

## **Appendix 1**

### **Bridgend County Borough Council**

#### **Welsh Language Scheme Annual Monitoring Report 2011/12**

##### **1. Introduction**

This report outlines the progress that the council has made in implementing its Welsh Language Scheme during the financial year 2011/12. It has been prepared in accordance with the monitoring and reporting framework outlined in the Scheme and responds to the requirements of the former Welsh Language Board.

##### **2. Compliance with Scheme**

Appendix 1A provides a full report of progress against every element within the scheme's action plan relating to the financial year 2011/12, and those elements carried over from earlier reports.

Scrutiny for the progress against targets in the Welsh Language Scheme is provided by the Cabinet Committee - Equalities which receives half yearly reports on Scheme progress and which approves the annual monitoring report for submission to the Welsh Language Commissioner.

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

##### **3. Frontline Services**

###### **a) Youth Services**

###### **i. Provision**

###### **To what extent does your Welsh language provision meet the needs and satisfy the requirements of young people?**

Youth Service provision in the medium of Welsh has been provided largely through the Welsh language organisations, Menter Bro Ogwr being 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.

Menter Bro Ogwr has provided projects for children to use their Welsh in English language schools, as well as out of school Welsh language clubs.

The Youth Council, which is fully supported by Bridgend Youth Service, has an important role working with the Children and Young People's Partnership in identifying need and developing services for young people in the Bridgend area.

There are currently 5 young Welsh speakers on its full Council of 54. This includes representation from the Urdd, the new Welsh medium secondary school, Ysgol Gynradd Llangynwyd, the Girl Guides and from a Christian School. During Democracy Week, beginning 15 October 2012, a new Youth Council will be established. Prior to this all youth organisations, including Welsh speaking organisations, will be contacted to elect/ select two young people to represent them on the Youth Council.

The representation of Welsh speakers on the Youth Council helps young people to be involved in further developing bilingual services and other opportunities.

When the Youth Council has promoted itself to youth organisations and groups and attended community events, members have ensured that all publicity, including boards and banners, has been available bilingually, and that a Welsh speaker has been present whenever possible.

To support the development of young people, the Youth Service trains a number of young volunteers as Junior (14-16) and Senior (16-18) Leaders. The accredited training course is delivered in English and in Welsh.

Menter Bro Ogwr, working in collaboration with Bridgend Youth Service, has recently provided training to 30 employees in utilising Welsh in English speaking clubs and projects. The development and delivery of Welsh Heritage workshops and cultural activities within both full and part time youth support services - such as accreditation, Welsh cookery, music, history and poetry workshops, and off site visits to the Senedd and St Fagans - has increased by 68% as a direct result of this training.

Through curriculum and ongoing self assessment, the delivery of Welsh cultural activities is promoted and monitored within all full and part time service provision.

The new Curriculum Development Team has been tasked with the mapping of Welsh language provision delivered by the Youth Service. This will help to highlight gaps in delivery, and ensure the needs of the participatory groups are being met.

## **ii. Joint working with partners**

**Explain the precise nature of any joint work between the County and the Welsh language organizations, e.g. Mentrau Iaith, Urdd and Young Farmers' Clubs where relevant - Service Level Agreement, Membership of the Children and Young People's Partnership, Executive Committees, County Fora.**

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 online provision enables young people to complete the entire award in Welsh or whatever language they choose.

### iii. Staff skills

**How do you plan your youth services workforce for the future in order to meet the needs of Welsh speaking young people? You will be expected to discuss recruitment processes, the mapping of current staff numbers and their language skills, plans to develop the language skills of current staff and any training.**

One of the three Youth Service employees who received Welsh language training via Cardiff University (WLPAN) in 2010/11 has continued to use the skills they developed on a 30% level in their current role.

A recent workforce skills audit has identified that currently there are five fluent Welsh speakers in key service provision posts.

### iv. Finance

**What financial plans are in place to support the development and evolution of Welsh-medium services for young people within your county?**

The following table sets out the agreements for the delivery of services to children and young people in the medium of Welsh for 2011-12

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's Directorate	Mudiad Meithrin	Service Contract	£17,500	1 Year	Cymorth/ Families First

This table sets out the agreements for the delivery of services to children and young people in the medium of Welsh for 2012-13

Section	Organisation	Agreement	Sum	Length of Agreement	Comments
Children's Directorate: Family Learning & Engagement via the Youth Service & BAVO	Menter Bro Ogwr	Service Contract through Youth Service and BAVO	£24,875	2 Years	Families First

Children's Directorate: Childcare	Mudiad Meithrin	Service Contract with BCBC	£2,511	2 Years	Families First
--------------------------------------	--------------------	----------------------------------	--------	---------	-------------------

Discussions are currently underway between the Integrated Partnership Support Team and relevant partners to address funding gaps which have developed following the move from Cymorth to Families First.

The Urdd is continuing to receive funding directly from ESF until March 2013, which they have used to employ a Welsh language sports officer, hosted by the authority. As this officer has recently left post, the authority is now in discussions with the Urdd as regards developing a longer term arrangement around Welsh medium sports activity provision. In 2012/13 the Active Young People Department is also funding Welsh language sporting activities, via the county borough's Welsh medium secondary school, in the region of £5000.

#### v. Consultation

**What methods do you use to consult with children and young people in order to identify Welsh-medium priority areas for the service? Give specific examples.**

The participation strategy within the Children and Young People's Plan sets out how young people are involved in the development of services in Bridgend.

Menter Bro Ogwr was a key contributor to the recent Children and Young People's Partnership conference, having completed a consultation exercise on behalf of the Partnership on 'Nothing to do – Dim byd i wneid' for under 11 year olds. Menter Bro Ogwr also chaired the conference.

#### b) Reception areas and contact centres

##### Performance indicator WLI 2: Face-to-face services

**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 speakers.**

Section	Welsh essential posts	Welsh speakers in Welsh essential posts	Total number of posts
Telephone Contact Centre	2	1 (50%) (though please note that Team Coach is also a Welsh speaker)	14
Customer Service Centre (Civic Offices and Sunnyside Offices)	2	1 (50%) (though please note that Team Coach starting in September 2012 is also a Welsh speaker)	12

The Customer Service Team has experienced difficulty in the past in recruiting Welsh speakers to its Welsh essential posts, which has led to two of

its Welsh essential posts having to be filled by non-Welsh speakers. More recently however, after advertising via Safle Swyddi (the Welsh jobs website) and via Menter Bro Ogwr, the team has been successful in recruiting a Welsh speaker to one of its Welsh essential posts in the Telephone Contact Centre.

Processes are being put in place to ensure that going forward, all Welsh essential posts are advertised in the Welsh language media e.g. via Safle Swyddi and via Menter Bro Ogwr.

The recent development of a Welsh Language Training Plan, building on the authority's Welsh Language Skills Strategy, will also hopefully help to address existing gaps in provision, ensuring that Welsh in the Workplace training is targeted where there is clear business need, such as at the Telephone Contact Centre and Customer Service Centre.

The Telephone Contact Centre provides the opportunity for Welsh speaking callers to select an option to speak to a Welsh speaking advisor.

The Customer Service Centre displays signs advertising the availability of Welsh speaking advisors.

Whilst the take up of the Welsh language service in the Customer Service Centre is low, the demand on the telephone system is greater.

Between April 2011 and March 2012, 350 callers selected the option to continue their call in Welsh. However, due to difficulties experienced in recruiting a Welsh speaking advisor to the Telephone Contact Centre, only a very small number of these calls were dealt with in Welsh (exact figures for 2011/12 are not available, as this data was not recorded consistently prior to January 2012). When a Welsh speaking advisor is not available, callers hear a message advising of this, asking them that if they wish to continue the conversation in Welsh, to give their details to an English speaking advisor so that a Welsh call back can be arranged. Alternatively, callers can continue their call in English. Due to the recent appointment of a Welsh speaking advisor to the Telephone Contact Centre referred to above, it is anticipated that the provision of the Welsh speaking service from the Telephone Contact Centre will improve dramatically. Arrangements are also being put in place so that should a Welsh speaking advisor not be available in future, callers will be able to leave a voicemail on an answer phone in Welsh, requesting a call back in Welsh, rather than have to be diverted back to an English speaking advisor to request this.

Between April 2011 and March 2012, only one visitor to the Customer Service Centre has been recorded as requesting to conduct their business with a Welsh speaking advisor.

The customer records management system (CRM) - currently in use by Waste as well as by the Customer Service Team on behalf of a number of service areas including Council Tax, Benefits and Public Protection - records

the customer's language preference, which helps us monitor and respond to demand for Welsh language services.

#### **4. Management and administration of the Scheme**

##### **a) Procurement**

##### **2007: Performance indicator WLI1: Procurement**

**Number and % of the sample of third parties monitored that conform to the requirements of the Welsh Language Scheme:**

- i. in care services**
- ii. in youth and leisure services**
- iii. in pre school provision**

Unfortunately we are not able to report on the detail required by this indicator. Work is underway to attempt to put systems in place to allow us to report on this indicator in future years.

We are informing all contractors about our Welsh Language Scheme and their duty to comply with it via a leaflet, which is now available in both hard copy format and electronically. (The leaflet forms part of the tender pack and Vendor Appraisal Questionnaire issued by the Corporate Procurement Unit).

Changes to Contract Procedure Rules (CPR's) are being implemented in November 2012, which will be supplemented by detailed guidance for users. These, together with recent revisions made to the Corporate Procurement Strategy, will strengthen and raise awareness amongst all employees who initiate contracts/ tenders of the need to include both the Welsh Language Scheme and equalities in the tender process.

In most cases, tenderers are being asked to confirm compliance with our Welsh Language Scheme and with equalities legislation; however where there is a specific need to include either as part of the service requirement, those aspects will be scored as part of the evaluation process.

Once the revised CPR's and guidance are in place, a programme of training will take place with key users to ensure it is both understood and effectively implemented.

##### **b) Complaints**

##### **Performance indicator 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 organisation's corporate standards.**

For the financial year 2010/11 there were two formal corporate complaints received regarding the implementation of the language scheme. The first was in relation to the council issuing a car parking notice letter in English where the recipient had expressed a preference for communication to be in Welsh, and the second related to a leaflet produced by a contractor of the council in English only. Both of the above complaints were resolved satisfactorily.

Follow up action was taken to remind employees and the relevant contractor of their duty to comply with the relevant commitments set out in our Welsh Language Scheme.

**c) Inspection of Welsh local authority websites and on-line services.**

In 2010 the Welsh Language Board identified that at that time, the majority of the council's website pages were not available in Welsh. The Board asked a number of questions about the council's website improvement project and barriers faced, to which a response was submitted in September 2010. A detailed report on the improvements made to the provision of website pages in Welsh since this inspection was provided to our Cabinet Committee – Equalities on 23 May 2011. A further progress report on the website development project is attached as appendix 1B.

**5. Welsh Language Skills**

**Performance indicator WLI4: Human Resources and Skills**

**i) The number and % of staff (Welsh speakers and learners) who have received training in the Welsh language to a specific level of competence**

**ii) The number and % of staff who have received language awareness training**

During 2011/12, nine employees studied Welsh at various levels. These included:

- Welsh Intermediate Level 2
- Welsh for Adults Foundation 2/ Sylfaen 2
- Welsh for Adults Year 4/ Sylfaen 2 of 2
- Welsh for Adults Advanced
- Welsh Mynediad 1
- Welsh for Adults Canolradd

No employees received Welsh language awareness training during 2011/12. However, a detailed Welsh Language Training Plan has recently been developed, building on the authority's Welsh Language Skills Strategy, which includes a proposal for all senior managers to receive Welsh language awareness training, facilitated by Menter Bro Ogwr. The authority's corporate induction procedures are also being updated so that they cover Welsh language awareness.

Please see appendix 1A for more detail on the Welsh Language Training Plan.

**Performance indicator WLI 5: Human Resources - Equality and Diversity**

**The number and % of staff within the council's services who are able to speak Welsh (excluding school teachers and school based staff)**

- according to service division
- according to post grade
- according to workplace, office and centre in the main area offices

Our current records show that on 31 March 2012, the council employed 260 Welsh speaking employees (3.8% of total employees), 155 (2.27%) in schools and 105 (1.53%) in other services.

This compares with 150 Welsh speakers in schools and 122 Welsh speakers in other services as at 31 March 11.

Action is being taken to improve our data collection as regards our number of Welsh speaking employees via a council wide employee data collection exercise, beginning in 2012.

The specific breakdown for 31 March 2012 according to service division is:

Wellbeing (Adult Social Care)

Assessment and Case Management: 15  
Mental Health: 2  
Residential and Respite Services: 7  
Service Provision: 4  
Support at Home: 6  
Social Care Workforce Development Programme: 1  
Total = 35

Children's (Business Strategy and Support)

Business Strategy and Support services: 5  
Strategic Planning and Resources: 1  
Support for Children and Learners: 5  
Total = 11

ICT and Property

Building Cleaning: 1  
ICT Support: 2  
Building Maintenance: 3  
Centre of Excellence: 1  
Architectural Services: 1  
Customer Services: 1  
Total = 9

Communities (Regeneration and Development)

Development: 2  
Housing: 2  
Regeneration: 5  
Total = 9

Children's (Learning)

Education Psychology Service: 2  
Music Services: 3  
Primary and Foundation Learning: 3  
Youth Service: 2  
Access and Inclusion: 4  
Total = 14



Performance

Human Resources and Organisational Development: 2

Revenues: 2

Total = 4

Childrens (Safeguarding and Family Support)

Youth Offending Service: 2

Connecting Families: 1

Total = 3

Communities (Streetscene)

Highways and Fleet: 2

Streetworks: 3

Transportation and Engineering: 4

Total = 9

Wellbeing (Healthy Living)

Libraries, Arts and Community Living: 4

Sport and Physical Activity: 4

Total = 8

Legal and Regulatory Services

Democratic Services: 1

Registrars: 2

Total = 3

Overall total = 105

The specific breakdown for 31 March 2012 according to post grade is:

Scale 1 - 6 = 80

Senior Officer = 11

Principal Officer = 14

Overall total = 105

The specific breakdown for 31 March 2012 according to workplace is:

Ravens Court = 2

Civic Offices = 14

Sunnyside = 24

Sunnyside House = 1

Community based or operational site (e.g. Waterton) = 64

Overall total = 105

**6. 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.

## **b) Other approaches to mainstreaming**

### **i. The council's Corporate Plan**

The council's Corporate Plan sets out the most important objectives for the authority across all services. Our commitment to implement the Welsh Language Scheme is part of our Strong Communities theme.

### **ii. Website**

See appendix 1B.

### **iii. The Managing Efficiencies Group**

The Managing Efficiencies Group is responsible for overseeing and assisting with the implementation of the Scheme. The group involves representatives from each of the authority's directorates in discussion and development of new opportunities to further the commitments of the Scheme.

## **7. 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 progress reports are published on our website when they are submitted to the Cabinet Committee - Equalities. Our annual report is also published on our website and circulated to key partners including Menter Bro Ogor.