

**Bridgend County Borough Council
Welsh Language Scheme
2012-2015**

Prepared under the Welsh Language Act 1993

This Scheme received the approval of the Welsh Language Board on



Statement from the Leader and Chief Executive

We are pleased to present Bridgend County Borough Council's updated Welsh Language Scheme.

The Council has adopted the principle that, in the conduct of public business, it will treat the English and Welsh languages on a basis of equality. This Scheme sets out how the Council will give effect to that principle when providing services to the public.

The Scheme outlines how we plan to develop the Council's services and enable them to discharge our obligations to the Welsh-speaking population in accordance with local and national ambitions over the coming three years. It embodies the Authority's commitment to be Fair, Ambitious, Customer-focused and Efficient.

We are determined to build on the progress already made by offering better opportunities for local people to communicate with the Council through the Welsh language. Our Customer Service Centre will continue to improve access to the Council's services for Welsh-speaking citizens and will be promoting a bilingual culture in the workplace.

We are confident that in the period of this scheme we will improve our services and increase use of the Welsh language in our day-to-day business.

We look forward to working with communities and organisations across the County Borough to promote use of the Welsh language.

**Councillor Mel Nott
Leader
Bridgend County Borough Council**

**Jo Farrar
Chief Executive**

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1 Introduction

This scheme sets out Bridgend County Borough Council's contribution towards achieving the aims set out in *Iaith Pawb*, the Welsh Government's National Action Plan for a Bilingual Wales (2005) which includes the following objectives:

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

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 (1998)
- Clause 32 of the Local Government Act (2000)
- Human Rights Act (1998)
- UN Charter on Rights of Children

1.1 Our County Borough

Bridgend County Borough Council was established as a Unitary Authority on 1 April 1996. It serves a population of approximately 133,000 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 2001 Population Census shows that the County Borough's largest settlements were Bridgend (36,654), Maesteg (12,703), and Porthcawl (15,798).

According to the 2001 Census, 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, the data showed 19,449 of people aged 3 and over either speak, read or write Welsh. The census also showed that over 25% of people within the 3-15 age group and 14.9% within the 16-24 age group were able to speak Welsh. However, there were 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 were able to speak, read and write Welsh.

The authority's Welsh Education Scheme published in August 2007 states that at that time, 8.32% of the County's primary pupils receive Welsh-medium education at four local Welsh-medium primary schools. At that time, 687 secondary pupils accessed Welsh-medium education at Ysgol Gyfun Llanhari in Rhondda Cynon Taff County Borough.

1.2 Our Council

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 7,500 people. Some services are provided by the Council directly but others are commissioned from private and voluntary organisations, or are delivered jointly with partners. Some services are provided from the Civic Offices in Bridgend or from area offices and depots, whilst others are provided from service delivery points such as libraries, schools, day centres and residential homes. Some are provided directly to people's homes.

As the 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 the responsibility of Governing Bodies of schools, who decide their priorities and make arrangements for the application of resources to staffing, supplies, services and administration. The Council also provides support services for schools.

Most services are managed and delivered through four Directorates, each having responsibility for specific functions and services. Additionally, there are two Assistant Chief Executives, who have responsibility for specific corporate and regulatory functions. The Council's senior management structure is provided at Appendix 1.

The Chief Executive will have overall accountability for the Welsh Language Scheme. Implementation will be the responsibility of the Assistant Chief Executive – Performance, advised by the Corporate Equalities Management Group. Corporate Directors will be responsible for implementing the scheme within directorates and will designate the Directorate representatives to the Corporate Equalities Management Group to monitor and report on the implementation of the scheme.

Under the Local Government Act 2000, the Council has implemented a Leader and Cabinet model. 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. Overview and Scrutiny Committees hold the Executive to account, examine their decisions, and act as a consultee on policy proposals or conduct investigations into policy areas. The five Overview and Scrutiny Committees are:

- Health and Wellbeing
- Children and Young People's
- Community Safety and Governance
- Corporate Resources and Improvement

- Community Renewal and Environment

In addition, a Cabinet Committee – Equalities has been set up to advise 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. This Committee's remit includes the revision of the Authority's Welsh Language Scheme.

1.3 Our strategy and policy

Promoting the Welsh language is an important element of the Council's equality agenda, and it 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. In 2008 the county borough's first Welsh-medium secondary school was opened at Llangynwyd. This provides a 750 place Welsh-medium secondary school that benefits the whole community as previously Welsh medium comprehensive education was only able to be 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 and it is the responsibility of the Children's Directorate to implement and monitor this scheme. Copies of the Welsh Education Scheme are available from:

Richard Landy
Head of Learning
Bridgend County Borough Council
Sunnyside
Bridgend
CF31 4AR

Telephone: (01656) 642612
E-mail: Richard.Landy@bridgend.gov.uk

Research shows that Welsh speakers view choice as crucial in service delivery and that there are concerns regarding language skills being neglected and disappearing due to a lack of opportunities to use such skills in social and work situations. We recognise the growing local need and demand for bilingual provision, especially following the opening of our Welsh-medium secondary school at Llangynwyd. There is 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 services.

The Council aims to improve access to and develop services for the Welsh speaking public. The Council will follow the guidance provided by the Welsh Language Board and seek to incorporate into the scheme the Board's proposals on monitoring arrangements. The Council will consult with the Welsh Language Board concerning these proposals and on how they can be addressed within the lifetime of the revised scheme.

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

Paul Williams
Human Resources and Organisational Development
Bridgend County Borough Council
Raven's Court
Brewery Lane
Bridgend
CF31 4AP

Telephone: (01656) 643212
Email: Paul.williams2@bridgend.gov.uk

The Welsh Language Scheme can also be accessed through the Council's website.

The Council's Assistant Chief Executive – Performance is responsible for monitoring this scheme and its implementation, and will make provision to include it within the arrangements for monitoring services generally:

David MacGregor
Assistant Chief Executive – Performance
Bridgend County Borough Council
Civic Offices
Angel Street
Bridgend
CF31 4WB

Telephone: (01656) 643307
Email: David.MacGregor@bridgend.gov.uk

The Council's Assistant Chief Executive – Legal & Regulatory Services is responsible for monitoring complaints and legal compliance:

Andrew Jolley
Assistant Chief Executive – Legal & Regulatory Services
Bridgend County Borough Council
Civic Offices
Angel Street
Bridgend

CF31 4WB

Telephone: (01656) 643106

Email: Andrew.Jolley@bridgend.gov.uk

2 Vision & Values

The Council has adopted the principle that, in the conduct of public business, it will treat the English and Welsh languages equally.

We recognise that enabling the public to use their preferred language is a matter of good practice and good customer care, not a concession.

Elected Members and employees of Bridgend County Borough Council are the FACE of the council and should always be:

Fair - taking into account everyone's needs and situation

Ambitious - always trying to improve what we do and aiming for excellence

Customer focused - remembering that we are here to serve our local communities

Efficient - delivering services that are value for money

This vision is further articulated in the Council's Customer Services Charter which reflects our belief that all our customers should receive the best possible standards of Customer Service.

To make sure they receive a high quality service, we will:

- Put the customer, at the heart of everything we do;
- Promote equality and treat you fairly and with respect; give you choices about how and when to contact us;
- Be friendly, approachable and professional;
- Create a welcoming atmosphere in our public buildings;
- Answer your enquiry at the first point of contact whenever possible;
- Provide straightforward information about our services;
- Deal with enquiries and complaints carefully, quickly and openly;
- Make sure that services meet your needs by listening to what you say;
- Correct things promptly if they go wrong, and learn from complaints; and
- Develop and support our staff to deliver these commitments.

The Charter states that we want our services to be accessible to all our communities, regardless of individual circumstances and access requirements, and that we welcome contact in Welsh.

3 Objectives

The strategic objectives of Bridgend County Borough Council's Welsh Language Scheme are to:

- ensure that in implementing any policies and operating any services the aims of the Welsh Language Scheme are included at every level;
- offer the public the right to choose which language to use in their dealings with the Council;
- encourage and promote the use and availability of the Welsh language in the County Borough;
- monitor the scheme to ensure standards are maintained.

These are delivered via a series of key operational commitments that form the basis of our commitment to the Welsh-speaking public.

4. Service planning and provision

4.1 New policies and initiatives

The Council will mainstream the Welsh language by considering it in all aspects of our work, and assessing the linguistic impact of our strategies, policies and procedures.

We will consider the advice of the Welsh Language Board under section 3 Welsh Language Act 1993 for local authorities '*Advice on implementing the "new policies and initiatives" clause in language schemes and on mainstreaming the Welsh language in policies*'.

The Council will ensure that its Equality Impact Assessment process monitors 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.

We shall build Welsh Language improvements and objectives into the corporate business planning process

4.2 Service delivery

4.2.1 Services provided directly by the Council

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, schools, day centres and residential homes. Some are provided directly to people's homes.

As the Local Education Authority the Council is responsible for providing schools, 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.

4.2.2 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 promote language equality through its relations with other agencies.

4.2.3 Procurement

Not all services are provided directly by the Council. Many 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 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 Corporate Director is responsible for ensuring that third party contractors are aware of their responsibilities under the Council's Welsh language Scheme and monitoring compliance.

The Council will develop 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 is 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.

4.2.4 Partnerships

The Council works in partnership with public bodies, organisations from the voluntary sector and other agencies and works on many levels with others:

- When the Council is the strategic and financial leader within a partnership, it will ensure that the public service provision is compliant with the Welsh Language Scheme.

- When the Council joins a partnership in which another body is leading, the Council input into the partnership will comply with the Welsh Language Scheme and the Council will encourage other parties to comply.
- When the Council is a partner in a consortium, it will encourage the consortium to adopt a bilingual policy. When acting publicly in the name of the consortium, the Council will act in accordance with its Welsh Language Scheme.

The Council's representatives on the Local Service Board strive to ensure that equality and diversity, including the Welsh language, are mainstreamed into the development and implementation of the aims and objectives of the community strategy.

4.2.5 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. The Council will consider the following where appropriate:

- Including Welsh language criteria on application forms together with recommendations as to what activities could be provided bilingually;
- Ensuring that organisations consider the need to assist and promote the use of the Welsh language;
- If organisations hold public events or activities they must ensure they are bilingual as far as practicable;
- Ensuring that grant schemes comply with this scheme.

4.2.6 Regulatory functions

When exercising a regulatory function, such as the granting of licences and permissions the Council will refer the third party organisation to the Council's Scheme and offer guidance and support to organisations to promote bilingual provision, for example by sending a summary of relevant parts of the scheme to licence holders.

When exercising its statutory or regulatory functions, for example as Planning Authority or in its commissioning 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.

5 Dealing with the Welsh-speaking public

The Council aims to provide high quality services in Welsh and English when dealing with members of the public and welcomes communication in either language.

As part of our Customer Care Programme, we have a Customer Contact Centre and a Telephone Contact Centre which includes a purpose built reception area at the Civic Offices, and use of a Single Telephone Number. Both the Customer Contact Centre and the Telephone Contact Centre are central to delivering on our Customer Charter and enabling Welsh-speaking customers to access services. In terms of meeting the needs of Welsh-speaking customers, we will ensure that both Centres will be able to respond appropriately; particularly in terms of its staffing complement.

The Customer Contact Centre also includes self-service touch-screen kiosks, featuring bilingual options, and digital signage alternating between Welsh and English.

The Customer Contact Centre uses a Customer Records Management (CRM) System which records language preference. As departmental services are integrated into the Centre and the Single Telephone Number gains prominence, the percentage of contact that goes through the CRM will increase. This should ensure a more efficient and effective interface which will better facilitate language choice.

5.1 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 and responded to 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 or organisation whose known preferred language is Welsh, that correspondence will be in Welsh unless bilingual correspondence has been requested.

When circulars and standard letters, such as those relating to street lighting and waste collection, are issued to the public they will be issued bilingually and will

include a standard statement 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.*

5.2 Telephone communication

The public are welcome to speak in Welsh or English when dealing with the Council by telephone.

The Council's Single Contact Number for customer service is a bilingual service.

Council employees 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.

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

5.3 Website

With the exception of the Council's committee minutes, reports and agendas, information and other material produced by the Council and available to the public on the Council's website will progressively be made available in Welsh and English during the lifetime of this Scheme. Users will be offered a choice of either language on the homepage, with subsequent material being available in the user's preferred language.

The Council will work to ensure that the two languages are treated on an equal basis in relation to its e-government systems and will adopt the Welsh Language Board's "Bilingual Software Standards and Guidelines" in order to develop appropriate bilingual systems."

5.4 Public meetings, hearings and inquiries

Specific statutory rights to use Welsh language apply to legal proceedings in Welsh, such as planning inquiries, tribunal hearings etc.

Members of the public wishing to attend public meetings arranged by the Council are welcome to use the language of their choice.

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.

They should also assess the need for Welsh speaking employees to attend and what role they will play in proceedings, and outline the role of the Chair and the translator in facilitating the use of Welsh and use of translation equipment.

The Council's Corporate Management Board will be responsible for ensuring that all employees are aware of and comply with these commitments and arrangements.

5.5 Face-to-face meetings

Members of the public wishing to use Welsh at meetings with individuals, groups and organisations are welcome to do so, where the availability of Welsh speaking employees allows.

Service teams will be organised so that bilingual employees are available to deal with Welsh speaking clients. As suitable opportunities arise, arrangements will be made to ensure that bilingual employees are available in workplaces where members of the public are likely to express a preference for Welsh.

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

5.6 Dealing with the public in other ways

The Council provides services for the public by using e-government systems. The Council recognises that Information Technology also plays a key part in services that are not provided online.

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

6 Corporate Face

6.1 General

The Council will ensure that it has a fully bilingual corporate logo and that 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 respects the principle of equal treatment.

Standard information provided by the Council via electronic communication will be dealt with in the same way.

Where the Council engages in marketing, advertising, promotion or publicity of its functions, services and activities for the public, its **standard** practice will be to do so **bilingually**.

Items such as documents, pamphlets, booklets, licences, circulars, bylaws, certificates, posters, and forms (including explanatory notes and instructions) shall be issued **bilingually**.

Anything produced by, or on behalf of the Council that is aimed at residents, businesses, visitors or for the general public will also fall under this remit.

The following section is intended as advice for staff regarding the production of bilingual documents in an appropriate format. Documents will fall into three categories – those which should be produced as fully bilingual, those which should have separate English and Welsh versions produced, and those which should be produced in English only.

Category A – fully bilingual (publicity leaflets, notices, parking notices)

The standard method 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 with both languages on the same side. Any press items 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 (Event guides, forms)

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 will be issued simultaneously** and be of the same quality.

Both versions should be given equal prominence in promotion and display and mailed together. Bilingual forms will be introduced as supplies of existing monolingual forms become exhausted. Also, if a charge is to be 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 their availability 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 (Internal Council documents)

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.

The Council's Corporate 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.

6.2 Forms

Where appropriate and feasible, initial contact forms or application forms will include a question to establish the individual or organisation's language of choice. Electronic format documents will be treated in the same way.

As part of the process of developing the Customer Record Management system, all forms published by the Council – both in hard copy and electronic – should be bilingual and ensure equality for the Welsh language. The Council is committed to facilitating the use of Welsh language forms and to ensuring that it is easy to use Welsh language documentation.

The Council will continue to work to ensure that “contact” forms and application forms are designed to ascertain the language choice of an individual or organisation, and will also ensure that forms contain appropriate language in terms of consistent terminology and everyday Welsh.

6.3 Signage

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 have equal treatment.

The Council’s preference will be for new streets to be given Welsh language names and accompanying signage. Appropriate consideration will be given to local opinion and the heritage and history of the area and the Council will consult with the relevant Town and Community Council in order to come to an agreement on the name.

Where there is need to replace existing signs, this will take place in the course of maintenance and improvement works, and in accordance with the established street names.

In each case, the Council will ensure that its lists of street names are of a high standard and will develop and maintain a database of names in order to promote consistency and standards.

In respect of place names, the Council will approach the Welsh Language Board’s place name consultation service for advice on the standardised forms of place names, when needed.

Existing display titles and captions will be made bilingual when they are renewed in the normal course of events.

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

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.

6.4 Media

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.

Over the lifetime of this scheme, the Council will ensure that when producing publicity, displays, exhibitions, marketing campaigns and response mechanisms, the display material and any supporting material will be fully bilingual. Where aimed at the Welsh-speaking public, such material will be produced bilingually or in Welsh only.

Advertising or promotional campaigns produced by the Council, through any public media and aimed at the public in Wales will be bilingual.

6.5 Consultation

When the Council conducts public consultation, it will be conducted in accordance with the requirements of this Scheme in relation to:

- publishing, advertising, marketing, publicity, signage and press releases;
- public and official notices; and,
- public meetings and hearings.

Wherever possible consultees will be given the opportunity to indicate their language of choice prior to material being circulated or the event being held. Where separate Welsh and English versions are produced, both versions will be made available simultaneously.

Members of the Bridgend County Borough Citizens' Panel will be given the opportunity to participate through the medium of Welsh or English. Their language preference will be established upon joining the Panel, and the necessary arrangements made accordingly.

6.6 Public and official notices

Notices and advertisements in newspapers, periodicals and journals for both statutory and non statutory reasons will be bilingual.

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.

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.

6.7 Recruitment advertising

When the Council places recruitment advertisements it will aim to do this bilingually.

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.

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

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.'*

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

7 Implementation, Monitoring & Control

7.1 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 employees.

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 expert knowledge and language proficiency needed for the post
- The linguistic nature of a particular local area

The Council monitors its staffing structures to identify posts where Welsh language skills are either essential or desirable and formulates job descriptions and service plans accordingly. 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.

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 re-arrange the service or identify alternative arrangements by using the linguistic skills of existing employees in other service areas;
- To make a temporary appointment until a Welsh speaker can be found to fill 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.

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 employee will be asked to change job or location on the grounds of 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 Corporate Directors and Heads of Service together with the Head of Human Resources and Organisational Development.

The Council has an integrated human resource and payroll management system (TRENT) that enables it to accurately capture, update and report employee data.

Through this system the Council will carry out audits of Welsh language skills (including speaker, reader and writer categories) among its employees.

7.2 Training

The Council recognises that there are County Borough wide needs, particularly as the public contact may be by telephone, correspondence or in meetings, and that the demand for services in Welsh will increase as the Council extends the services available and encourages the public contact in Welsh. The Council will encourage and support employees and Elected Members who wish to learn Welsh or improve their Welsh language skills.

The provision of language awareness and language skills training will be prioritised to reflect the level of public contact involved and/or the significance of language choice of service users.

The Council will take advantage of the Welsh language learning resource 'Sounds Good' produced by the Welsh Language Board, which would enable any member of staff to learn a very basic level of Welsh in order to respond appropriately to enquiries received in Welsh

7.3 Administration of the scheme

The Council will be required to approve the Scheme and support its implementation.

The Chief Executive will have overall accountability for the Welsh Language Scheme. Implementation will be co-ordinated by the Assistant Chief Executive – Performance assisted by the Corporate Equalities Management Group. Corporate Directors, the Assistant Chief Executive – Legal and Regulatory Services and Heads of Service will be responsible for complying with the Scheme's requirements and will designate representatives to the Corporate Equalities Management Group to monitor and report on the implementation of the scheme.

Employees 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 employees 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 are suitably qualified (normally members of the Association of Welsh Translators and Interpreters) in order to provide a high quality service. Guidance has been issued to employees on the use of translation services.

7.4 Complaints

Complaints from the public will be dealt with in accordance with the Council's Corporate Complaints Procedure, which states that the Council will acknowledge receipt of a complaint within 5 working days and provide a full response within 20 working days. If a complaint is complex and 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 Assistant Chief Executive Legal and Regulatory Services. (See section 6 above for guidance on dealing with complaints in Welsh or English).

If a member of the public is dissatisfied with the Council's response, a request for a review of the decision may be made. This request should be made within 4 weeks of receiving the response to the complaint. Such a request will be

acknowledged within 5 working days. The Monitoring Officer will re-examine the circumstances of the complaint and the responses made to it. Within 20 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 the complainant of progress and when the final outcome is likely.

7.5 Monitoring the scheme

This section outlines the reporting procedure for compliance with the Scheme during the next three years.

The Council's annual Monitoring Report to the Board will seek to achieve the following aims:-

- To assess whether the Council is making progress in line with the Scheme in performing against the set timetable
- To measure the availability of frontline services through the medium of Welsh, including data on
 - **The number and % of main reception, call centres or one stop shop posts that have been denoted as Welsh essential (WLI2).**
 - **The number of complaints received in relation to the operation of the language scheme and the % dealt with in accordance with the Council's corporate complaints standards (WLI6)**
- To measure whether the management / administration of the Scheme is adequate by undertaking within the lifetime of the scheme the following:
 - a service specific focus report through an appropriate third party organisation;
 - producing a risk assessment report on an agreed theme in co-operation with the Board.
- To measure the adequacy of its language skills by comparing need and resource, including
 - **The number and % of staff who have received training in Welsh to a specific qualification level (WLI4)**
 - **The number and % of staff who have received language awareness training (WLI4)**
 - **The number and % of staff within the Council's services who are able to speak Welsh (excluding school staff):**
 - **According to service area**
 - **According to post grade**
 - **According to workplace**

- Include within the monitoring report a section on mainstreaming the Welsh language, including examples of mainstreaming action taken, including:
 - Steps taken to promote access to the Council's services through the medium of Welsh either corporately or by service areas
 - Steps taken to promote the use of Welsh Language in the community
 - **Increase in the number and % of Welsh speakers in the community**
- Analysis of the Council's performance according to the priority/target areas set out in the scheme.

The Council will summarise its findings in the form of a brief narrative (with evidence) to be submitted to the Board and will identify any fundamental weaknesses/risks, and draw up an action plan of corrective measures, together with a timetable. 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.

Complaints relating to this Scheme will be dealt with in accordance with the Council's corporate complaints procedures. 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 Assistant Chief Executive – Legal & Regulatory Services is responsible for monitoring complaints and legal compliance:

Andrew Jolley
Assistant Chief Executive – Legal & Regulatory Services
Bridgend County Borough Council
Civic Offices
Angel Street
Bridgend
CF31 4WB

Telephone: (01656) 643106
Email: Andrew.Jolley@bridgend.gov.uk

The Council will comply with inspections carried out by the Welsh Language Board and implement recommendations where relevant.

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 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 Council's Assistant Chief Executive – Performance is responsible for monitoring this scheme and its implementation, and will make provision to include it within the arrangements for monitoring services generally:

David MacGregor
Assistant Chief Executive – Performance
Bridgend County Borough Council
Civic Offices
Angel Street
Bridgend
CF31 4WB

Telephone: (01656) 643307

Email: David.MacGregor@bridgend.gov.uk

If the Board is required to carry out an Investigation under Section 17 of the Act, the Council will fully co-operate by providing any necessary information, including reports, documents or other clarification.

The Council will facilitate 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.

7.6 Publishing performance information

The Council will include information on its performance in relation to the implementation of its scheme 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 Scheme.

7.7 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 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 employees
- 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 employees, agents and contractors.

The Council will develop an awareness raising programme for employees 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. Where appropriate, the Council will cooperate with the Welsh Language Board to conduct joint marketing and promotional campaigns for Welsh language services.

7.8 Implementation

An action plan will be developed to support the implementation of the scheme; progress will be measured against target dates. 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 2012 - 2015. This will be reviewed annually to allow the Council to assess and review the budget and resources needed to implement and sustain the scheme. A comprehensive review of the scheme will be undertaken when it has been in full operation for three years.

The following Project Portfolio sets out the implementation timetable for the scheme. This timetable takes into account the resources available and service delivery priorities.

Appendix 1 – Bridgend County Borough Council Organisational Structure

| Bridgend County Borough Council Organisational Structure | |
|---|--|
| <p>Corporate Director - Wellbeing</p> <ul style="list-style-type: none"> • Older People • Physical Disability • Mental Health • Learning Disability • Sensory Impairment • Substance Misuse • Leisure • Health promotion • Arts & Culture • Adult Learning • Libraries • Sport & Recreation | <p>Corporate Director - Children</p> <ul style="list-style-type: none"> • Schools • Access & Inclusion • Special Education • Education – other than at school • 14-19 services • School Modernisation • Children and Young People Partnership • Service Planning • Commissioning • Home To School Transport • School Meals • Child Protection • Looked-After Children • Children in Need • Youth Service • Education Welfare Service • Psychological Services • Youth Offending |
| <p>Assistant Chief Executive - Performance</p> <ul style="list-style-type: none"> • Accountancy • Revenue/Benefits • Internal Audit • Exchequer Services • Procurement • Employee Relations • Employee Resourcing • Organisational Development • Payroll • Health & Safety • Business Planning • Community Strategy • Corporate Plan • Public Relations and Communications • Equalities | <p>Corporate Director - Communities</p> <ul style="list-style-type: none"> • Housing Services • Regeneration • Regeneration Funding • Economic Development • Planning • Building control • Development Control • Tourism • Communities First • Sustainability/Conservation • Countryside • Highways/Street Lighting • Transportation • Bereavement Services • Waste • Community Safety |

| | |
|--|---|
| <ul style="list-style-type: none"> • Welsh Language • Consultation | <ul style="list-style-type: none"> • Technical Services • Engineering & Cleaning • Fleet Services • Emergency Planning • Car parking |
| <p>Assistant Chief Executive – Legal and Regulatory Services</p> <ul style="list-style-type: none"> • Legal Services • Monitoring Officer • Trading Standards • Consumer Advice • Environmental Health • Electoral/Democratic Services • Registrar • Mayoral Office • Member Services • Corporate Complaints • Overview and Scrutiny | <p>Head of ICT and Property Services</p> <ul style="list-style-type: none"> • Property / Asset Management • Building Cleaning • Physical Assets • Architectural Services • Building Maintenance • ICT Services • Contact Centre • CCTV • Facilities Management (Central Office) |