

WELSH BOOKS COUNCIL

Welsh Language Scheme
2011



Introduction

The Welsh Books Council has adopted the principle that in the conduct of public business in Wales, it will treat the English and Welsh languages on a basis of equality and that it will mainstream the Welsh Language in its internal administration. This scheme sets out how the Council will implement that principle.

1.1 Declaration

- 1.1.1 In its dealings with the public, the Council shall treat Welsh and English on the basis of equality.
- 1.1.2 The purpose of this Scheme is to demonstrate how the Council will plan and deliver its Welsh and English language services to the public on the basis of their equality in accordance with the Welsh Language Act 1993.
- 1.1.3 The Council is committed to mainstreaming the Welsh Language. It is the duty of all staff, volunteers and Trustees to treat the Welsh and English languages on a basis of equality.
- 1.1.4 Issues relating to the Welsh language and our commitment to mainstream the language will be centrally integrated in strategic planning.
- 1.1.5 The Council welcomes its role within the wider structure for supporting the Welsh language. We trust that our activities and our commitment to the agenda contribute to the Welsh Assembly Government's vision. .
- 1.1.6 The Council's fundamental objectives regarding the Welsh language are:-
- Where it is reasonably practicable, to enable everyone who receives or uses the Council's services to do so through the medium of Welsh or English according to personal choice.
 - To use the Welsh language as far as possible when dealing with the Welsh Government and the UK Government, as well as public bodies and private organizations and all others associated with us.
 - To protect and promote the Welsh language as the natural internal language of the Council by providing in-service training to enable staff and volunteers to develop their linguistic skills.

Further information about the scope and purpose of Welsh language schemes can be found in the Welsh Language Board's guidelines (www.Welsh-language-board.org.uk).

This statutory scheme was prepared in accordance with the spirit of Sections 12 to 14 of the Act – and in accordance with guidelines issued by the Welsh Language Board under Section 9 of the Act. It came into effect on 20 February 2007.

The document was revised in April 2011 and the new document came into effect on 16 December 2011.

1.2 Background to the organisation

The Welsh Books Council was founded in 1961. A national body, with charitable status, it is funded directly by the Welsh Assembly Government to serve publishers, authors and readers in Wales. As a key enabling institution in the world of books it is uniquely placed to provide services and information in this field to all who are associated with it. This includes the provision of specialist services to the publishing trade (in the fields of editing, design, marketing and distribution) with a view to improving standards of book production and publication in both Welsh and English. The Council also distributes grants to support the publishing of Welsh and English language books and magazines.

The Welsh Books Council is located in Aberystwyth, Ceredigion, on two sites: at Castell Brychan and in the Glanyrafon Enterprise Park on the outskirts of the town.

The Council has a staff of about 50. Due to the nature and purpose of the organisation, the large majority of staff need to be able to communicate confidently in both Welsh and English, both orally and on paper. The Welsh language occupies a prominent place in the administration, governance and activities of the organisation. The standard and quality of Welsh is also considered crucial.

For further details, please refer to the Council's websites, or contact us directly. The relevant details can be found at the end of the scheme.

1.3 Service planning and delivery

1.3.1 Policies, legislation and initiatives

The Council already has a mainstreaming policy in place. Our policies, initiatives and services will be consistent with this scheme. They will support the use of Welsh and we will take advantage of every opportunity to ensure that they help the public in Wales use Welsh as part of their day to day lives.

When we contribute to the development or delivery of policies, initiatives, services or new legislation led by other organisations, we will do so in a way which is consistent with this scheme.

1.3.2 Delivering services

Our normal practice will be to ensure that our services are available to the public in Welsh and that the public are made aware of this.

1.3.3 Our regulatory functions – and services undertaken on our behalf by third parties

Any agreements or arrangements which we make with third parties will be consistent with the relevant parts of this scheme, when those agreements or arrangements relate to the provision of services to the public in Wales.

1.3.4 Our Agencies

We will ensure that our agencies operate in accordance with this scheme. We will encourage them to cooperate with the Board as they do so – and to prepare their own Welsh language schemes if requested by the Board.

1.3.5 Standards of quality

Services provided in Welsh and English will be of equal quality and will be provided within the same timescale.

1.3.6 Awarding grants

When we award grants for activities to be undertaken in Wales, we will include conditions with regard to the use of Welsh as appropriate, taking into account the field of work of those receiving grants. In doing this, we will have regard to the Welsh Language Board's guidelines on awarding grants.

2 Dealing with the Welsh-speaking public

2.1 Correspondence

Our normal practice will be as follows:

When someone writes to us in Welsh we will issue a reply in Welsh (if a reply is required). Our target time for replying will be the same as for replying to letters written in English.

When we initiate correspondence with an individual, group or organisation, we will do so either in Welsh or bilingually unless we know that they would prefer to correspond in English only.

When we send standard or circular correspondence to several recipients in Wales, it will be bilingual unless we know that all recipients would prefer to receive it in Welsh or English only.

If the Welsh and English versions of any correspondence have to be published separately, our normal practice will be to ensure that both versions are available at the same time.

Enclosures sent with bilingual letters will be bilingual, when available.

Enclosures sent with Welsh letters will be Welsh or bilingual, when available.

The above will apply to e-mail correspondence as well as paper correspondence.

All hard-copy Welsh correspondence that we issue will be signed.

2.2 Telephone communications

Our normal practice is to ensure that the public can speak in Welsh or English when dealing with us by telephone.

Our switchboard staff will answer with a bilingual greeting.

The rest of our staff will answer the telephone with a bilingual greeting. Bilingual messages will be placed on any answer-phones.

If the caller wishes to speak Welsh, our switchboard will connect the call to a Welsh speaker qualified to deal with the enquiry. The Council will ensure that any aspect of our work can be discussed through the medium of Welsh as necessary.

2.3 Public meetings

We will provide simultaneous translation, from Welsh into English, at our public meetings unless we have established that all participants are likely to use the same language.

Invitations and advertisements for public meetings will be in Welsh or bilingual and will either note that translation facilities will be available or invite the public to let us know in advance in which language they wish to speak.

We will let those attending public meetings know when translation facilities are available – and encourage contributions in Welsh.

Our normal practice will be to provide papers and other information for public meetings in Welsh and English – and we will ensure that reports and papers produced following public meetings will be published in Welsh and English.

When selecting staff to attend public meetings, our normal practice will be to ensure that suitably qualified Welsh speakers attend, as necessary.

2.4 Other meetings with the public in Wales

When we arrange or attend face-to-face meetings with the public, we will ensure that a suitably qualified Welsh and English speaking member of staff attends such meetings.

The above will also apply to meetings held using videoconferencing and similar equipment.

2.5 Other dealings with the public in Wales

When we undertake public surveys / consultations, our normal practice will be to ensure that all aspects of communication with the public will be bilingual.

Respondents will be asked whether they wish to respond to the survey / consultation in Welsh or English.

When we arrange seminars, training courses or similar events for the public in Wales, we will assess the need to provide them in Welsh. In conducting this assessment, we will consider the preferred language of those attending and the availability of Welsh-speaking trainers.

We will ensure that announcements made over public address systems in Wales are made in Welsh and English.

3 Our public image

3.1 Publicity campaigns, exhibitions and advertising

All of the publicity, public information, exhibition and advertising material we use in Wales (in order to target the general public) will be produced bilingually, or as separate Welsh and English versions. If the Welsh and English versions have to be published separately, both versions will be equal with regard to size, prominence and quality – and both versions will be available simultaneously and will be equally accessible.

Exceptions to the above will be:

- material which targets Welsh-language speakers through Welsh-medium networks (e.g. a promotional leaflet in the *papurau bro* (community newspapers)).
- material used at events such as eisteddfodau.
- material to promote Welsh writing in English to specific target groups which will be produced bilingually or in English only as appropriate.

Any advertisements placed in English-language newspapers (or similar material) distributed mainly or wholly in Wales, will be bilingual, or will appear as separate Welsh and English versions (with both versions appearing simultaneously, and being equal with regard to size, prominence and quality).

In Welsh-language publications advertisements will be in Welsh only.

Television, cinema, broadband and radio advertising will be conducted in Welsh and English. Television campaigns which appear on S4C during Welsh programming hours will be mainly in Welsh. English-language advertisements will be produced to promote English-language publications. Radio campaigns broadcast during Welsh-language programmes on commercial radio stations will be in Welsh.

Telephone response lines and other ways of responding to campaigns in Wales will be bilingual or will include a separate Welsh response service.

Any audio-visual displays, audio tours or interactive media that we prepare will be either in Welsh or bilingual.

When staffing exhibition stands and displays, we will ensure that suitably qualified Welsh speakers attend, as necessary, and with regard to the nature and location of the exhibition.

3.2 Publications

Our normal practice will be to publish material made available to the public bilingually, usually with the Welsh and English versions together in one document.

When Welsh and English versions are published separately (for instance, where a single document would be too lengthy or bulky), both versions will be of equal size and quality – and our normal practice will be to ensure that both versions are available at the same time and are equally accessible. Each version will note clearly that the material is available in the other language.

Unless available free of charge, the price of a bilingual document will not be greater than that of a single language publication – and the price of separate, Welsh and English versions will be the same.

The above will also apply to material made available electronically on our website, on CD-ROM or otherwise.

3.3 Websites

Our websites will be bilingual.

When designing new websites, or redeveloping our existing websites, we will take into account the Welsh Language Board's *Bilingual Software Guidelines*

and Standards and any other guidance issued by the Board with regard to developing websites.

Whenever we post English-language publications on our websites, the Welsh versions will be posted at the same time, if available. In addition, when we create links with external websites, we will create a direct link to the relevant language wherever possible.

The exception to the above will be information received from publishers in the language of the publication; book reviews which will appear in the language of the book and readers' responses in the language of their choice.

3.4 Forms and associated explanatory material

Our normal practice will be to ensure that all forms and associated explanatory material for use by the public in Wales will be available in both Welsh and English, and that both versions will be equal with regard to size, prominence, quality and accessibility. This will include interactive forms published on our websites.

When we enter information on Welsh versions of forms that are sent to the public, we will do so in Welsh.

When we enter information on bilingual forms that are sent to the public, we will do so bilingually unless we know that the recipients would prefer to receive the information in Welsh or English only.

When other organisations distribute forms on our behalf, we will ensure that they do so in accordance with the above.

3.5 Corporate identity

We will adopt a bilingual corporate identity. Our name, contact details, logo, slogans and other standard information will appear in Welsh and English on all material which displays our corporate identity. This includes our stationery – and material such as business cards, identity badges, passes, tickets, acknowledgement cards, compliment slips, invitations and vehicles.

We may use Welsh only branding for some initiatives.

3.6 Signs in Wales

Our normal practice will be to ensure that all of our permanent and temporary signs, which give information to the public, will be bilingual with the Welsh and English text being treated equally with regard to size, legibility and prominence.

We will adhere to this practice whenever signs are being installed for the first time, or whenever we are replacing signs.

If separate Welsh and English signs are provided, they will be equal in terms of format, size, quality and prominence.

The above will apply to all types of signs, including electronic signs.

An exception to the above will be signs used at Welsh-language events, such as eisteddfodau, where Welsh only signs may be used.

3.7 Official notices, public notices and staff recruitment notices

Official notices, public notices and staff recruitment notices placed in English-language newspapers (or similar media) distributed mainly or wholly in Wales, will be bilingual, or appear as separate Welsh and English versions.

Notices will be in Welsh in Welsh-language publications.

Any official notices, public notices or staff recruitment notices placed elsewhere in Wales will be either in Welsh or bilingual.

The language of marketing advertisements will depend on the content of the advertisement.

3.8 Press releases and contact with the media

Press releases to the press and broadcasting media in Wales will be issued in Welsh and English – or according to the language preference of the recipient media organisation or publication.

When we post press releases on our website, our normal practice will be to post them in Welsh and English.

We will ensure that Welsh speakers are available to undertake interviews with the Welsh-language press and broadcasting media.

4 The Council's internal administration

The Council operates internally from day to day through the medium of Welsh but recognises that there are times when there will be a need to use English, especially with members of staff who are learning Welsh. Simultaneous translation will be used when appropriate.

Messages and information on critical issues such as conditions of work and Health and Safety will be available in both languages.

Meetings of panels that discuss English magazines and books may be held through the medium of English.

Simultaneous translation facilities will be available in meetings of the Executive Committee and the Council.

Where the internal administration of the Council is for any reason provided by another body, company, voluntary organisation etc, that administration will be provided exactly as if the Council itself was providing that administration in accordance with the Council's language scheme.

The Council will work in conjunction with the Welsh Language Board towards their Information Technology Standards

5 Implementing the scheme

5.1 Staffing

5.1.1 The Council's Staff

In order to enable the Council to operate in accordance with this Scheme, it will be necessary that all members of the Council's staff are able to communicate effectively in Welsh and English to a standard which is appropriate to the requirements of the post in order that they may fulfil their

responsibilities. The Council will co-operate with its staff in order to achieve that situation and it recognises that it will be necessary to be flexible in achieving that aim. In the same way the Council expects its staff to show commitment and to cooperate in achieving that aim.

5.1.2 Language levels of posts

All posts within the Council will be given a language level appropriate to the requirements of that post. It will be essential for the holders of designated posts to be able to fully meet these language requirements from the start of their employment in that post.

For other posts it may be possible for post holders to develop the skills to reach the required standard for the post over time. If it is not possible to appoint an officer to these posts who fully meets the language requirements, the Council will consider whether it would be appropriate to appoint an applicant who shows a commitment to develop to this level. These applicants will be appointed on condition that they reach the appropriate standard for the post within an agreed timescale in consultation with a Welsh tutor; these timetables will take account of the post, its language levels and the current linguistic level of the applicant. This will be the condition of an employment contract, which will be monitored.

The Line Manager and the appointee will be fully aware of the implications of the post's language level by reference to the language framework. Where the language framework is not sufficiently detailed, it will be necessary to set linguistic targets which match the level in the framework and which agree with the post's requirements. The framework should be used as a basis for setting the specific language requirements of the post.

5.1.3 Advertising for Staff

When advertising a post, the Council will refer to the language skill levels of that post.

When advertising in English magazines and newspapers (or a similar medium) that are mainly or completely distributed in Wales, the advertisement will be bilingual or in Welsh with a short explanatory note in English, depending on the language skills levels of that post. Welsh will have a predominant or equivalent role every time. All recruitment advertisements that are published by the Council in Welsh magazines and newspapers will be in Welsh only.

Recruitment notices placed in English-language journals (and other publications) with a UK-wide distribution may be in English, unless it is essential for the post holder to fully meet the language requirements of the post from the commencement of employment in that post and in such a case, the advertisement can be completely bilingual or in Welsh with a brief explanatory note in English.

5.1.4 Training and supporting learners

Staff will be encouraged to develop their linguistic skills and they will be released, if necessary, to develop their language skills. The Council will provide for the training for staff on several levels and will provide the finance

for that purpose. Every department is expected to adopt internal arrangements to support those officers developing their language skills.

In providing for members of staff to develop the language skills appropriate to the requirements of their posts, training and appropriate support will be prepared and provided for the individual. This training and support will be based on a detailed assessment of his or her needs following the appointment to the post. It is appreciated that the ability to develop linguistic skills will vary from officer to officer and the Council will take this into consideration in assessing them. For the Council's part it is the commitment and effort that is important and the Council will be flexible and patient in cases where that is shown. Where progress and commitment are maintained the Council will be equally committed in enabling staff to reach the appropriate standard. The Council's Head of Administration will monitor progress.

Members of staff who are learning Welsh are encouraged to seek colleagues who are willing to act as Welsh Mentors. The Council has guidelines for Language Mentors and learners who are being mentored.

5.1.5 Vocational training

In organising vocational training, employees will be informed of appropriate courses available through the medium of Welsh. They shall be encouraged to follow courses through the medium of Welsh where relevant. In the case of courses provided in Wales through the medium of English, the Head of Administration shall be responsible for bringing pressure to bear on the relevant examining assessing bodies to offer students equal linguistic opportunity.

5.2 Information and Communications Technology

The need to provide information and services in Welsh, and operate in accordance with this scheme, will be catered for as we develop, design and purchase information and communications technology products and services.

Our existing 'public' information and communications technology systems are bilingual and operate in accordance with this scheme.

As we develop or procure ICT systems we will take into account the Board's document, *Bilingual Software Guidelines and Standards*.

5.3 Partnership working

When we are the strategic and financial leader within a formal partnership, we will ensure that any public service aspects comply with this scheme

When we join a formal partnership which another organisation is leading, our input to the partnership will comply with this scheme and we will encourage the other partners to comply.

5.4 Internal arrangements

The measures in this scheme carry the full authority, support and approval of our organisation.

Managers will have the responsibility of implementing those aspects of the scheme relevant to their work.

We will appoint a senior member of staff (Head of Administration and Public Relations) to coordinate the work required to deliver, monitor and review this scheme.

We will prepare, and continuously update, a detailed action plan to be agreed with the Board, setting out how we will ensure that we will operate in accordance with this scheme. The action plan will come into effect on the date on which the scheme comes into effect. The plan will include targets, deadlines and a report on progress against each target.

The scheme will be publicised to our staff, and to the public in Wales. It will be published on our website in a prominent place.

We will produce desk instructions, or similar guidance, for our staff to ensure that they know how to implement the measures contained in this scheme.

Existing desk instructions, or similar guidance used by our staff, will be amended to reflect the measures contained in this scheme.

We will arrange briefing and training sessions for our staff to increase awareness of this scheme – and to explain how it will affect their day to day work.

We will ensure that we use only qualified translators or interpreters to help with the delivery of this scheme.

Any form of contact with the public in Wales, which is not specifically dealt with by this scheme, will be undertaken in a manner which is consistent with the general principles enshrined in this scheme.

5.5 Freedom of Information Act and the Environmental Information Regulations

When we release information under the Freedom of Information Act or the Environmental Information Regulations, we will translate them into the applicant's preferred language provided that the number of words to be translated is less than 100.

5.6 Monitoring

We will monitor our progress in delivering this scheme against the targets set out in its accompanying action plan.

Our existing monitoring and reporting procedures will include reference to progress in delivering this scheme, as appropriate.

At the request of the Welsh Language Board, we will submit monitoring reports outlining progress in delivering this scheme.

5.7 Reviewing and amending the scheme

We will review this scheme within four years of its coming into effect.

Also, from time to time, we may need to review this scheme, or propose amendments to this scheme, because of changes to our functions, or to the circumstances in which we undertake those functions, or for any other reason.

No changes will be made to this scheme without the Welsh Language Board's approval.

5.8 Complaints and suggestions for improvement

Complaints related to this scheme, or suggestions for improvement, should be directed to the senior member of staff with responsibility for the scheme, at the address below. The public are welcome to present their comments or complaints in Welsh or English.

Director of Administration and Services
Welsh Books Council
Castell Brychan
Aberystwyth
Ceredigion
SY23 2JB
Or by e-mail to: castellbrychan@wbc.org.uk

We will cooperate with the Board in order to resolve complaints.