



Sustainable Development Commission

Welsh Language Scheme

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1. Introduction

Under the Welsh Language Act 1993 every public body providing services to the public in Wales has to prepare a scheme setting out how it will provide those services in Welsh.

This is our scheme.

It describes how we will give effect, so far as is both appropriate in the circumstances and reasonably practicable, to the principle established by the Welsh Language Act that, in the conduct of public business and the administration of justice in Wales, the Welsh and English languages should be treated on a basis of equality.

The scheme covers the services that we provide to the public in Wales.

In this scheme, the term **public** means individuals, legal persons and corporate bodies. It includes the public as a whole, or a section of the public, as well as individual members of the public. The term includes voluntary organisations and charities. Directors and others representing limited companies are also within the meaning of the term 'public'. It does not, however, include persons who are acting in a capacity which is representative of the Crown, Government or the State. Consequently, persons who fulfil official functions of a public nature, even though they are legal persons, do not come within the meaning of the word *public* when they are fulfilling those official functions.

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 scheme was approved by the Welsh Language Board under section 14 of the Welsh Language Act 1993 on 23/11/2009.

2. Background to the organisation

The Sustainable Development Commission is the Government's independent adviser on sustainable development, reporting to the Prime Minister, the First Ministers of Scotland and Wales and the First Minister and Deputy First Minister of Northern Ireland. Through advocacy, advice and appraisal, we help put sustainable development at the heart of Government policy.

On 1 February 2009, the Sustainable Development Commission (SDC) became an executive non-departmental body (Executive NDPB).

The SDC is registered with Companies House as a Company Limited by Guarantee, and registered with the Cabinet Office as an Executive NDPB. It is wholly owned by Government.

As a separate legal entity the SDC will:

- reinforce its remit as the UK Government's sustainable development watchdog and advisor;
- have more freedom to make decisions over staffing and finances;
- continue to have a close working relationship with the UK Government and the Devolved Administrations.

Previously the SDC was an advisory NDPB and its secretariat functioned as part of core Defra.

The SDC's expert Commissioners will continue to be recruited as public appointments and appointed by the Prime Minister with the agreement of the Devolved Administrations.

In 2005, the UK Government's Sustainable Development Strategy, *Securing the Future*, strengthened the SDC's role to act as an independent watchdog, scrutinising the UK Government's progress on implementing the strategy, and monitoring targets on the sustainable management of the Government estate and sustainable procurement. The SDC performs a similar scrutiny and advisory role for the Scottish Government, and the Welsh Assembly Government works closely with the SDC in Wales which provides it with policy advice on sustainable development.

Proposals for the SDC's role in Northern Ireland are currently being considered by NI Ministers.

The Devolved Administrations (Northern Ireland, Scotland and Wales) will all be part-owners of the new Sustainable Development Commission Ltd (Company No: 6798740).

3. Service planning and delivery

3.1 Policies, legislation, services and initiatives

Our policies, initiatives and services will be consistent with this scheme. They will support the use of Welsh and, whenever possible, will help the public in Wales to use Welsh as part of their day to day lives. We will use a checklist to ensure that any new services or initiatives will be consistent with this scheme and that staff are aware of the requirements.

Whenever possible, our consultation documents will discuss the relationship between the Welsh language and the policies, initiatives and services under development.

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.

3.2 Delivering services

The organisation's main remit is to provide advice, advocacy and scrutiny to Government. Where services are delivered that are relevant to the public, we will ensure that our services are available in Welsh.

We will let the public know when services are available in Welsh.

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. This

will ensure that third parties provide those services in accordance with this scheme.

3.4 Standards of quality

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

4. Dealing with the Welsh speaking public

4.1 Correspondence

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 in Welsh when we know that they would prefer to correspond in Welsh. If we are unsure of their language choice, we will correspond with them bilingually.

If the Welsh and English versions of any correspondence have to be published separately, we will 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.

All Welsh e-mail correspondence that we issue from Wales will bear a Welsh (or bilingual) electronic signature.

4.2 Telephone communications

We will ensure that the public can speak in Welsh or English when dealing with us by telephone within Wales.

Our Welsh speaking staff will answer the telephone with a bilingual greeting and use bilingual messages on their personal answer-phones. We will encourage the rest of our staff to answer the telephone with a bilingual greeting and use bilingual messages on their personal answer-phones.

If a caller rings one of our direct lines and wishes to speak Welsh, but the person taking the call cannot do so, they will try to transfer the call to a Welsh speaking colleague qualified to deal with the enquiry.

If no Welsh speaker qualified to deal with the enquiry is available, the caller will be given the choice, as appropriate, of having a Welsh speaker phone back as soon as possible, continuing the call in English or submitting their query in Welsh, by letter or e-mail.

Because of their location it would not be practicable for staff in our offices outside Wales to conduct telephone conversations in Welsh.

4.3 Public meetings

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

Invitations and advertisements for public meetings in Wales will be bilingual and 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 in Wales know when translation facilities are available and encourage contributions in Welsh.

We will provide papers and other information for public meetings in Wales in Welsh and English and

ensure that reports and papers produced following public meetings will be published in Welsh and English.

When selecting staff to attend public meetings, we will ensure that suitably qualified Welsh speakers attend, as necessary.

4.4 Other meetings with the public in Wales

When we arrange or attend private meetings with the public, we will establish their language preference at the earliest opportunity and ensure that a suitably qualified Welsh speaking member of staff deals with those whose preferred language is Welsh.

If no suitably qualified Welsh speaker is available, we will offer the choice of continuing the meeting in English, or dealing with the subject by corresponding in Welsh.

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

Because of their location it would not be practicable for staff in our offices outside Wales to conduct face-to-face meetings with the public through the medium of Welsh.

4.5 Other dealings with the public in Wales

When we undertake **public surveys in Wales or relevant to Wales**, we will ensure that all aspects of communication with the public will be bilingual.

Respondents will be asked if they wish to respond to the survey 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.

5. Our public face

5.1 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 fully 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. Both versions will be available simultaneously and will be equally accessible.

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 in Welsh. Radio campaigns broadcast during Welsh language programmes on commercial radio stations will be in Welsh.

We will avoid using Welsh language subtitles, or dubbing adverts into Welsh (excepting voice-overs).

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 bilingual, when used in Wales.

When staffing exhibitions stands and displays in Wales, we will ensure that suitably qualified Welsh speakers attend, as necessary.

5.2 Publications

We will publish material made available to the public bilingually, subject to the scoring system in Annex 1, with the Welsh and English versions together in one document.

If the Welsh and English versions have to be published separately (for instance, where a single document would be too lengthy or bulky), both versions will be of equal size and quality – we will 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.

If not 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.

5.3 Websites

The Commission maintains a Wales website in both English and Welsh. At the time of writing, the English and Welsh language sites are always updated together with the same content in both languages. We are committed to ensuring that the Wales website is fully 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.

5.4 Forms and associated explanatory material

We will ensure that all forms for use by the public in Wales will be fully bilingual, with the Welsh and English versions together in one document. This will include interactive forms published on our websites. Associated explanatory material will be fully bilingual subject to our scoring system for publications.

If the Welsh and English versions have to be published separately (for instance, where a single document would be too lengthy or bulky), both versions will be of equal size and quality - and we will 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.

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.

5.5 Corporate identity

We will adopt a bilingual corporate identity in Wales. 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.

5.6 Signs in Wales

We will 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 events such as Wales' eisteddfods where Welsh only signs may be used.

5.7 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.

The Welsh and English versions will be equal in terms of format, size, quality and prominence whether produced as a single bilingual version, or as separate Welsh and English notices.

In the English language media, posts where the ability to speak Welsh is essential may be advertised in Welsh, with a brief description in English.

Recruitment notices placed in English language journals (and other publications) with a UK-wide distribution may be in English, unless the post is one where the ability to speak Welsh is essential, in which case the notice may be fully bilingual, or in Welsh with a brief explanation in English.

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

5.8 Press releases and contact with the media

Press releases to the Welsh language press and broadcasting media in Wales will be issued in Welsh where deadlines permit, and also considering the language preference of recipient media organisations.

When we post press releases on our website, we will post them in Welsh and English, where relevant and to be used in Wales.

Our aim is to ensure that Welsh speakers will be available to undertake interviews with the Welsh language press and broadcasting media. At present, no commissioners are able to do this. Welsh-speaking members of the secretariat will conduct Welsh language interviews when appropriate.

Commissioners are public appointments, and at present no Commissioner is able to speak Welsh. When appointing Commissioners in the future,

ability to speak Welsh will be considered as part of the process.

6. Implementing the scheme

6.1 Staffing

Within Wales, the SDC currently has six members of staff. All of our workplaces that have contact with the public in Wales need access to sufficient and appropriately skilled Welsh speaking staff to enable those workplaces to deliver a full service in Welsh. The following procedures will be implemented accordingly:

From time to time, we will undertake audits to establish the number, ability level and location of staff that can speak, read and write Welsh (including staff that are learning Welsh). We will also identify staff who wish to learn Welsh.

The results of these two exercises will be compared to identify workplaces where there is a shortage of Welsh speaking staff.

We will respond to any shortages of Welsh language staff through our recruitment and training activities.

We will also consider the possibility of offering existing Welsh speaking staff the opportunity to fill those posts where the ability to speak Welsh is desirable or essential.

6.2 Recruitment

When recruiting staff we will be guided by the information gathered by following the procedures described under *Staffing* above.

When fluency in Welsh is considered to be desirable or essential this will be stated in job competencies and advertisements.

In future, the ability to communicate in Welsh will be at least 'desirable' for all jobs in Wales, with the exception of the post of Communication and

Engagement Manager, for which it will be essential.

When no suitable Welsh speaking candidates can be found for a post where Welsh is *essential* (or whilst a candidate unable to speak Welsh has been appointed and is learning the language) we will make temporary arrangements under which the Welsh language service can be provided (by using, for example, Welsh speaking staff from elsewhere in our organisation to deliver parts of the service).

Information packs and application forms will be provided in Welsh and English for all of our jobs where fluency in Welsh is considered to be desirable or essential.

For all jobs with relevance to Wales, but based elsewhere, information packs and application forms will be provided in Welsh when requested by the applicant.

For our offices outside Wales, for any posts having extensive and regular contact with the public in Wales we will consider whether fluency in Welsh should be a desirable or essential skill – and this will be stated in job competencies and advertisements.

6.3 Language training

Our staff will be encouraged to learn or improve their Welsh – and we will support those who wish to do so. Priority will be given to those who have extensive and regular contact with the public, or who regularly deal with Welsh speakers as part of their work.

We will fund this training and allow staff to attend courses during work.

For our offices outside Wales, we will support and fund training for staff that, as part of their duties, have extensive and regular contact with the public in Wales and who wish to learn Welsh, or improve their Welsh.

We will allow staff to attend courses during work.

6.4 Vocational training

We will develop the ability of our Welsh speaking staff to operate in Welsh by providing vocational training in Welsh, whenever practicable.

For our offices outside Wales, whenever practicable, we will provide vocational training in Welsh to develop the ability of staff who, as part of their duties, have extensive and regular contact with the public in Wales.

6.5 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.

We will modify our existing information and communications technology systems to ensure that they enable us to provide information and services in Welsh - and operate in accordance with this scheme.

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

6.6 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.

When we are a partner in a consortium, we will encourage the consortium to comply with this scheme. When acting in the name of the consortium, we will operate in accordance with this scheme.

6.7 Internal arrangements

Overall responsibility for approving and implementing the scheme rests with the Sustainable Development Commission's UK staff, based in London.

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

Operating in accordance with the scheme will be a **compliance** issue.

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

We will appoint a senior member of staff to **coordinate** the work required to deliver, monitor and review this scheme.

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 qualified **translators** or interpreters for translation of electronic and printed material where appropriate – and for simultaneous translation. We will expect those translators to be members of the Association of Welsh Translators or a similar organisation.

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.

6.8 Freedom of Information Act and the Environmental Information Regulations

We will operate in accordance with the Board's advice on the *Welsh Language Act the 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 it into the applicant's preferred language provided that the number of words to be translated is less than 150.

6.9 Monitoring

We will monitor our progress in delivering this scheme using the performance indicators in Annex 2. We will report to our senior management on that progress.

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

We will report annually to the Welsh Language Board on our progress in delivering this scheme and the performance indicators in annex 2.

Our target is to ensure that we act in accordance with the aims and objectives of this scheme within three years of its coming into effect.

6.10 Reviewing and amending the scheme

We will review this scheme within three 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.

6.11 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 following address:

SDC Wales, Room 1
University of Wales, University Registry
King Edward VII Avenue
Cardiff CF10 3NS

Or by e-mail to: Wales@sd-commission.org.uk

We will cooperate with the Board in order to resolve complaints - and during any investigations held under Section 17 of the Welsh Language Act.

7. Main targets for scheme delivery

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 qualified **translators** or interpreters for translation of electronic and printed material where appropriate and for simultaneous translation. We will expect those translators to be members of the Association of Welsh Translators or a similar organisation.

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.

Target	Date of completion
Website We commit to making our Wales site fully bilingual. We will agree what needs to be available in Welsh on our UK site.	31/3/2010
Staff skills Carry out an audit to find out where we need Welsh language skills and which members of staff already speak Welsh. Prepare a strategy to carry out an actions required.	31/6/2010
Staff awareness 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 prepare materials for the induction of new staff which refers to the Welsh language scheme.	31/9/2010
Desk instructions	31/9/2010

Produce or edit current desk instructions to include the Welsh language, as described in the scheme.	
Welsh language training Offer Welsh language training to our staff in Wales.	31/12/2010
Senior coordinator We will appoint a senior member of staff to coordinate the work required to deliver, monitor and review this scheme.	31/3/2010
Publicising the scheme The scheme will be publicised to the public in Wales. It will be published on our website in a prominent place.	31/3/2010
Translators and interpreters We will produce a list of qualified translators or interpreters and distribute this to our staff. We will expect those translators to be members of the Association of Welsh Translators or a similar organisation.	31/6/2010

Annex 1 – Scoring System

1. The number of copies to be printed each year for use in Wales:	
1 – 500	Score=1
500 – 5,000	2
over 5,000	4
2. The target audience (directly or indirectly¹) or status²:	
the general public (or high status):	15
the government, but with likely public interest (or medium status)	10
individuals representing specific fields (or low status)	0
3. Will the publication be relevant to a subject area or a part of Wales of particular interest with regard to Welsh? For example, work involving young people, the elderly, agriculture, education, sport or the arts – or will it be aimed exclusively at areas with a high percentage, or number, of Welsh speakers.	
yes	10
No	0
4. For how long will the publication be used? (Reprinting the publication; small changes such as changing the year at the top of the publication, or changing part of the publication to reflect new rules, should not be considered as the end of the life-cycle of the old version). However, if the publication is a consultation document, this question should be ignored and question 7 answered instead (because of the special nature and status of those documents):	
0 – 6 months	1
6 months – 2 years	2
Over 2 years	4
5. Number of words in the publication:	
0-1000	4
1000-5000	2
Over 5000	1
6. Best estimate of number of pages in a single language version of the publication:	
1-10	4
10-20	2

¹ For instance, a document may be issued by you to another public body, but with contents intended for them to pass on to the general public.

² For instance, will it be a key document, central to your relationship with your stakeholders in Wales? Or will it attract considerable media attention in Wales? The **highest** possible points should be awarded. For example, a document aimed at individuals representing specific fields, but with high status, should receive 15 points, not 0 points.

Over 20	1
7. (Question for consultation documents only). Dealing with a subject which is:	
Specialist / very technical	1
Fairly complex but of interest to many	2
Easy to understand / of general interest	4

The scores should be added and compared with the following:

Decision on a paper version of the publication:

0 – 14: there is no need to prepare a Welsh version

15 – 18: this score suggests that a Welsh version should be prepared, (but if not, a Welsh summary should be prepared instead)

over 18: a Welsh version needs to be prepared

Decision on an electronic version of the publication (to be included on the body’s website etc). Please ignore questions 1 and 6 as you calculate this score:

0 – 11: there is no need to prepare a Welsh version

12 to 14: this score suggests that a Welsh version should be prepared, (but if not, a Welsh summary should be prepared instead)

over 14 : a Welsh version needs to be prepared.

Annex 2 – Performance Indicators

Frontline Services
WLI 1 Number and % of posts that have been denoted as ‘Welsh essential’ or ‘Welsh desirable’ and have been filled by staff who are bilingual.
Human Resources – skills
WLI 2 The number and % of staff who have received training in Welsh to a specific qualification level.
Human Resources – Equality and diversity
WLI 3 The number and % of Wales-based staff within the organisation services who are able to speak Welsh <i>Capability in Welsh will be based upon the census self- selection criteria.</i>
The standard of Welsh language services
WLI 4 Number of complaints received in relation to the <u>operation of the Language Scheme</u> and the % dealt with in accordance with the organisation’s corporate standards.
Usage Of Welsh language services
WLI 5 Number of hits on the Welsh-language Wales website compared to the number on the English-language Wales website.