

BRIDGEND COUNTY BOROUGH COUNCIL
REPORT TO CABINET COMMITTEE - EQUALITIES

23 MAY 2011

REPORT OF THE ASSISTANT CHIEF EXECUTIVE – PERFORMANCE

ACCESS TO THE WELSH LANGUAGE PAGES OF THE COUNCIL'S WEBSITE

1. Purpose of Report

The purpose of this report is to inform the Committee about the use of the Welsh language pages of the council's website.

2. Connection to Corporate Improvement Objectives/Other Corporate Priorities

- 2.1 The provision of information in Welsh to the public is an element within the council's Welsh Language Scheme. The Welsh Language Scheme is a statutory scheme and a cross-cutting issue that impacts upon the work of the whole council. It is directly linked with the council's improvement objectives. It is also linked to the Corporate Equality Scheme and the council's Customer Care Programme.

3. Background

- 3.1 A previous meeting of the Committee received a progress report on the implementation of the council's Welsh Language Scheme and this highlighted the progress being made with the development of the council's website bilingually. Members asked for data on how many hits had been made to the Welsh language pages since the new website was launched in January 2010.

4. Current situation / proposal

- 4.1 As at 31 December 2010 there were 31456 pages on the content management system for the authority's website.
- 4.2 Of the 31456 pages on the content management system, 2443 were service information pages, 73 were general 'about BCBC' pages, and 1273 were press releases. There were 15000 delegated functions, 6559 reports, 1412 agenda and 1600 minutes. The remaining pages were a combination of marketing materials, job packs, declaration of interests and legal notices.
- 4.3 Of the 2443 service information pages 1364 were in Welsh.
- 4.4 Of the total number of page requests, or hits, between 1 January 2010 and 31 December 2010 96% (13,570,980) were to the English language pages and 4% (633,741) to the Welsh language pages. However, it should be noted that the Welsh language pages were developed gradually, throughout the year, so not all pages would have been available bilingually at the same time. This is the first

year's data. Future years will provide a better comparison for usage across the whole website.

4.5 As shown in the tables below, the BCBC website currently has between 3.5 million to 5 million hits a month:-

Period	No of page requests					
	English	%	Welsh	%	Total	%
1/1/2011 - 30/01/2011	3,412,257	96%	128,058	4%	3,540,315	100.0%
1/2/2011 - 28/02/2011	4,560,691	98%	110,215	2%	4,670,906	100.0%
1/3/2011 - 30/03/2011	4,883,955	98%	116,385	2%	5,000,340	100.0%
1/4/2011 - 30/04/2011	4,663,222	98%	94,206	2%	4,757,428	100.0%

4.6 Services are now providing information for the website bilingually. It should be noted that a number of pages are hosted by other organisations, e.g. May Gurney, or systems, e.g. Trent database for jobs pages, which do not have a facility for Welsh language at present.

4.7 The website allows users to access Welsh pages via a Cymraeg button at the top right of the website header. This constantly remains in position and allows the user to return to English if required. If Welsh content is unavailable there is a generic 'holding' page explaining that Welsh will be provided shortly.

4.8 Statistics for the most popular pages were used to prioritise which areas of the website would be translated. Based on the existing site useage, and the Local Government Navigation List (LGNL) it was decided to translate service pages first. Although a large number of service pages have been translated there are still many areas of the site requiring translation. Items currently prioritised for translation are the Trent jobs search function, Microsites and Leisure.

4.9 Trent - The online BCBC jobs search system Trent is in the process of being translated. This is designed and managed by an external software organisation based in England and as a result has taken longer than expect to translate. At present the go live date is likely to be 16 June 2011.

4.10 Latest jobs front page - All areas of the front page are now bilingual except the latest jobs section. This accesses the information via a feed from the Trent software which can only be displayed in English. Further investigation is being conducted to see if this can be translated.

4.11 Microsites - These are separate sites within the main BCBC website that each have their own unique layout and design:

- Business Zone - translated
- Tourism - discussions in progress
- Bryngarw House - recent developments have put this on hold
- Grand Pavilion - not yet scheduled

- 4.12 News articles/press releases home page - all fully bilingual.
- 4.13 What's on - the 'what's on' information on the website front page can be viewed in English and Welsh. Additional programming was required to support this feature which has been bilingual since January 2011.
- 4.14 Website translation progress

Date	No. of web pages available in Welsh
When signing for the Welsh Language Strategy 2009	190
Translation report to Cabinet 19 July 2010	820
Translation report to Web Development Group January 2011	1318
Translation report to Web Development Group April 2011	1379

- 4.15 Publishing controls - Via our current Content Management System (Stellent) we were in a position to control the English publishing workflow. By enhancing this mechanism it was possible link the individual English and Welsh page, so that when an English page was updated it would immediately flag up the bilingual version. This then allowed the content controllers to monitor pages and follow up on Welsh translation if required.

Overall English pages that have Welsh content are updated at the same time or within a number of days after the English page has been published. In some cases it can take longer as some content contributors are delayed in getting their Welsh text back from the translators.

- 4.16 LGNL navigation - The Local Government Navigation List has been translated into Welsh, where Welsh content was available. This now allows Welsh speakers to navigate throughout the site.

Service areas translated:

- Benefits
- Children's Services
- Education
- Electoral
- Emergency Planning
- Environmental
- Finance and Governor
- Highways
- Home page
- Housing
- Learning communities
- Mayor pages
- Planning
- Policy
- Procurement

- Property
- Public Protection
- Public relations
- Pupil Services
- Recycling
- Regeneration
- Registrars
- Road Safety
- Social Care WDP
- Sustainable development
- Taxation
- Transport
- Waste
- Youth

4.17 Key milestones basic overview

2008	Internal best practice guide to consultation internal document.
2009	Project Implementation Document (PID) generated to identify importance of translation.
	Major clean-up exercise of existing web content prior to translation.
	Development of Welsh Language Skills Strategy drafted.
2010	Over 1000 documents sent for translation, approximately 250,000 words.
	Business Zone microsite translated
	All news related items fully bilingual
	LGNL navigation translated where Welsh content available.
	CMS publishing controls introduced to flag up Welsh content.
2011	What's on information displayed bilingually on front page.
	Trent jobs search undergoing translation process, potential launch date in June.

4.18 Key functional activity:

- Jobs search pages (will become available bilingually in June)
- Schools current status pages (available bilingually)
- What's on events database (available bilingually)

The payment engine is supplied externally by a supplier based in England and is not available in Welsh.

5. Effect upon Policy Framework & Procedure Rules

5.1 As this is an information report, there are no proposed changes to the Policy Framework and Procedure Rules.

6. Equality Impact Assessment

6.1 No equality impact assessment has been carried out in relation to this report as it is for information only.

7. Financial Implications

7.1 There are no financial implications.

8. Recommendation

8.1 The Cabinet Committee - Equalities notes the content of this report.

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17 May 2011

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Background documents:

Bridgend County Borough Council Corporate Equality Scheme 2009-2012