

**BRIDGEND COUNTY BOROUGH COUNCIL**  
**WELSH LANGUAGE SCHEME**  
**PREPARED UNDER THE WELSH LANGUAGE ACT 1993**  
**NOVEMBER 2006**

**Foreward**  
**Foreward**

**Include statement from Council Chief Executive & Council Leader**

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## Statement of principle

**Bridgend County Borough Council has adopted the principle that, in the conduct of public business and the administration of justice, it will treat Welsh and English on a basis of equality.**

This scheme sets out how the Council will implement that principle in the provision of bilingual services to the public in Wales, within the constraints of the Council's financial and human resources, taking into account the developing linguistic nature of the county borough.

## Objectives

- To ensure that in implementing any policies and operating any services the aims of the Welsh Language Scheme are included at every level;
- To offer the public the right to choose which language to use in their dealings with the Council;
- To recognise that enabling the public to use their preferred language is a matter of good practice and good customer care, not a concession;
- To encourage and promote the use and availability of the Welsh language in the County Borough;
- To monitor the scheme to ensure standards are maintained.

This scheme will contribute to the achievement of the aims set out in Iaithe Pawb, the Welsh Assembly Government's National Action Plan for a Bilingual Wales (2005) which includes the following targets:

- Ensure that it is possible for public, private and voluntary bodies to provide more services through the medium of Welsh by 2011.
- Increase the % of people who can speak Welsh to 25.8% by 2011
- Encourage mainstreaming of Welsh language issues in local government

Furthermore, the implementation of this scheme will link with other national and international legislation, including:

- The European Charter for Regional and Minority Languages (2001)
- Section 120 of the Government of Wales Act
- Clause 32 of the Local Government Act
- Human Rights Act 1998
- UN Charter on Rights of Children

The council's first Welsh Language Scheme was approved by the Welsh Language Board in 1997.

**This scheme received the approval of the Welsh Language Board under Section 16(1) of the Welsh Language Act on XX/XX/XXXX?**

## 1. Introduction

- 1.1 Bridgend County Borough Council was established as a Unitary Authority on 1 April 1996. It serves a population of more than 130,400 over a geographical area of 28,500 hectares. To the north are the communities of the Llynfi, Garw and Ogmore Valleys whilst to the south, the coastal plain borders the agricultural areas of the Vale of Glamorgan to the east and the industrial conurbations of Port Talbot and Neath to the west. The County Borough's largest settlements are Bridgend (36,654), Maesteg (12,703), and Porthcawl (15,798).

According to the 2001 Census of Population, 10.8% (13,397) of the people aged 3 and over in the County Borough are able to speak Welsh and just over 8% (10,059) are able to speak, read and write Welsh. In total 19,449 of people aged 3 and over either speak, read or write Welsh according 2001 census. The census also shows that over 25% of people within the 3-15 age group and 14.9% within the 16-24 age group are able to speak Welsh. However, there are geographical variations within the County Borough with only 5.5% able to speak, read and write Welsh in the Porthcawl East Central ward while over 11% of the population in Llangynwyd are able to speak, read and write Welsh.

Currently 8.32% of the County's primary pupils receive Welsh-medium education, with 687 secondary pupils accessing Welsh-medium education at Ysgol Gyfun Llanhari in Rhondda Cynon Taff County Borough.

- 1.2 The Council has 54 elected Members covering 39 wards. It is responsible for the provision of a diverse range of local government services and employs approximately 8,500 people. Following re-organisation in 2006 the Council delivers services through 7 directorates, each with specific functions and services:

<b>Bridgend County Borough Council Organisational Structure</b>	
<b>Office of the Chief Executive</b> <ul style="list-style-type: none"> <li>• Business Efficiency and Effectiveness</li> <li>• Policy and Performance Management</li> <li>• Public Relations</li> </ul>	<b>Legal Services</b> <ul style="list-style-type: none"> <li>• Democratic &amp; Administration Section</li> <li>• Monitoring Officer</li> <li>• Freedom of Information</li> <li>• Data Protection</li> </ul>
<b>Environment &amp; Planning</b> <ul style="list-style-type: none"> <li>• Central Administration</li> <li>• Transportation and Engineering</li> <li>• Planning</li> <li>• Architectural &amp; Technical</li> <li>• Public Protection</li> <li>• Emergency Planning</li> </ul>	<b>Education, Leisure &amp; Community Services</b> <ul style="list-style-type: none"> <li>• Special Needs and Inclusion</li> <li>• Strategic Planning Support Services</li> <li>• Community Recreation and Cultural</li> <li>• Learning and Skills</li> </ul>
<b>Resources Directorate</b> <ul style="list-style-type: none"> <li>• Human resources</li> <li>• Finance</li> <li>• Internal Audit</li> <li>• Revenues Division</li> <li>• Exchequer and Resources</li> <li>• Strategic Procurement</li> <li>• Information Technology</li> <li>• Legal Services</li> <li>• Property Services</li> </ul>	<b>Regeneration</b> <ul style="list-style-type: none"> <li>• Tourism</li> <li>• Economic Development</li> <li>• Physical Regeneration</li> <li>• Regeneration Funding</li> <li>• Community Regeneration               <ul style="list-style-type: none"> <li>• Communities First</li> <li>• Community Safety Partnership</li> <li>• Youth Offending Team</li> <li>• Children and Young People Partnership</li> </ul> </li> </ul>
<b>Personal Services</b> <ul style="list-style-type: none"> <li>• Children's Services</li> <li>• Resource Management</li> <li>• Housing &amp; Community Well-being</li> <li>• Older People &amp; Physical Disability Services</li> <li>• Learning Disability, Mental Health &amp; Substance Misuse Services</li> </ul>	

1.3 Following public consultation the authority launched a Leader and Cabinet model in 2002 as part of its commitment to bringing the way the council does business up to date under the Local Government Act 2000. The cabinet is made up of six councillors - four members with service responsibilities that reflect the council's directorate structure, one member with a cross-cutting responsibility and the Leader without portfolio. The cabinet members are drawn from the council's majority party and their decisions are examined by five scrutiny committees whose chairs all belong to opposition parties. The main purposes of Overview and Scrutiny Committees are to hold the Executive to account and to act as a consultee on policy proposals or conduct investigations into policy areas. The five Overview and Scrutiny Committees are:

- Social Services and Housing
- Education, Leisure and Community Services

- Cross-cutting Issues
- Corporate Services
- Environmental and Planning

1.4 In addition, a Council Committee on Equalities has been set up to advice and make recommendations to Cabinet and Council on the mainstreaming of equalities into the work of the Council as a community leader, service provider and fair employer. The committee's remit includes the revision of the Authority's Welsh Language Scheme. The overall implementation of the Welsh Language Scheme will be the responsibility of the Chief Executive through the Corporate Management Board, advised by the Corporate Equalities Management Group.

1.5 Welsh language is a key part of the council's equality agenda and is included in the council's General Equality Statement:

*Bridgend County Borough Council is committed to promoting equality and valuing diversity in all its roles as community leader, service provider and fair employer. This means that the council will work to achieve social justice and inclusion; treat all citizens of the county fairly and with respect; and recognise the rights of individuals to participate fully in the democratic, social and economic life of the county.*

*The council acknowledges that the experience of discrimination is a reality for people and is committed to challenging all forms of discrimination wherever they exist, whether it is based on gender, race, disability, language, faith, sexual orientation, age or social status. We recognise that some people may experience multiple forms of discrimination and that some people do not benefit directly from legislative protection.*

*The council will make sure that it does not discriminate against any section of the community and provide services and employment opportunities that are responsive to people's diverse needs. We will aim to achieve good equality and diversity practice that benefits everyone.*

*To achieve this the council's priorities will be to act as a community champion and citizen advocate; to build a cohesive, vibrant community where diversity is appreciated and valued; and to maximise the opportunities for communities to live, work and learn together so that individuals can reach their full potential.*

*The council's equality policy includes an equality aim to:*

- *To develop communication methods that are inclusive of the whole community;*
- *To set clear targets to make services accessible and responsive to the diverse needs of the people who live, work and visit the county borough;*

1.6 Primarily these aims will be addressed through the development of a Corporate Language and Accessible Communication Policy and Action Plan (including a linguistic skills audit of the authority) that will be taken forward as part of the Council's Corporate Equality Plan and completed within the lifetime of the Welsh Language Scheme.

- 1.7 The Council has demonstrated its commitment to sustaining and fostering the Welsh language within the County Borough. For example, the Council is committed to the provision of Welsh medium education and provides four Welsh medium primary schools. During the lifetime of this scheme the Council will build on this commitment by the introducing the county's first Welsh medium secondary school at the existing upper school site of Maesteg Comprehensive School at Llangynwyd. This will provide a 750-place Welsh-medium secondary school that will benefit the whole community. Currently Welsh medium comprehensive education is accessed via neighbouring authorities.

The council is required to prepare a separate Welsh Education Scheme, which deals specifically with the provision of Welsh medium education. It is the responsibility of the Directorate of Education, Leisure and Community Services to implement and monitor this scheme. Copies of the Welsh Education Scheme are available from:

Richard Landy  
Assistant Director of Education  
Education, Leisure and Community Services  
Bridgend County Borough Council  
Sunnyside  
Bridgend  
CF31 4AR

Tel No: 01656 - 642612  
E-mail: landyr@bridgend.gov.uk

- 1.8 In the spring of 2006 the Council carried out qualitative research with Welsh language users through the Bridgend County Borough Citizen Panel. Overall the group gave the Council an overall rating of 8 out of 10, but felt that there was still room for improvement. The research showed that Welsh speakers view choice as crucial in service delivery and expressed concern that there was danger of language skills being neglected and disappearing due to lack of opportunities to use such skills in social and work situations. There was a recognition of a growing local need and demand for bilingual provision, especially in the light of the plans for a Welsh-medium secondary school, and there was a desire to see the council create opportunities for people to use their language skills and improve sign-posting to bilingual and Welsh language service provision and improve language awareness across its services.

The Council aims to introduce and continually develop a package of quality services for the Welsh speaking public. The implementation of these aims and commitments, however, must be seen in the context of the many other vital services the residents of the County Borough depend on the Council to provide. In this context the Council will follow the guidance provided by the Welsh Language Board and seek to incorporate into the scheme the Board proposals on monitoring arrangements for the scheme. The Council will consult with the Welsh Language Board concerning these proposals and how they can be addressed within the lifetime of the revised scheme.



1.9 Further information on the Welsh Language Scheme can be obtained from:

Linda Smith  
Equalities Co-ordinator  
Policy & Performance Management Unit  
Office of the Chief Executive  
Bridgend County Borough Council  
Civic Offices  
Angel Street  
Bridgend  
CF31 4WB

Telephone: 01656 643332  
Email: [smithlj@bridgend.gov.uk](mailto:smithlj@bridgend.gov.uk)

An e-format version of the Welsh Language Scheme can be accessed through the council's website.

The Council's Monitoring Officer is responsible for monitoring this scheme and will make provision to include it within the arrangements for monitoring services generally. The Council's Monitoring Officer is:

Mr A P Jolley  
Head of Legal Services  
Bridgend County Borough Council  
Civic Offices  
Angel Street  
Bridgend  
CF31 1LX

Telephone: 01656 643106  
Email: [jollepa@bridgend.gov.uk](mailto:jollepa@bridgend.gov.uk)

## 2. Service Planning and Provision

### 2.1 New policies and initiatives

The council understands that it has an important role to play in developing and reviving the Welsh language on a local and community level through its direct contact with the public (for example, the statutory education system, social care, leisure and tourism). The council will promote and facilitate the practical use of the Welsh language within the county borough.

The Council is continually developing new policies and reviewing existing ones with the aim of improving service delivery for all the people who live, work and visit the county borough. When this occurs, the Council will ascertain the linguistic consequences for both the Welsh and English languages and ensure that these new policies and initiatives conform to the scheme. It is believed that, when implemented, these policies, in many instances, will enable the Council to promote the use of Welsh in its services and progress towards achieving the objectives of the scheme and thus move closer to implementing the principle of equality.

The council will adopt an approach that is in line with the Welsh Assembly Government's guidance on mainstreaming by considering the Welsh language in all aspects of its work with the aim of ensuring that every opportunity is taken to:

- Promote and support the Welsh language
- Contribute to the Assembly government's vision of a truly bilingual Wales; and
- Plan, provide and evaluate services in Welsh and English.

At present it is not practicable to provide for all services to be fully delivered through the medium of Welsh, especially some specialist and technical services. It is intended, therefore, to provide as comprehensive service as possible within the financial and human resources available to the council. The following activities will help the council to mainstream language equality into its work:

The Council is currently developing a Corporate Equality Plan as part of its commitment to achieve the Equality Standard for Local Government in Wales. This will help to mainstream language equality across the diverse service areas of the authority by addressing issues of leadership, community involvement, service delivery, employment and training. The Corporate Equality Plan will also link into key strategic improvement plans, including flagship projects on performance management, procurement and human resources.

As part of the council's Corporate Equality Plan the council will carry out a prioritisation and evaluation exercise of strategic service policies that will include recommendations on language equality improvements to be undertaken in the lifetime of this scheme.

The council will build language equality improvements and objectives into the corporate business planning process and will develop training and guidance for service areas.

The council will ensure that its equality impact assessment process will monitor new, or changes to existing, policies, strategies or plans for their impact on the council's commitment to language equality and provide a mechanism for ensuring steps are taken to conform with the council's scheme.

Members and officers responsible for policy development and implementation will be made aware of the scheme and the requirements of the Welsh Language Act and appropriate guidance will be provided.

The council runs a Management Development Training Programme which includes an equality awareness module. This includes a general understanding of Welsh language issues and how they impact on public services.

The council is currently developing a Performance Management Framework Handbook and this will include guidance to managers on language equality issues in the following areas:

- Meeting service user needs
- Managing staff

- Managing budgets and resources
- Managing performance

The Council will consult with the Welsh Language Board concerning proposals which will affect the scheme or will affect the schemes of other organisations and will not change the scheme without the agreement of the Board.

## **2.2 Service delivery**

### **2.2.1 Services provided directly by the council**

The Council aims to provide service delivery through the medium of Welsh to the extent that it is reasonably practicable given, in particular, other demands on its resources. The Council's intention is to include a consistent and systematic service for Welsh speakers as an integral element in its services to the public.

The Council's service delivery plans comprehensively detail each directorate's responsibilities for the provision of services. These services are either provided directly to the public or indirectly to support front-line services. The location of services varies in many ways. Some are provided from the Civic Offices in Bridgend or from area offices, whilst others are provided from service delivery points such as libraries, leisure centres, schools, day centres and residential homes. Some are provided directly to people's homes.

As Local Education Authority the Council has responsibility for providing schools and ensuring sufficient school places and, through regulation of the curriculum and the character of schools, for the strategic direction of Welsh language and Welsh medium education. The delivery of education is otherwise substantially through Governing Bodies of schools, who decide their arrangements and the application of resources in staffing, supplies and administration. The Council provides support services for schools and delivers some services directly to the public. The council is required to prepare a separate Welsh Education Scheme, which deals specifically with the provision of Welsh medium education.

As stated above (see 2.1) the Council is currently developing a Corporate Equality Plan that will help to mainstream language equality across the authority by linking into key strategic improvement plans. To support this the council will be developing guidance to managers on the commitments set out in this scheme and how to build these commitments into service business plan so that targets can be set and progress monitored across the authority as part of the performance management process. Primarily these aims will be addressed through the development of a Customer Care Strategy. This strategy will include an equality monitoring protocol that will help services to develop service monitoring action plans that reflect customer feedback and will help Directorates to build language equality objectives and targets into strategic services plans and Directorate business plans. To support this work the Council will develop Corporate Language and Accessible Communication Policy and Action Plan, including a linguistic skills audit of the authority, which will be completed within the lifetime of the Welsh Language.

## **2.2.2 Supervisory arrangements with Third Parties**

The council recognises that it has an important role to play in improving the provision of services through the medium of Welsh in the public, private and voluntary sector in line with the National Action Plan on Bilingualism, Iaith Pawb. The following activities will help the council to promote language equality through its relations with other agencies:

## **2.2.3 Procurement**

Not all services are provided directly by the Council. Some are provided on behalf of the Council by outside agencies or contractors. The council will ensure that third party contractors fully understand and implement, wherever possible, the commitments of its scheme when operating on behalf of the council. The appropriate aspects of the scheme will be incorporated into the tendering documents, contracts, agreements and conditions and, where appropriate, statements on how services will be delivered to conform with the council's scheme.

The relevant Executive Director are responsible for ensuring that any third party contractors are aware of their responsibilities under the Council's Welsh language scheme and monitoring compliance.

The council is currently undertaking a procurement review and this will include the development of advice and guidance on language equality in procurement for relevant staff and a rolling programme of sample reviews for third party contractors to monitor compliance with the scheme.

Where relevant bilingual service provision needs will be specified within contracts. There may be contracts or arrangements of short duration or of a specific nature where it is not practicable to require full compliance with the council's scheme. In these circumstances relevant aspects of the scheme will be included.

## **2.2.4 Partnerships**

The council works in partnership with other public bodies, organisations from the voluntary sector and other agencies on many levels, particularly in developing and implementing the Bridgend County Borough Community Strategy 2005-15, and will seek to promote language equality through its partnerships in the following ways:

- Where the council is the strategic and financial leader in a partnership it will ensure that public service provision is made in compliance with its scheme;
- Where the council forms or joins a partnership the council will work in accordance with the scheme adopted by the partnership. If no scheme has been adopted the council will encourage the partnership to work in compliance either with its own scheme or with a scheme of one of the partners;

- Where the council works as part of a consortium, it will encourage the consortium to agree to comply with its scheme or one of the consortium members;
- Within any partnership the council will encourage, facilitate and support the use of Welsh by publicising its scheme and by offering advice and guidance.

The council will prepare guidance for members and officers who are involved in partnership working, outlining the council's responsibilities in accordance with its scheme and how the scheme should be applied to the partnership's work.

Much of this work will be taking forward under the Bridgend County Borough Community Strategy 2005-15 which has been developed in partnership with public, private and voluntary organisations and local communities with the aim of improving the social, economic and environmental well-being of the county borough. The aims of the strategy reflect the priorities of local people and organisations. The Local Strategic Partnership (LSP) is taking the lead in developing the community strategy. The LSP will make sure that equality and diversity, including Welsh language, is mainstreamed into the development and implementation of the aims and objectives of the community strategy.

#### **2.2.5 Funding and grants**

Where the council administers funding or grants it will encourage organisations to consider the need to promote the use of the Welsh language and provide bilingual services to the public, as far as is practicable.

#### **2.2.6 Regulatory functions**

The council, when exercising a regulatory function, such as the granting of licences and permissions, will encourage third party organisations who provide services to the public to use the Welsh language in their service delivery. It will also refer the third party organisation to the council's scheme and offer guidance and support to organisations to promote bilingual provision.

### **2.3 Setting the standards for service in Welsh**

The Council's intention is to deliver a consistent service of high quality for both Welsh and English speakers in accordance with the commitments of this scheme. The council is mindful that the quality of Welsh language services can affect an individual's choice of language and will develop measures to improve the quality of its written and verbal service provision. This intention will be stated in key documents produced by the Council. The standards set and their implementation will be monitored to ensure consistency in the Welsh language service the Council provides through its directorates.

The council will ensure that translation done on its behalf will be undertaken by professional translators who are members of the Society of Interpreters and

Translators in Wales (Cymdeithas Cyfieithwyr Cymru) or a similar professional translation organisation.

- Contracts with external interpretation and translation service providers will be monitored as part of the council's procurement process to ensure service standards are maintained.
- The council will develop guidance for staff on commissioning interpretation and translation services.
- The council will develop advice and guidance for staff on the use of plain language in public documents, including the use of 'everyday Welsh' in forms.
- To help ensure consistency and avoid duplication of translation work the council will develop guidance for staff on how to access new developments in information technology, including translation memory software, spellcheckers and terminology databases.

The council is currently undertaking a review of frontline services as part of its Customer Care Strategy and this will incorporate objectives on written and verbal bilingual service provision and the promotion of Welsh language services in line with this scheme.

### **3. Dealing with the Welsh Speaking Public**

The Council intends to provide a high quality service in Welsh and English when dealing with members of the public and welcomes communication in either language. However, consideration must be given to the linguistic skills of staff, the complexity of some correspondence and the use of translation provision.

#### **3.1. Correspondence**

The public are welcome to deal with the council in writing in either Welsh or English. Letters received by the Council in Welsh will be acknowledged, responded to and signed in Welsh. The acknowledgement and response times will be the same as for correspondence received in English. Electronic communication will be dealt with in the same way.

If, after a meeting, interview or telephone conversation in Welsh, a follow up letter needs to be sent by the Council, it will be written in Welsh.

Where the Council initiates correspondence with a person whose known preferred language is Welsh, that correspondence will be in Welsh unless a bilingual response has been requested.

When circulars and standard letters are issued to the public they will normally be issued bilingually and will include a standard statement stating that correspondence is welcomed in Welsh or English:

*Mae croeso i chi ysgrifennu yn Gymraeg neu Saesneg /  
You are welcome to correspond in English or Welsh.*

The use of bilingual formats for circulars, standard letters and forms minimises the need to produce separate English and Welsh versions of standard documents. However the council recognises that there remains an obligation to recognise and facilitate language preference in its dealings with the public. The Council will improve its arrangements for identifying persons or organisations that prefer to correspond or deal with the Council in Welsh. The council will work with local Welsh language groups to establish and maintain an up-to-date language preference database and this will be made available to all Directorates. Where specific mailing lists are kept and the language preference of the person or organisation has been identified, then an appropriate version will be sent. A data management and information sharing protocol will be set up to ensure compliance with the Data Protection Act 1998 and the Freedom of Information Act 2000.

Staff guidance on how to meet the council's commitments on correspondence in Welsh will be included in the Council's Accessible Communication and Language Policy, which will be updated regularly, including details of the translation services available and translation software packages. The Council's Executive Directors will be responsible for ensuring that all staff are aware of and comply with these commitments and arrangements to ensure that they are implemented consistently and effectively.

### **3.2 Telephone communication**

The public are welcome to speak in Welsh or English when dealing with the council by telephone. Currently there is no corporate style of telephone greeting, however all staff who have a direct line are encouraged to answer bilingually to promote language choice. The form and content of the bilingual greeting will depend on the employee's degree of competency in the language. Switchboard staff at the Council's main reception areas will be given appropriate training and encouraged to participate in further training to develop their Welsh language skills. However the training must be undertaken voluntarily and as part of an employee's personal development. Further details on how the council plans to improve bilingual service provision the staffing section of the scheme (see para. 5.1)

If the caller wishes to speak Welsh staff will direct the call to a nominated Welsh speaking officer in the appropriate directorate or service area. If this is not possible, the call will be directed to a Welsh-speaking officer to help in contacting the right person to answer the enquiry. If no Welsh speaking officer is available to deal with the enquiry, arrangements will be made for an officer to phone back unless the caller wishes to continue the call in English.

Wherever possible answerphone messages will be bilingual, unless they are lengthy or vary frequently, in which case a standard bilingual greeting will be used.

Further advice and guidance will be made available to staff on how to meet these commitments. The council's Executive Directors will be responsible for ensuring that all staff are aware of and comply with these commitments and arrangements.

### 3.3 Public meetings, hearings and inquiries

Public meetings arranged by the Council take many forms, such as hearings, inquiries, council meetings and conferences. Specific statutory rights to use Welsh language apply to legal proceedings in Welsh, such as planning inquiries, tribunal hearings etc. Members of the public who wish to attend public meetings arranged by the Council will be welcome to use the language of their choice. The Council recognises that the effective facilitation of bilingual public meetings requires forward planning. In order to ensure that Directorates and staff are aware of the requirements additional guidance on the administration of bilingual public meetings will be developed to include the following:

- Notices related to public meetings will be bilingual.
- Where the public have the right to contribute to a meeting arranged by the Council, notices will clearly state that persons attending have the right to speak in the language of their choice and that this choice will be respected.
- Members of the public will be invited to let the organisers know their language preference in advance so that translation facilities can be arranged.
- Organisers of public meetings should consider the provision of translation facilities in conjunction with booking other resources for the meeting, having regard to the subject matter, location of the meeting and likely attendees, as well as prior indications of the languages to be used.
- Organisers of public meetings should assess the need for Welsh speaking staff to attend and what role they will play in proceedings. Advice and guidance will be made available to staff on how to meet these commitments
- Organisers of public meetings should outline the role of the chair in facilitating the use of Welsh
- Organisers of public meetings should outline the role of the translator in facilitating the use of Welsh and use of translation equipment
- The Council's Executive Directors will be responsible for ensuring that all staff are aware of and comply with these commitments and arrangements.

The Council is aware that it is not always straightforward to decide whether translation and other Welsh language services will be needed at public meetings. It will be necessary to make judgements and arrive at a satisfactory practice in the light of experience.

### 3.4 Face to Face meetings

The Council, in conducting its business, arranges meetings with individuals, groups and organisations. They include personal visits by members of the public to workplaces, professional visits by staff, private interviews, group meetings, site meetings and other face to face meetings. Officers frequently have to visit members of the public in their homes. It is the Council's intention that members of the public who wish to use Welsh at such meetings are welcome to do so.

The current distribution of Welsh speaking staff within the Council does not allow for a fully bilingual service in all service areas. This may be particularly so where the discussion is of a technical nature or needs to be with a specific member of staff who



cannot speak Welsh. The Council will aim and make known to the public that it will deal with members of the public through their chosen language wherever that is possible. This may need to be by prior notice given current staffing arrangements.

Whenever possible and when service delivery can be maintained or enhanced, service teams will be organised so that bilingual staff are available to deal with Welsh speaking clients. As suitable staffing opportunities arise, arrangements will be made to ensure that bilingual staff are available in workplaces where members of the public express a preference for Welsh.

Where workplaces do not currently have Welsh speaking staff, steps will be taken to improve the arrangements for access to bilingual staff who can respond to requests for meetings in Welsh.

Advice and guidance will be made available to staff on how to meet these commitments. The Council's Directors will be responsible for ensuring that all staff are aware of and comply with these commitments and arrangements.

As part of the council's Corporate Equality Plan the council will carry out a prioritisation and evaluation exercise of strategic service policies that will include recommendations on language equality. This process will identify key face-to-face services that will be targeted for improvement during the lifetime of this scheme.

### **3.5 Other contact with the public**

The council provides services to the public by using e-government systems. The council recognises that information technology also plays a key part in services that are provided online.

The council will ensure that the two languages are treated on an equal basis in relation to its e-government systems. In order to develop systems that treat both languages equally, the council will adopt the Welsh Language Board's Information Technology Standards within the council's e-government strategy.

## **4. The Council's Corporate Face**

### **4.1 Public Image**

The Council believes that its image and public face should reflect the fact that it uses two languages in the community within which it delivers services. This principle is relevant in relation to standard information provided by the Council. The council continues to demonstrate this commitment by ensuring that it has a fully bilingual corporate logo and its stationery (including letterheads, business cards, identification badges, publications and other goods and materials) have bilingual standard information where the size, quality, legibility and prominence of text will respect the principle of equal treatment. This information includes name, address, logo and standard directorate and departmental information. Standard information provided by the Council via electronic communication will be dealt with in the same way.

Advice and guidance in the use of the bilingual corporate identity will be made available to staff, designers and others who how to meet this commitment.

## 4.2 General Guidance on Publishing, marketing, advertising and publicity

Where any work involving publishing, printing, marketing, publicity and advertising is being undertaken, it is recommended that reference should be made to this section of the Welsh Language Scheme and sufficient time and costs for translation and design be allowed in the timetable and budget. Below is intended to provide guidance to what will be produced in a bilingual format.

Where the Council engages in any aspect of marketing, advertising, promotion or publicity of its functions, services and activities for the public, its standard practice will be to do so bilingually. It is the Council's intention to issue such items as documents, pamphlets, booklets, cheques, licences, circulars, bylaws, certificates, posters, and forms (including explanatory notes and instructions) bilingually. This list is not meant to be exhaustive or exclusive, but as a general rule any item where the Council's corporate identity is clearly noted and anything produced by the Council that is aimed at residents, businesses, visitors or for the general public will be deemed to fall under this remit.

The Council is committed to facilitating the use of Welsh language in forms intended for the public and will ensure that it uses everyday Welsh as far as practicable. Where appropriate forms will include a question on initial contact forms or application forms to establish the individual's or organisation's language of choice. Electronic format documents will be treated in the same way.

### **Category A - fully bilingual**

The standard way of producing fully bilingual documents is to have the languages back-to-back in a tilt-and-turn or flip-over style. Some high-profile documents are produced with languages side-by-side. All posters produced, whatever the target audience will be fully bilingual, both languages on the same side. Any items that go in the press e.g. advertisements and notices are usually designed side-by-side. Business, acknowledgement and calling cards are usually back-to-back.

All bilingual documents must state the following:-

*This publication is available in other languages or formats on request.  
Mae'r cyhoeddiad hwn ar gael mewn ieithoedd neu fformatau eraill ar gais.*

### **Category B - separate English and Welsh versions**

In cases where documents or forms are very bulky (e.g. with an extremely high page count) or complex (e.g. detailed council-tax or other benefit forms), separate versions must be issued simultaneously and be of the same quality. Both versions should be given equal prominence in promotion and display and distributed together in the post. It is intended that bilingual forms will be introduced when supplies of existing monolingual forms have been exhausted. Also, if a charge is made, both versions must cost the same and no additional charge may be made for the production of a publication in Welsh or any other alternative format. A minimum print-run in Welsh

should be agreed in advance and it is recommended that this should be no less than 20% of the total. In some circumstances greater numbers should be produced (i.e. if 100 are being produced in English, then an additional minimum of 25 should be produced in Welsh).

All separate documents must state that it is available in the alternative language and below are the recommended phrases to be included in the publications:

For the English only version:

*This publication is available in Welsh, other languages or formats on request.*

*Mae'r cyhoeddiad hwn ar gael yn Gymraeg ac mewn ieithoedd neu fformatau eraill ar gais.*

For the Welsh only version:

*Mae'r cyhoeddiad hwn ar gael yn Saesneg ac mewn ieithoedd neu fformatau eraill ar gais.*

*This publication is available in English, other languages or formats on request.*

### **Category C - English only**

This category contains mainly internal documents such as reports, draft documents and internal communication. This does not exclude Welsh from being used internally, or exclude any internal documentation from being translated, but there is no necessity to do this as with Category A or B items. Category C items will be translated however, if a request for it to be made available in Welsh is received from the public.

If the intended recipient's preferred language is unknown the bilingual version will be issued or the Welsh and English versions will be issued simultaneously.

This is intended to provide general guidance for staff and to ensure that arbitrary decisions are not made in the production of bilingual documents. The Council's Executive Directors will decide in individual cases whether a document should be published bilingually or monolingually, having regard to the size and nature of the publication, the size and nature of the target audience, distribution, costs, likely demand, timing and value for money. If it is not practicable to produce a full bilingual version, publications will have an appropriate bilingual content wherever possible.

## **4.3 Signs**

All new and replacement public information signs for which the Council is responsible will be bilingual or where separate Welsh and English signs are provided, the size, quality, legibility and prominence of text will respect the principle of equal treatment (including, but not exclusive to: highway signs, road signs, road markings, public car parks, pelican crossing controls, bus stops, public parks, public information signs, external and internal signs at buildings owned or occupied by the Council, health and safety signs and fire safety signs). New and replacement bilingual signs, whether permanent or temporary, will be provided in the course of maintenance and improvement.

Signs on new and replacement vehicles will be bilingual or in corresponding Welsh and English versions.

Signage will be fully bilingual, in an agreed council format unless dictated otherwise by UK Government departments or National Assembly for Wales' guidelines and regulations.

Street signs for new streets will be bilingual. When existing signs are replaced, the replacement signs will be bilingual where translation is possible. Bilingual street and place names signs will be provided where a Welsh or English translation of the name is in regular usage. Where there is need for change, this will take place in the course of maintenance and improvement works. New street names will reflect the cultural identity and needs of the area in which they are sited. The Council has a statutory duty to maintain accurate and updated lists of the names of towns, villages, communities and wards as well as new developments. In each case, the Council will ensure that its lists are of a high standard and will, in collaboration with the Welsh Language Board, conduct an audit of the lists that it maintains and will standardise them where necessary.

By virtue of its daily activities – with developers, town and community councils, Royal Mail and others agencies, the Council will state its views clearly on the use of standardised names by means of a guidance note. While the Council has the right to decide on the names of new streets, it recognises the importance of giving appropriate consideration to local opinion. The policy in relation to new names will be to adopt the name that is consistent with the heritage and history of the area.

When replacing signs or erecting new signs, including street signs and new development signs, the Council will consult with the relevant Town and Community Council, where such a Council exists, in order to come to an agreement on the name. The Council will approach the Welsh Language Board's place name consultation service for advice on the standardised forms of place names.

Advice and guidance will be made available to staff and others involved in the design, production and erection of signs and notices on how to meet this commitment.

The provision of new and replacement signs within school premises is the responsibility of the school governors who are recommended to provide bilingual signage when signs are replaced.

#### **4.4 Press releases**

Where appropriate, all Council press releases and/or statements will be issued to the English language media in English and to the Welsh language media in Welsh. However, where urgent matters are concerned, it may be necessary to issue releases in English only. If the information is of public benefit, it will be translated later and issued to the Welsh media.

#### **4.5 Publicity, advertising and exhibitions**

To provide public information, the Council arranges publicity, displays exhibitions, marketing campaigns and response mechanisms. When such activities are held by the Council, or in its name, the display material and any supporting material will be

fully bilingual (including, but not exclusive, display boards advertisements, posters, publicity literature and videotapes, together with any response mechanisms used).

Where aimed at the Welsh-speaking public, such material will be produced bilingually or in Welsh only. However, in certain circumstances, some information may be included which is not available in Welsh. Existing display titles and captions will be made bilingual when they are renewed in the normal course of events. The Council will encourage other organisations who hold displays on Council property to do so bilingually.

Advertising or promotional campaigns produced by the Council, through any public media and aimed at the public in Wales will be bilingual, given the subject material, the means to be used and the target audience. The arrangements for each campaign will be decided on its merits but this will be done in the context of the need to treat English and Welsh on an equal basis.

When the Council conducts public consultation, consideration will be given in each individual case to conducting them bilingually, having regard to the population being surveyed, the nature of the survey, the size of the document, the lifespan of the document and the availability of bilingual material. Where separate Welsh and English versions are produced, both versions will be sent out at the same time.

#### **4.6 Public and official notices**

In order to conduct its business, the Council has to place notices and advertisements in newspapers, periodicals and journals for both statutory and non statutory reasons. All public notices will, as a minimum, display the standard information bilingually. This will include the name and address of the Council and the name of the initiating directorate or service.

Notices published in the local press will normally be bilingual where the content is relevant to the whole of the County Borough or relates to an area with a significant number of Welsh speakers or where the notice or advertisement concerns the Welsh language. All notices placed in Welsh language publications will be in Welsh only. When placed in major United Kingdom publications, notices will be in English only. Where notices are published bilingually, the two languages will be equal in style and presentation. Advice and guidance will be issued to staff concerning these commitments and the appropriate Executive Director will decide in individual cases whether a notice should be published bilingually or monolingually. If it is not practicable to produce a fully bilingual version, publications will have an appropriate bilingual content wherever possible, including name, address, logo and standard directorate and departmental information.

#### **4.7 Recruitment advertising**

Where proficiency in Welsh is an essential requirement for a post, the recruitment advertisement for that post will normally be in Welsh only with a footnote in English explaining the purpose of the advertisement. Such advertisements will be equal in format, size, quality, legibility and prominence to equivalent advertisements in

English. Also the Council will consider advertising Welsh essential posts in the Welsh language media, such as Y Cymro and Golwg.

In 1997 the Council made a commitment to work towards ensuring that all other recruitment advertising is fully bilingual, with the proviso that resources would be identified in a programmed manner and the effects on service delivery assessed and minimised. However, given the financial implications of this commitment and the introduction of electronic forms of recruitment advertising the Council will be introducing a new recruitment style during the lifetime of this scheme. At a minimum, recruitment advertising will display the standard information bilingually, including name, address, logo and standard directorate and departmental information. In addition all recruitment advertisements will include a commitment to promote equality and welcome applications from all sections of the community, including Welsh speakers:

*'Applications from Welsh speakers are welcome.  
Croesawir ceisiadau gan siaradwyr Cymraeg.'*

All recruitment will be made on the basis of merit and in accordance with the Council's commitment to equal opportunities and current employment legislation.

## **5. Implementation and Monitoring of the scheme**

### **5.1 Staffing**

In order to provide quality and efficient services to the Welsh speaking public, the Council will endeavour to ensure a sufficient supply of Welsh speaking staff. Such staff should have suitable skills and appropriate responsibility to ensure that the Council provides a comprehensive Welsh medium service. The following factors should be taken into account when assessing Welsh language requirements for posts:

- The extent and frequency of contact with the public
- The current ability of the unit/team/office/directorate to provide face to face services through the medium of Welsh
- The expert knowledge and language proficiency needed for the post
- The linguistic nature of a particular local area

The Council will continue to examine its staffing structures and its customer care needs in order to identify posts where Welsh language skills are either essential or desirable and will formulate job descriptions and service plans accordingly. The assessment criteria set out above will be used in this process to ensure that high quality service delivery is maintained. Where Welsh linguistic ability is considered to be essential or desirable, this will be stated in job advertisements and targeted monolingual or bilingual recruitment advertising will be considered (see para. 4.7 above).

In circumstances where it proves difficult to appoint suitable bilingual staff to a post, the following options will be considered in order to meet the needs of the service and the availability of resources:

- To re-advertise the post
- To make an appointment which carries an undertaking to learn Welsh to a specified standard and within a stated time with the support of the Council
- To re-arrange the service or identify alternative arrangements by using the linguistic skills of existing staff in other service areas.

The requirement for Welsh language skills may be defined as a component of a workplace or team, rather than being attached to a particular post and no member of staff will be asked to change their job or location on the grounds of their linguistic ability. All appointments will be made on the basis of merit and in accordance with the Council's commitment to equal opportunities and current employment legislation.

Assessing the language needs of posts to ensure that Directorates are able to deliver services in line with this scheme will be the responsibility of the Executive Directors and Heads of Service together with the Assistant Director of Human Resources.

The Council has introduced a new integrated human resource and payroll management system (TRENT) that enables the authority to capture, update and report employee data with far greater accuracy. Through this system the Council recently carried out an audit of Welsh language skills (including speaker, reader and writer categories) among its employees. This audit revealed that 355 employees defined themselves as Welsh speakers, 313 employees defined themselves as Welsh readers and 237 employees defined themselves as Welsh writers. The initial indications from the audit confirm that it remains difficult for all services to be provided equally through both languages. To address this issue the Council will carry out a linguistic skills audit to update its database of staff with Welsh language skills and to identify any shortfall in provision. This audit will inform the further development of a language skills strategy that will be developed over the lifetime of this scheme, which will include guidelines on the staffing requirements of the Council's Welsh Language Scheme.

## **5.2 Welsh language training**

The Council will encourage and support members of staff and Elected Members who wish to learn Welsh or improve their Welsh language skills. Priority will be given to language awareness training and Welsh language skills training for those members of staff in service areas which have regular contact with the Welsh speaking public. Staff and Elected Members who are learning Welsh will be encouraged to use it whenever possible. The linguistic skills audit will help to identify training needs and objectives of services, the level of staff interest in and satisfaction with Welsh language training, and what suitable training may be provided according to the requirements of the service and the availability of resources.

These commitments will be implemented by those managers and other staff responsible for staff recruitment, training and supervision. Progress in implementing

the programme will be reported to the Corporate Equalities Management Group and the Council Equalities Committee.

### **5.3 Vocational Training**

The Chief Executive and Executive Directors, in consultation with the Assistant Director of Human Resources, will assess the need for specific vocational training through the medium of Welsh for identified Welsh speaking staff in their Directorates after annual performance reviews, linked to Directorate and service business plans. This training need will also be linked to the development of a linguistic skills strategy.

Where a need is identified for vocational training to facilitate implementation of the scheme, and suitable training can be made available, it will be provided or supported in line with the requirements of the service. Training provision will include courses in particular skills, induction courses in certain specialisms and providing resource materials and distance-learning materials where appropriate.

### **5.4 Administration of the scheme**

The scheme will be approved by and carry the full authority of the Council in its implementation.

The overall implementation of the Welsh Language Scheme will be the responsibility of the Chief Executive, advised by the Corporate Equalities Management Group. Executive Directors will be responsible for implementing the scheme within directorates and will designate the directorate representative to the Corporate Equalities Management Group to monitor and report on the implementation of the scheme.

All staff will be made fully aware of their responsibilities in relation to the implementation of the scheme and advice and guidance will be issued to all staff in this respect. Line managers will be responsible for implementing the scheme on a day-to-day basis.

The Council will ensure that any translators used by the Council will be suitably qualified (normally members of the Association of Welsh Translators and Interpreters) in order to provide a high quality service. Guidance will be issued to staff on the use of translation services.

Specifications for new, replacement or adaptations of computer programmes will enable the Council to implement the commitments in the scheme.

### **5.5 Administering statutory and regulatory functions**

When exercising its statutory or regulatory functions, for example as planning authority or in its inspection and registration role regarding residential and nursing homes, the Council will encourage outside organisations or individuals to adopt and follow the principle of equality of the Welsh and English languages. Advice and guidance on implementing this commitment will be provided to staff. The following



statement will be included in relevant documentation as and when it is updated and replaced:

*'Bridgend County Borough Council has adopted the principle that, in the conduct of public business and the administration of justice, it will treat Welsh and English on a basis of equality.'*

## 5.6 Complaints

Complaints from the public will be dealt with in accordance with the Council's corporate complaint procedure, which states that the Council will acknowledge receipt of a complaint within 3 working days, and will provide a full response within 10 working days. If this is not feasible, a written reply will be sent within the same timescale, giving an indication of progress and likely date for a full reply. Written complaints or requests for a complaint form should be directed to the Executive Director of the relevant Directorate. (See section 3 above for guidance on dealing with complaints in Welsh or English).

If a member of the public is dissatisfied with the Council's response, they may ask for a review of the decision. Such a request will be acknowledged within 3 working days. The Monitoring Officer will re-examine the circumstances of your complaint and the responses made to it. Within 15 working days, the Monitoring Officer should be able to prepare a final Council response, informing the complainant of the outcome of the review and including all the relevant information. If not, the Monitoring Officer will inform you of progress and when the final outcome is likely.

## 5.7 Monitoring the scheme

In order to ensure compliance with the Scheme during the next three years the Council will provide the Welsh Language Board with an annual report in a form approved by the Board, which will seek to achieve the following aims:

- i) To assess whether the Council is abiding by the Scheme
- ii) To measure the quality of frontline services through the medium of Welsh
- iii) To measure whether the management/administration of the Scheme is adequate
- iv) To measure the sufficiency of the Council's language skills by comparing need and resource
- v) To include a section on mainstreaming Welsh language into service delivery, (including examples)
- vi) Corporate steps or those taken by services to promote Welsh medium services
- vii) To analyse the Council's performance according to its targets;

The Council will summarise its findings in the form of a brief narrative (with evidence) that will be submitted to the Board and will identify any fundamental weaknesses or risks, and an action plan, including corrective measures, together with a timetable to be agreed with the Welsh Language Board. The Council will also draw attention to progress, good practice and compliance levels.

The Council will welcome and record suggestions for improvements and advise the public on how they should make known their views on the services provided in Welsh, to whom, and how they will be dealt with.

Each Executive Director, in consultation with the Corporate Equalities Co-ordinator, will be responsible for dealing with complaints from the public as they relate to specific Directorate's services. The annual report to the Welsh Language Board will include an analysis of the number and nature of any complaints and suggestions received from the public.

The Council's Monitoring Officer will have responsibility for monitoring this scheme and will make provision to include it within the arrangements for monitoring services generally. The Council's Monitoring Officer is:

Mr A P Jolley  
Head of Legal Services  
Bridgend County Borough Council  
Civic Offices  
Angel Street  
Bridgend  
CF31 1LX

Telephone: 01656 643106  
Email: [jollepa@bridgend.gov.uk](mailto:jollepa@bridgend.gov.uk)

Monitoring of the scheme will be a structured and continuing activity and will extend to those who provide or administer services on behalf of the Council. Officers with responsibility to the Monitoring Officer for monitoring the Scheme and producing monitoring reports (primarily representatives from the Corporate Equalities Management Group) will receive updated written guidance on the procedure.

The Chief Executive, advised by the Corporate Equalities Management Group, will make arrangements to secure thematic reports on performance from Directorates, agents and others who administer services on behalf of the Council, to enable the Monitoring Officer to prepare additional reports on the Council's performance in meeting its commitments.

The annual monitoring report will be submitted to the Council Equalities Committee and thematic reports will be submitted to relevant overview and scrutiny committees. These reports will be made available for members of the public to inspect at main Council Offices and via the Council's website.

If the Board is required to carry out an Investigation under Section 17 of the Act, the Council will be prepared to fully co-operate by providing information – reports, documents or clarification – to the Welsh Language Board.

The Council will be prepared to do this in both written and verbal forms and the Welsh Language Board will be able to have discussions with:

- Elected members;
- Local Authority employees;
- Contracted service providers and their employees;
- Any individual that assists the Council in the delivery of its services.

## **5.8 Publishing performance information**

The Council will include information on its performance in the annual monitoring report and this will review targets in the light of changing financial, resource and statutory circumstances. If targets are not being met the report will explain the reasons for this and what steps the Council is taking to address the issue. This monitoring report will form an integral part of the Corporate Equality Plan.

## **5.9 Publicising the scheme**

The Council will inform the public what services are available through the medium of Welsh and where and when they can be accessed. The Council is committed to ensuring that the scheme is made known to all relevant parties both initially and on an ongoing basis.

The Council will use the following methods to inform the public of the scheme and to promote its Welsh language services:

- place notices in council offices, at service delivery points and on the Council's website advertising the scheme
- make available leaflets outlining the Council's commitments to the Welsh language and services available
- issue press releases as and when necessary
- include information in Council publications
- circulate information, advice and guidance to staff
- ensure that agents and contractors, interested organisations and individuals have access to copies of the approved scheme

Advice and guidance on the implementation of these commitments will be issued to staff, agents and contractors.

The Council will develop an awareness raising programme for Council staff on the requirements of the scheme. Directorate representatives of the Corporate Equalities Management Group will have a lead role in raising awareness within their service areas.

## **5.10 Timetable, Standard and Targets**

The implementation of the scheme will be measured against target dates. Full implementation of the scheme will be in line with the resources available and service delivery priorities. A three year timetable will be set for implementation covering 2006 to 2009. This target will be reviewed annually to allow the Council to assess and review the budget and resources needed to implement and sustain of the scheme. A comprehensive review of the scheme will be undertaken when it has been in full operation for three years based on the annual monitoring reports.

Responsibility for the implementation of the scheme in each directorate lies with the relevant Executive Director. In other cases, the scheme indicates where responsibility has been allocated to a specific officer or officers.

Appendix 1 sets out the implementation timetable for the scheme. This timetable takes into account the resources available and service delivery priorities.

## Appendix 1

Section	Measure	Target Date
2.1.	<p>Mainstream language equality into the Council's policymaking, business planning and performance management processes by:</p> <ul style="list-style-type: none"> <li>• Making available language equality audit tools and guidance to improve business planning and service planning.</li> <li>• Incorporating language equality into the Management Development Programme.</li> <li>• Carry out an evaluation exercise as part of the Corporate Equalities Plan in line with the WLB guidance and WLGA guidance on the Equality Standard for Local Government in Wales.</li> <li>• Provide guidance for Members and officers responsible for policy development and implementation to ensure awareness of the scheme and the requirements of the Welsh Language Act</li> </ul>	Update by September 2007
2.2.1	<ul style="list-style-type: none"> <li>• Develop a Customer Care Strategy, including the commitments set out in the Welsh Language Scheme.</li> <li>• Develop and implement a Corporate Language and Accessible Communication Policy and Action Plan.</li> <li>• Develop language equality monitoring protocol.</li> </ul>	March 2008
2.2.3	<ul style="list-style-type: none"> <li>• Review of procurement process to ensure that external contractors delivering services on behalf of the council comply with good practice and contribute to the aims of the Council's Welsh Language Scheme.</li> <li>• Improve guidance on the Council's Welsh Language Scheme and language equality in procurement for relevant staff and third parties.</li> <li>• Rolling programme of sample reviews of third party contracts to monitor compliance with the Council's Welsh Language Scheme.</li> </ul>	<p>In place and ongoing Update by April 2007</p> <p>In place and ongoing Update by April 2007</p> <p>At commencement of scheme with annual reporting.</p>
2.2.4	<ul style="list-style-type: none"> <li>• The LSP will mainstream language equality into the Bridgend County Borough Community Strategy through the equality impact assessment process.</li> <li>• Provide guidance for Members and officers on the Council's Welsh Language Scheme and language equality in partnership working.</li> </ul>	<p>March 2008</p> <p>In place and ongoing Update by April 2007</p>
2.2.5	<ul style="list-style-type: none"> <li>• Provide updated guidance for relevant officers and third party organisations on the Council's Welsh Language Scheme and language equality in funding and grant-making.</li> </ul>	In place and ongoing Update by April 2007
2.2.6	<ul style="list-style-type: none"> <li>• Prepare updated guidance for relevant officers and third party organisations on the Council's Welsh Language Scheme and language equality in regulatory functions.</li> </ul>	In place and ongoing Update by April 2007
2.3	<ul style="list-style-type: none"> <li>• Carry out an annual monitoring report on translation service contracts as part of the council's procurement process.</li> </ul>	At commencement of scheme with annual reporting.

Section	Measure	Target Date
2.3	<ul style="list-style-type: none"> <li>• Develop guidance for staff on commissioning interpretation and translation services.</li> <li>• Develop advice and guidance for staff on the use of plain language in public documents and on how to access new developments in translation software.</li> </ul>	In place and ongoing Update by April 2007
3.1 3.2 3.3 3.4 3.5	<p>Include the following in the council's Accessible Communication and Language Policy and action plan:</p> <ul style="list-style-type: none"> <li>• Establish and maintain an up-to-date language preference database for service users and organisations.</li> <li>• Maintain a directory of nominated Welsh speaking staff.</li> <li>• Improve staff guidance on the council's commitments on correspondence, telephone and electronic communication, organising bilingual events and meetings.</li> <li>• Identify key face-to-face services that will be targeted for improvement during the lifetime of this scheme.</li> <li>• Adopt the Welsh Language Board's Information Technology Standards.</li> </ul>	March 2008  In place and ongoing Update in line with annual report.
4.1 4.2 4.3	<p>Include the following in the council's Accessible Communication and Language Policy and action plan:</p> <ul style="list-style-type: none"> <li>• The general guidance on publishing, marketing, advertising and publicity set out in this scheme</li> <li>• Provide relevant staff and third parties with guidance on the design, production and erection of signs and notices</li> <li>• Maintain accurate and updated lists of place and street names and produce a guidance note on standardised names.</li> <li>• Provide relevant staff and third parties with guidance on recruitment advertising.</li> </ul>	In place and ongoing Update in line with annual report.
5.1 5.2 5.3	<p>Develop a language skills strategy with the aim of increasing the number of staff in the workplace who are able and who do work through the medium of Welsh in order to meet the requirements of this scheme and providing quality services. The strategy will include the following:</p> <ul style="list-style-type: none"> <li>• Guidelines on the staffing requirements of the Council's Welsh Language Scheme</li> <li>• Carry out a linguistic skills audit</li> <li>• Improved guidance and information for relevant staff on access to Welsh language and language equality awareness training</li> </ul>	At commencement of scheme with annual reporting on progress.
5.4	<p>The scheme will be approved by full Council.</p> <p>Update advice and guidance to staff on arrangements for the implementation, co-ordination and review of the scheme.</p> <p>Provide guidance to staff on the use of translation services and monitor use of translation services.</p>	<p>After consultation with interested parties</p> <p>In place and on-going Update at start of scheme</p> <p>Update by April 2007</p>

Section	Measure	Target Date
5.5	Update advice and guidance to staff on encouraging the use of Welsh in the administration of statutory and regulatory functions.	In place and on-going
5.6 5.7 5.9	Adopt an annual reporting format. Preparation of annual report to Welsh Language Board, including performance information.	On approval of the scheme by the Welsh Language Board and on-going
5.8	Publicise the scheme	On approval of the scheme by the Welsh Language Board and on-going