

Appendix 1

Bridgend County Borough Council

Welsh Language Scheme Annual Report – 2010/11

Introduction

This report outlines the progress that the Council has made in implementing its Welsh Language Scheme during the financial year 2010-11. It has been prepared in accordance with the monitoring and reporting framework outlined in the Scheme and responds to the requirements of the Welsh Language Board.

The Council recognises the progress that has been made, but is not complacent about what work is outstanding. We are pleased to have continued to build a positive relationship with the Welsh Language Board.

1. Compliance with Scheme

Appendix 1A provides a full report of progress against every element within the scheme's action plan relating the financial year 2010-11, and those elements that had slipped from earlier reports.

Scrutiny for the progress against targets in the Welsh Language Scheme is provided via the Cabinet Equality Committee that received half yearly reports on progress with the Scheme and approves the annual monitoring report for submission to the Welsh Language Board.

Progress in implementing the scheme is an objective within the authority's Corporate Plan and is also reported on as part of the Council's internal quarterly monitoring process.

We are improving our Welsh language service monitoring in our customer service centre by including language requirements within our customer records management system and by asking for feedback from visitors to the customer service centre.

Performance Indicator WLI 5. Human Resources, Equality and Diversity

The number and % of staff in the organisation's service who can speak Welsh

There are 272 Welsh speaking employees in BCBC, 150 of which are in schools and the remaining 122 in other services. The current system does not allow us to 'drill down' to provide up to date information on the detail required by the indicator however, action is being taken this year to address this.

2. Front Line Services

a) Youth Services

1. Provision

Youth Service provision in the medium of Welsh is provided largely through the Welsh language organisations and Menter Bro Ogwr are a key provider. The Youth Service is keen to support additional opportunities for young Welsh speakers and has facilitated a number of developments for young people.

The Youth Council which is fully supported by Bridgend Youth Service have an important role working with the Children and Young Peoples' Partnership in identifying need and developing services for young people in the Bridgend area. A number of years ago the Bridgend Youth Council identified the need to engage young people into its forum who were Welsh speakers.

In the past year this has increased from being 'zero' in January 2010 to now having 5 young Welsh speakers on it's full Council of 54. This includes representation from the Urdd (2), from the Girl Guides (1) and from a Christian School (2)

This development will help young people to be involved in further developing bilingual services and other opportunities.

The new Welsh medium secondary school, Ysgol Gynradd Llangynwyd, also has a representative on the Bridgend Youth Council.

The Youth Service during 2010 led a programme of consultation via 'Road Shows' throughout County youth centres/projects to promote, develop and enhance opportunities to engage in participation. One of the facilitators within this programme was a fluent Welsh speaking Youth Councillor.

The Youth Council has recently re-developed the 'Councillors' presentational certification from being just in 'English' to both 'Welsh' and 'English'. The young people were clear that they did not want 'bilingual' certificates – they wanted Welsh and English versions.

For the first time in 2011 the acclaimed Bridgend Youth Theatre provided by the Youth Service will have a session for children aged 3-7 years through the medium of Welsh.

Through the Childrens and Young Peoples' Strategy we are continually extending opportunities for young people to be educated, if they wish, through the medium of Welsh. We have opened a Welsh-medium secondary school in Bridgend County. Menter Bro Ogwr provides projects for children to use their Welsh in English language primary schools.

The opportunities for young people to make use of their bilingual skills outside of the school environment still needs to be increased in many areas and the new Children and Young Peoples' Strategy will look to further develop this provision.

2. Joint Working with Partners

We are proud of our close working relationship with our partners. Menter Bro Ogwr has representatives on each of the three subgroups of the Children and Young People's Partnership. They were key members of the writing groups that drew up the CYP Plan 2011-14. Menter Bro Ogwr has also developed training for third sector youth support services to encourage and promote and use the Welsh Language.

The Childcare Team continues to employ a part-time Mudiad Ysgolion Meithrin Development Worker. The worker has had input into the development of the Welsh Language throughout childcare settings.

The Duke of Edinburgh Award Scheme continues to be very popular with young people in Bridgend. The new online provision enables young people to complete the entire award in Welsh or whatever language they choose.

3. Staff Skills

The youth service, as part of the Childrens directorate, was included in the skills audit. The resulting Welsh language skills strategy reflects the needs of that service along with other service areas. Further details on the development of the skills strategy is provided in section 4 below.

A subsequent programme of Welsh language learning opportunities was identified and accessed by 3 youth service staff via Cardiff University (WLPAN). One of those staff who received training uses those skills on a 30% level in everyday provision for the Youth Service.

Currently two members of the youth service staff in key posts for service provision are fluent welsh speakers

4. Finance

The following table sets out the planned agreements for the delivery of services to children and young people in the medium of Welsh.

Section	Organisation	Agreement	Sum	Length of Agreement	Comments
CYPP	Menter Bro Ogwr	Service Contract	£31,161	1 Year	Cymorth
CYPP	Welsh Wing Air Cadets	Service Contract	£ 4,612	Six months	Cymorth
Active Young People Dept	Urdd	Service Level agreement	£30,000	4 years	ESF
Children Directorate	Mudiad Ysgolion Meithrin	Service Contract	£17,500	1 Year	Cymorth/Families First

5. Consultation

The participation strategy within the Children and Young Peoples' Plan sets out how young people are to be increasingly involved in the development of services in Bridgend.

The Bridgend Youth Council has recently engaged in a programme of support to the Welsh language mainstream provision with an initiative linked to the United Nations 'Rights of Children and Young Peoples' agenda with an engagement at Ysgol Gynradd Llangynwyd, Maesteg with a project called PEC 'Participation – Empowerment – Citizenship'

Questions for Children and Young Peoples' Partnerships

1. How do you as local authorities ensure that the members of your Children and Young Peoples' Partnerships conform to the requirements of your Welsh Language Scheme?

The Children and Young People's Partnership Service Contract now requires a commitment from organisations to describe how they will promote Welsh language and culture as a member of the partnership. This is monitored through the organisation's annual report and monitoring visits

2. How do you assess to what extent the Welsh-medium services that are offered through the Partnership satisfy the needs of the county's young people?

Services are required to report on participation of young people in their service and they have to submit evidence of changes in service delivery, participation on management committees, identified gaps in services etc. Young people also have the chance to have their voices heard at conferences that they design and deliver.

b) Reception Areas and Contact Centres

Performance Indicator WLI 2. Face-to-face service

The number and % of posts in the main reception area, contact centre or one-stop-shop designated as ones where Welsh is essential and the % of those filled by bilingual staff.

Section	Welsh essential posts	Welsh speakers in Welsh essential posts	Total number of posts
Telephone centre	2	1 (50%)	4
Customer service centre (Civic Offices and Sunnyside Offices)	2	1 (50%)	12

The new telephone centre will enable people wanting to conduct their business in Welsh to be directed to a Welsh speaking member of staff. Whilst the take up of the Welsh language service in the customer service centre is

very low, we anticipate that the demand on the telephone system will be greater. We are monitoring the use of the telephone centre and hope that increased use of this service will encourage a greater demand for services in Welsh in other areas. Usage will be reported as part of the half yearly and annual reports in future.

The Customer Service Centre displays signs to show that the provision of service in Welsh is welcomed.

3) Management and Administration of the Scheme

a) Procurement .

A leaflet setting out the requirements of our Welsh Language Scheme has been used to provide information to those wishing to be included on tender lists. To further develop this, as most documentation is now provided electronically wherever possible an electronic version of the leaflet will be developed. This will be incorporated into the standard electronic tender document and the vendor assessment pack and will promote the scheme and raise awareness of its requirements at pre-tender stage.

Unfortunately the national Sell to Wales website that is used for all adverts does not currently have the facility for Welsh language.

The procurement team incorporate the requirement for provision in Welsh language in contracts over £50k where there is an identified service need.

Unfortunately current systems do not allow us to provide the detailed information required in the Performance indicator. Systems will be reviewed in the light of the new guidance being prepared by the Welsh Language Board.

The Authority has however begun to review its corporate procurement process to take account of guidance and good practice already available from Value Wales. This has helped to identify the following objective in terms of procurement:

“To ensure that all staff involved in the procurement of goods, works and services are aware of their obligations under the Equality Act and integrate such within the tendering process”

To achieve this objective the Procurement Team has integrated equality and Welsh language into the Commissioning Toolkit and Delivery Plan. The Team has also worked with Value Wales to develop a standardised tender pre-qualification questionnaire that includes an equalities section. This will be used across the Welsh Public Sector. The Procurement team is now using the document in all new tenders, which involve a pre-qualification process. These have included:

- Porthcawl Harbour
- Bridgend Town Centre Regeneration
- Maesteg Regeneration

- Gateways to Valleys school
- Pen- y-fai Primary school
- Healthy Living Partnership
- Care and Support services for Extra Care
- Housing Support Services for Extra Care
- Real Foodshop
- Breathing Spaces
- Seeds for renewal and stitching together landscape

b) Complaints

WLI 6. Standard of Service

The number of complaints received about the implementation of the language scheme and the % of complaints dealt with in accordance with the organisations corporate standards.

For the financial year 2010/11 there were no formal corporate complaints received regarding the implementation of the language scheme. For further clarification, there were no complaints received using the medium of Welsh nor regarding the provision of services via the Welsh language / medium of Welsh under the corporate complaints procedure or the Social Services complaints procedure.

c) Specific actions for the authority from the 2010 inspections

i) Official notices and recruitment advertisements

In the sample of four notices reviewed by the Welsh Language Board, two were provided bilingually and two were in English only. Staff were notified of the findings of the inspection and reminded of the requirement of the Council's scheme to place the notices in Welsh and English.

ii) The 2010 General Election – availability of voting forms and related information in Welsh.

The Welsh Language Board concluded that Bridgend had partly succeeded in meeting the requirements of our Welsh Language Scheme in respect of the sample of forms and general information provided about the 2010 general election. Copies of documents not available to the Board via the website were provided as requested and staff were notified of the findings of the inspection.

iii) Inspection of Welsh Local Authority websites and On-line services 2010.

The Welsh Language Board identified that the majority of the website pages at that time were not available in Welsh and asked a number of questions about the Authorities programme and barriers faced. Our response to these

questions is attached as appendix 1B. Appendix 1A sets out the progress with the objectives in the scheme for the website. A detailed report on the improvements made to the provision of website pages in Welsh since this inspection has been provided to our Cabinet Equality Committee on 23rd May 2011.

4) *Welsh Language Skills*

A Welsh Language Skills Strategy has been prepared in May 2010 that guides the development of Welsh language skills. To implement the Welsh Language Skills Strategy a three year rolling programme of training on equalities and Welsh language is currently being developed. This builds on the training needs assessment already undertaken with information from recruitment and selection processes, performance management and appraisal and assessment of business needs. This will enable training to be targeted where specific need is identified.

All training that is identified as fundamental to business needs and legislative requirement will be prioritised. Welsh language training that is identified as essential to the business need will be prioritised within this programme and outcomes monitored and recorded.

The skills strategy will also include ongoing support. To develop this a focus group was held in November 2011 with Welsh speaking members of staff and Welsh learners to identify what additional support they would find useful in further developing their skills. These results will feed into the development of training and support.

5) *Mainstreaming the Welsh Language*

a) Impact Assessment.

The Authority has adopted the principle that it will treat the English and Welsh languages on a basis of equality. An equality impact assessment is required for policy and proposals developed by the authority. It is required that an Equality Impact Assessment should be undertaken at the earliest possible stage of policy making/revision.

To help managers undertake the assessment we have provided a toolkit and guidance. The Toolkit asks managers to consider whether the policy will have an impact on the furthering of the commitments set out in the Authority's Welsh Language Scheme

The guidance for managers in completing the EIA includes the follow section

Welsh Language

The Authority has adopted the principle that it will treat the English and Welsh languages on a basis of equality. The EIA gives you an opportunity to consider whether there are any opportunities to meet the commitments we have set out in the Authority's Welsh Language Scheme regarding:

- ▶ Dealing with the Welsh-speaking public (by telephone, email, letter, face-to-face meetings)
- ▶ Website
- ▶ Consultation
- ▶ Corporate identity (e.g. logo, branding, signage, forms, badges)
- ▶ Public notices
- ▶ Marketing materials, displays and exhibitions
- ▶ Staffing and training
- ▶ Recruitment advertising

b) Other Approaches to Mainstreaming

i) The Councils' Corporate Plan

The Councils' Corporate Plan sets out the most important objectives for the authority across all services. Our commitment to the implement the Welsh Language Scheme is part of our Strong Communities theme that ensures that Welsh Language is a key consideration in the delivery of our key objectives for our communities.

ii) Website

Through the bilingual website project a large amount of service pages have been translated as reported in Appendix 1A. There are still a number of areas of the site requiring translation and items currently prioritised for translation are the Trent jobs search function, Microsites and Leisure. With these areas being provided bilingually, citizens will have even greater opportunity to conduct their business in Welsh electronically.

iii) The Corporate Equality Management Group

The Corporate Equality Management Group is responsible for managing the implementation of the scheme. The group involves key officers from each of the directorates in discussion and development of new opportunities to further the commitments of the scheme

6) *Analysing Performance and Publishing Information*

Appendix 1A provides a summary of performance during the year, highlighting progress and good practice and identifying shortfalls and mitigating actions proposed. .

Our half yearly reports are published within the report to the Cabinet Equality Committee. Our Annual report is also published on our website and circulated to key local stakeholders.