the Policy and our Annual Action Plan on a regular basis. It has the authority to ensure effective implementation of the Standards internally and is committed to promoting best practice externally.
- 3.1.2 Council will ensure that we maintain a Welsh Language Committee. Council will require an annual Welsh Language Action Plan and Standards Implementation Report to be produced by the Group. It will consider any recommendations made in the report or at other times during the year as appropriate.
- 3.1.3 It will discuss and approve an annual Action Plan for the purpose of monitoring the implementation of the Welsh Language Policy and Standards implementation.
- 3.1.4 Council will be aware of statutory requirements and will consult with the Welsh Language Commissioner when required.
- 3.1.5 Members of Council and its advisors will be issued with copies of the Policy and Action Plan and a briefing on its implications will be incorporated into the induction procedure for new members of Council and advisors.
- 3.1.6 Council will treat Welsh and English on the basis of equality.
- 3.1.7 Council members will have a basic knowledge of Welsh for use fulfilling Council duties. This will include the ability to correctly pronounce Welsh names, titles etc.

### 3.2 Staffing and recruitment

- 3.2.1 The Arts Council will ensure that workplaces which have contact with the public have access to sufficient and appropriately skilled Welsh speakers to enable those workplaces to deliver a full service through the medium of Welsh. This will be regularly reviewed and especially during organisational reviews.
- 3.2.2 We will regularly review those workplaces and posts where the ability to speak Welsh is deemed 'essential' and those where it is 'desirable', to identify the level of proficiency expected in each case. Team descriptions and job descriptions will be formulated accordingly. This will be discussed by Council as part of any organisational review. Copies of these reviews will be retained with HR. Should no such review be planned, this will be discussed no less than biennially or at the request of the Welsh Language Committee.

- 3.2.3 For appointments to a post where the ability to speak Welsh is considered essential, the level of proficiency of both languages must be tested at interview, written and oral, as appropriate to the role.
- 3.2.4 The Arts Council will make it clear when it wishes to recruit Welsh speakers by placing advertisements for posts where Welsh is either essential or desirable in Welsh and English language newspapers. All posts will be advertised.
- 3.2.5 We will periodically review and assess staff's language skills and report the findings on an annual basis. This will help inform our Staff Learning and Development Plan.

### 3.3 Team commitments

- 3.3.1 Arts Council staff who are responsible for recruiting staff will assess the organisation's needs for Welsh-speaking staff when making appointments. They will also be integral to the steps outlined in 3.2.1 and 3.2.2 above.
- 3.3.2 All measures contained in our Policy will apply to all Arts Council offices and all areas of our work.
- 3.3.3 Arrangements for offices in Wales where all aspects of service may not immediately be available are included in the Policy. These arrangements include enabling staff from one office who speak Welsh to assist staff in another office when the need arises, and also include employing external professional translators.
- 3.3.4 The Council's Chief Executive has lead responsibility for the implementation and monitoring of the Policy and the Standards.
- 3.3.5 The Council has established a Welsh Language Committee which monitors the Policy regularly and ensures that the Policy is implemented in a comprehensive and consistent manner across the organisation and delivers our Standards requirements. The Group is responsible for discussing and making recommendations on all Welsh language issues. It will make an annual report to Council and bring issues to Council's attention if and when necessary. This report will be produced annually and made available to the public on our website and Intranet. Copies of the report will also be sent to the Welsh Language Commissioner.
- 3.3.6 Each Arts Council team is responsible for implementation of the Policy within its own areas of responsibility.
- 3.3.7 Those responsible for procuring computer systems and for computer planning will have full regard of the organisation's need to implement the commitments in its Policy and delivery of the Standards. Where existing computer systems cannot be adapted to facilitate the Standards fully, our ICT Team will review those systems in the light of the Standards and will

propose measures for improving the performance of those systems with regard to the Welsh language.

### 3.4 Induction, training and staff development

- 3.4.1 On appointment, new members of staff will be issued with copies of the Policy and Standards compliance requirements and a briefing on its implementation will be incorporated into staff induction procedure. Training on Code of Best Practice and Complaints Policy is also included at induction. Additional briefing on the History and Culture aspects of the Welsh Language will also be provided to staff on the dedicated Welsh Language page on Hwb.
- 3.4.2 All members of staff will receive a copy of the Arts Council's Welsh Language Promotion and Facilitation Policy and Standards compliance requirements. Periodic staff meetings will be held, on a departmental or office basis, to brief every member of staff on the requirements of the Standards and to review its implementation.
- 3.4.3 Both Council and staff members are invited to comment on the quality of Welsh language material to our internal Translator, Head of Communications or member of the Welsh Language Committee.
- 3.4.4 We encourage members of staff to learn Welsh or to improve their ability to speak Welsh. The Council will support members of staff who wish to learn Welsh by allowing reasonable time off from their duties for them to attend professional language courses and by paying the tuition fees associated with such courses. It is a key performance indicator that the Council increase the percentage of non-Welsh speaking members of staff registered as Welsh learners and this consideration is included in our Learning and Development Plan.
- 3.4.5 We will also organise in-house support groups of fluent Welsh speakers to hold group sessions that enable members of staff to improve their ability to speak Welsh.
- 3.4.6 All staff members will have a basic understanding of Welsh for use in welcoming the public to meetings, in initial telephone greetings etc. The Human Resources department will coordinate training sessions which will include pronunciation for all staff whether Welsh language learners or not.
- 3.4.7 We will assess our need for vocational training through the medium of Welsh on an on-going basis.
- 3.4.8 Where a need for vocational training is demonstrated in order to facilitate implementation of the Standards, it will be provided, either internally or by an external agency, at the Council's expense and will be carried out during work hours or will count as working hours in the case of evening classes etc.

## 3.5 Translation

- 3.5.1 We will bring all documents for translation to the attention of our internal Translator. This officer will either provide written translation or delegate to approved external translators, depending on the volume and urgency of work.
- 3.5.2 Arts Council staff will confer with the Head of Communications and / or Translator before the public release of newly created bilingual documents.
- 3.5.3 Council and staff members will include a time element for translation in their work schedule when working on documents to be translated.
- 3.5.4 The Council will rely on the internal Translator to provide in-house written translation and to manage delegation to external translators when necessary.
- 3.5.5 When the engagement of external translating services is necessary, our internal Translator will ensure that such translators are suitably qualified and able to provide a high quality service. He/she will also proof-read and standardise their work. The following criteria will be used in assessing the services being offered:
- quality of work
  - familiarity with the subject matter and the technical vocabulary used by us
  - competitive prices
  - guaranteed delivery times
  - the use of ICT to deliver a speedy, efficient service
  - confidentiality must be ensured
  - the appropriate indemnity cover is secure

## 4 Services provided by others

### 4.1 Working with clients

- 4.1.1 We will ensure that all new policies and initiatives will promote and develop the use of Welsh and that they will implement the principle of equality wherever relevant.
- 4.1.2 We will ensure that new policies and initiatives are consistent with our Welsh Language Policy and will not undermine Standards' requirements.
- 4.1.3 We are committed to assessing the linguistic consequences of all new policies and initiatives to establish what effect, both positive and negative, they are likely to have on the use of the Welsh language. The Council accepts that the linguistic medium in which opportunities presented can have a direct effect on participation.
- 4.1.4 We will ensure that staff and advisors who draw up policies and initiatives are aware of, and respect, our Welsh Language Policy and Standards' requirements.
- 4.1.5 We are increasingly moving towards a more collaborative relationship with our Arts Portfolio Wales. Our work with the Arts Portfolio is one of the main ways that we help to invest in, and support, a dynamic and creative arts sector. Members of the Portfolio are our essential partners in helping to deliver the strategic priorities set out in our Corporate Plan. Portfolio organisations receive annual grants towards their core costs. Our published Arts Portfolio Wales Handbooks set out our broader expectations alongside a number of common targets for all members of the Arts Portfolio Wales. We expect them to respect and reflect the principles that we are trying to promote through our Welsh Language Policy. We expect the entire portfolio to adopt a proactive approach in this area, and, as such, are required to produce Welsh Language Action Plans as a condition of our funding, detailing actions relevant to their individual remits to promote and facilitate the use of the Welsh language in their operational activities and programme of work. Mindful that some of our Portfolio organisations will also have their own Welsh Language Compliance Notice, we will provide support and encouragement to organisations who are trying to improve their practice. However, we are also provided to apply sanctions in cases where we feel an organisation is wilfully flouting what we would consider to be an appropriate approach. These are matters that will be discussed with the portfolio annually. Funding agreements and review processes will be used to ensure that the portfolio conform with our aspirations.
- 4.1.6 Arts Portfolio organisations' progress in agreed areas of work will be monitored annually. General trends identified as part of these assessments and resulting proposals for the following year will be recorded and presented to Council annually, or as necessary.

- 4.1.7 Appropriate standard conditions of grant will set out minimum language requirements from portfolio and project-funded clients with appropriate actions taken if these requirements are not fulfilled.
- 4.1.8 We will provide individuals and organisations with the contact details of language development initiatives with the aim of sharing resources and expertise.
- 4.1.9 We acknowledge the right of Welsh and non-Welsh organisations to discuss issues surrounding any aspect of Welsh language arts provision. Furthermore, we will instigate such discussions in periodic seminars and discrete meetings.
- 4.1.10 We commit to developing our own language aspirations through the work of our clients in the spirit of tolerance and inclusivity because we acknowledge people's right to explore culture and creativity in the language of their choice.
- 4.1.11 With the funding made available through us, we will demonstrate our commitment to developing more opportunities for culturally diverse work and targets will reflect how we bring about more – and better – opportunities in Welsh and in English.

## 4.2 Working with partner organisations

- 4.2.1 When tenders are invited for such contracts, potential providers are invited to submit their proposals in their language of choice. Any specific linguistic considerations for the scope of the activity itself will be specified in the tender documentation and the normal monitoring arrangements of such contracts will include regular performance reports.
- 4.2.2 If we receive a tender in Welsh and it is necessary to interview, tenderers will be offered the opportunity to use the Welsh language at the interview and simultaneous translation service will be provided if required.
- 4.2.3 We 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 we are in contact, whether in Wales or outside.
- 4.2.4 Partner organisations providing services, support or funding to organisations or individuals within Wales will be expected to provide Welsh language material at their cost. The Arts Council will assist such partners to make contact with appropriate specialist organisations in Wales.
- 4.2.5 We will encourage organisations not covered by the Welsh Language Standards to operate within the spirit of the Standards. 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.

## 4.3 Project Grants

4.3.1 We offer a number of funding programmes, some are open to application on a rolling basis, and others are open at specific times and fulfil different needs. Some of the most popular include:

- National Lottery Project Grants
- Experiencing the Arts fund: Go and See
- International Opportunities Fund
- Capital funding

The most current information on which funding programmes are available is published on our website at [Funding | Arts Council of Wales](#)

4.3.2 Our website is fully bilingual, and all of our published information and documentation is available in Welsh and English. We have bilingual staff to deal with any requests and assist applications through all stages of their journey. Our call handling system allows applicants to be directed to Welsh speakers. Our application forms are also fully bilingual and on application, applicants state their preferred language for communication, which is then used for future communication.

Grant assessment meetings are either undertaken by Welsh speaking officers, or where non-Welsh speakers are present, all relevant material is translated to allow a fair assessment with no differentials as a result of language preferences. Our timescales include provision for translation to ensure that all applications are treated fairly in the same manner.

We expect applicants to explain how they will meet the requirements of our Welsh Language Standards pertaining to grant activity (Standard 90) through their project proposal as part of the application form, and our Officers will verify this as part of the assessment process.

### 4.3.3 Funding Guidelines and Help Notes for project grants

We set out our criteria for funding in our Funding Guidelines. This includes eligibility, funding programmes and what we'd expect to see in an application. It's this information that's sent to applicants to consider before making an application.

Applicants use our signposted additional guidance to assist in completing an application form. This includes our published **Welsh Language Policy for Awarding Grants** and **Bilingualism Promotion pack** These highlight the kind of information we'd expect to be included in a project proposal.

Standard Conditions of Grant form part of an agreement with successful applicants, stating which conditions we expect our funded projects to adhere to.

#### 4.3.4 Standard Conditions of Grant for project grants

These require applicants to conduct the agreed programme of activity in accordance with the requirements of the Welsh Language (Wales) Measure 2011 and our own obligations under our Welsh Language Standards Compliance Notice (Standard 90). The agreed programme of activity must have considered the linguistic needs of the potential participants and audiences, including the Welsh language, both positive and negative potential impacts should be considered and should reflect the linguistic character of work and appropriate interpretation is available for both the community where the activity is based and the audiences at which it is aimed. All marketing and programme activity must also be published bilingually, with no differentials between layout and publication date.

4.3.5 Through our Welsh Language Annual Report, we monitor and report on the levels of activity, including bilingual activity and through the medium of Welsh undertaken by those that we have funded, and assess potential impact on the Welsh Language. Our Report will also detail actions we intend to take during the following year to address any shortfalls or further promote the opportunities for Welsh Language across all of our activities. Progress against these actions will be monitored throughout the year and reported in subsequent Annual Reports.

## 4.4 Contracts

4.4.1 When the Arts Council 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 our Welsh Language Policy and Standards requirements. Furthermore, we will recommend that all parties refer to guidance issued by the Welsh Language Commissioner.

## 5 Monitoring and reporting

### 5.1 Monitoring

- 5.1.1 The Welsh Language Committee is tasked with the day to day running of the Welsh Language Policy and Standards delivery. The commitment of each team within the Arts Council is outlined in section 3 above.
- 5.1.2 The Welsh Language Committee comprises representatives from across the Arts Council including the Senior Management Team and is chaired by a member of Council. It has quarterly meetings and reports to and makes recommendations to Council through the Senior Management Team.
- 5.1.3 The Group has the right to refer directly to Council if it believes that executive staff are acting in breach of any clause or the spirit of this Welsh Language Policy or at odds to Standards requirements.
- 5.1.4 Council will measure its Welsh language provision against a number of indicators supported with quantitative data on the following:
  - a. Contracted services – percentage of a sample of monitored compliance with the requirements of our Annual Welsh Language Action Plans.
  - b. Face-to-face service – number and percentage of jobs that have been identified as Welsh essential as those filled by bilingual speakers.
  - c. Human Resources and Skills – the number and percentage of staff (Welsh speakers and learners) who have received training in Welsh leading to a specific qualification. Also, the number and percentage of staff who have received language awareness training.
  - d. Human Resources, Equality and Diversity – the number and percentage of staff within the service organisation who can speak Welsh with a breakdown according to department, grade and office.
  - e. Quality Service - The number of complaints received in accordance with the Council's corporate standards.
  - f. Our progress, as an organisation, in evidencing full compliance with the Standards as set out in our Final Compliance Notice.

## 5.2 Reporting

- 5.2.1 The Welsh Language Committee will provide Council with an annual report (covering activity within a financial year) on the implementation of the Annual Action Plan. This report will encompass the full range of our efforts as well as alert Council to any future developments.
- 5.2.2 Copies of the Report and the Action Plan will be forwarded to the Welsh Language Commissioner, normally no later than by the following September (subject to National Statistics reporting requirements).

## 5.3 Awareness of the Policy and Action Plan

- 5.3.1 We will publicise our Welsh Language Policy and Action Plan in the following ways:
- they will be published on Hwb, our intranet for staff
  - they will be published on the Arts Council's website ([www.arts.wales](http://www.arts.wales)) which is available to artists, arts organisations, local authorities and to the public
  - good practice case studies will be captured on our website
  - press releases on good practice case studies will be issued to the press and broadcasting media
- 5.3.2 Any further enquiries regarding this Welsh Language Policy and the Standards should be directed to the Chair of the Welsh Language Committee.