

Bridgend County Borough Council

Welsh Language Scheme Annual Monitoring Report 2012/13

Introduction

This report outlines the council's progress in implementing its Welsh Language Scheme during 2012/13. 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.

1. Compliance with the Welsh Language Scheme

Appendix 1 provides a full progress report against targets within the 2012/13 action plan. It also considers any outstanding issues from earlier reports. Cabinet Equalities Committee scrutinises progress through half-yearly reports and approves the annual monitoring report before it is submitted to the Welsh Language Commissioner.

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

2. Frontline services

This section outlines data and information relating to language skills and provision in reception areas and contact centres.

Youth Services - Provision

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

Menter Bro Ogwr works with the Youth Service to expand the use of Welsh in English speaking clubs and projects. Thirty employees have been given training as part of this programme. It is now proposed this becomes part of the Youth Service's induction process for new staff/volunteers as well as part of the curriculum planning process for all new projects and part-time centres. This will be monitored through the Youth Service's QES system which will highlight any gaps in service delivery.

Curriculum figures show that the use of the Welsh language and awareness of Welsh culture has increased amongst Youth Service employees. An annual audit of the workforce will be collated by 30 May 2013 to identify Welsh speaking staff and their skill level, and highlight any further training needs.

Two accredited courses for junior leaders (14 – 16) and senior members (16 – 18) delivered through the medium of Welsh are planned for August 2013 and Jan 2014 respectively. This will support the development of young people within the field of voluntary youth work through the medium of Welsh.

The Youth Council

The Youth Council, supported by the Youth Service, has an important role within the Children and Young People's Partnership in developing services for young people in the Bridgend County area.

During Democracy Week, in October 2012, a new Youth Council was established. Prior to this, all youth organisations, including Welsh speaking organisations, were contacted to elect/select two young people to represent them on the Youth Council. As a result, there are currently five young Welsh speakers on the full Youth Council of 54. This includes representation from the Urdd, Ysgol Gynradd Llangynwyd, Girl Guides and a Christian school. Having Welsh speakers on the Youth Council helps young people to be involved in developing bilingual services and other opportunities. The Youth Council ensures its publicity is available bilingually and that a Welsh speaker is present whenever possible at events.

The Youth Service annual audit shows that attendances at Welsh heritage workshops and cultural activities, and off site visits to the Senedd and St Fagans, have increased by 68 per cent. This is a direct result of the training provided by Menter Bro Ogwr. 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 mapping Welsh language provision delivered by the Youth Service. This helps to highlight gaps in delivery, and ensure the needs of the participatory groups are being met.

Youth Service - Joint working with partners

Explain the precise nature of any joint work between the county and the Welsh language organisations, 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 employs a part-time Mudiad Ysgolion Meithrin Development Worker who has increased the use of Welsh language in Meithrin childcare settings;
- The Duke of Edinburgh Award Scheme continues to be very popular with young people in Bridgend and the online provision enables young people to complete the entire award in Welsh;
- The Youth Service, working with the Vale of Glamorgan Youth Service, is updating and developing new standardised workforce development inductions. This will be available in English and Welsh hard copy and through an e-learning induction module;
- Bridgend Youth Service is working with Menter Bro Ogwr to support the development of training for the workforce. This training expands opportunities for young people to participate in workshops and activities with Welsh as the focus;

- The Youth Service's Real2Reel project will work with the Urdd and Cwmini da to produce two short films with the county borough's young people entitled 'A day in the life of a young person in Wales', and will be shown at the National Eisteddfod;
- A South Central Regions Workforce Conference is held annually. Organised by the South Central Regions Training Managers, BCBC has a significant input into this by ensuring all publicity material is available bilingually. Simultaneous translation for key note speakers and workshops encourages participation of Welsh speaking youth workers from statutory and third sector organisations across the region.

Youth Service - 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.

A recent workforce skills audit has identified that there are currently five fluent Welsh speakers in key service provision posts. One of the three employees who received Welsh language training via Cardiff University (WLPAN) in 2010/11 continues to use her skills for 30 per cent of her current role. Through the development of a new skills audit form, the Youth Service can now identify Welsh speakers within full time projects and the part time service. In addition, it will identify those employees who wish to participate in or further their training through the medium of Welsh.

Youth Service - 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 2012-13.

Section	Organisation	Agreement	Sum	Length of Agreement	Comments
Children's Directorate: Family learning & engagement via the Youth Service and Bridgend Association of Voluntary Organisations (BAVO)	Menter Bro Ogwr	Service contract through Youth Service and BAVO	£24,875	Two years	Families First funded
Children's Directorate: Childcare	Mudiad Meithrin	Service contract with BCBC	£2,511	Two years	Families First funded

Children's Directorate: Post 14 Education	Menter Bro Ogwr	Learning Coach Work with Welsh Speaking Students	£15,000	One year	WG Learning Pathways grant
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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 continued to receive funding directly from the European Social Fund (ESF) until March 2013, which was used to employ a Welsh language sports officer, hosted by the authority. This officer has now left post. The authority has discussed developing a longer term arrangement around Welsh medium sports activity provision with the Urdd.

In 2012-13 the Active Young People Department also funded Welsh language sporting activities via the county borough's Welsh medium secondary schools. This funding was in the region of £5,000. The Youth Service commissioned Menter Bro Ogwr to use Welsh language in English speaking clubs and projects at a cost of £1,400.

Youth Service - 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 County.

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

The Youth Service Curriculum team is currently undertaking a full consultation with young people accessing provision. The opportunity to share their views via survey or group discussion will be available bilingually.

The information gained will identify gaps in Welsh delivery throughout the service and guide the development of a more robust Welsh curriculum within formal and informal education. In addition, all information will be stored on the Youth Service's QES system, providing accurate information relating to numbers of Welsh speakers accessing provision and their needs.

b) Reception areas and contact centres

Performance indicator WLI 2: Face to face services

The number and percentage of posts in the main reception area, contact centre or one-stop-shop designated as ones where Welsh is essential and the percentage 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 per cent) (though please note that Team Coach is also a Welsh speaker)	17
Customer Service Centre (Civic Offices and Sunnyside Offices)	2	1 (50 per cent) (though please note that the Team Coach is also a Welsh speaker)	12

Processes have been put in place to ensure that when vacancies arise, all Welsh-essential posts are advertised in the Welsh language media e.g. via Safle Swyddi and via Menter Bro Ogwr.

Welsh in the Workplace training was carried out during February and March 2013 to improve the business related Welsh vocabulary of the Welsh speakers in both 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, with those advisors all wear 'iath gwaith' badges.

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 1 April 2012 and 31 March 2013:

- 480 callers selected the option to continue their call in Welsh;
- 33 callers terminated their call after a wait in the queue of less than two minutes;
- 48 customers spoke to a Welsh speaking advisor.

If after two minutes a Welsh speaking advisor is not available, callers are asked 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.

- 374 callers chose to terminate the call without leaving a message or talking to an English speaking advisor;
- 11 callers gave their details to an English speaking advisor and a Welsh speaker returned their calls.

Between April 2012 and March 2013 no visitors to the Customer Service Centre were recorded as requesting to conduct their business with a Welsh speaking advisor.

The customer records management system (CRM) is currently in use by the Waste Management team as well as by the Customer Service team.

The Customer Services team use this system on behalf of a number of service areas including Council Tax, Benefits and Public Protection. Advisors use the system to record the customer's language preference, which helps us monitor and respond to demand for Welsh language services in the future.

3. Management and administration of the scheme

In this section, the Commissioner has requested information relating to:

- **Requirements in relation to the Welsh Language in contracts and an explanation of any arrangements to review or strengthen the consideration given to the Welsh Language**
- **Evidence that there are robust governance and internal scrutiny arrangements in place for the language scheme**
- **The extent to which department business plans relate to the language scheme and include appropriate references and targets**
- **Summary of valid complaints made and action taken**
- **Evidence of arrangements for ensuring the quality of Welsh language content on the corporate website / plans for increasing and improving Welsh language content.**

3a) 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**

The council was unable to report on performance indicator WLI1 in the last monitoring report. Since then, an in house toolkit has been developed to enable the council to report on this indicator from financial year 2012-13 onwards.

An initial survey of providers was undertaken between November 2012 and January 2013. Providers were asked:

- whether they met the Welsh Language Scheme requirements in full;
- could they respond to a Welsh speaking customer in Welsh;
- is all promotional literature available bilingually;
- is all service user and family literature available bilingually;
- could they respond to a written Welsh enquiry in Welsh;
- would a representative from the service be available and able to respond to a query/question in Welsh at an AGM or public meeting.

Over 80 per cent of our service providers were contacted, substantially more than the 25 per cent initially planned, and the results of this initial pilot survey were:

- 20 out of the 21 residential and nursing providers were contacted, none of which could meet the requirements of the Welsh Language Scheme in full;
- 11 out of the 12 domiciliary care providers were contacted, none of which could meet the requirements of the Welsh Language Scheme in full;
- Six out of the 14 third sector commissioned services were contacted two of which could meet the requirements of the Welsh Language Scheme.

In summary, out of 47 providers contacted only two felt they met the requirements of the Welsh language scheme in full. However, a larger number (13 out of the 47) believed they met the requirements of the Welsh language scheme in part, but all recognised that they needed some work to meet the requirements in full. Many were concerned with the cost implications of making the changes necessary to deliver services according to the requirements.

All contractors were informed about the council's Welsh Language Scheme and their duty to comply with it via a leaflet, which is 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 (CPRs) have been supplemented with detailed guidance for users. Together with recent revisions made to the Corporate Procurement Strategy, these strengthen and raise awareness among all employees (who initiate contracts/ tenders) of the need to include both the Welsh Language Scheme and equalities in the tender process.

In the majority of 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 of these as part of the service requirement, these aspects are scored as part of the evaluation process.

A corporate-wide approach to these issues is being adopted so that there is commonality (and a consistent approach) for providers across the board.

- All new contracts remind providers of the need to comply with the Welsh Language Act (WLA). We work with providers to implement the changes necessary so that, over an agreed timeframe, providers will be in the best position to deliver within legislation;
- Information is distributed to providers informing them of the council's Welsh Language Policy and the need to comply with the WLA;
- Newly procured services have a question asking how they intend to shape services to best meet community needs on the basis of equality (e.g. via method statement) which will be scored accordingly and monitored as part of the ongoing review of services;

- The providers' positions in relation to the WLA are incorporated into monitoring tools and considered during monitoring visits;
- We will revisit our bench-marking of providers in October 2013 so that we have an updated clear view on where they are against this legislation;
- A Corporate Assessment Toolkit (Appendix 2 to this report) was developed in 2012 enabling the council to assess providers in terms of general equality requirements and the Welsh language.

3b) Complaints

Performance indicator WLI 6: Standard of Service

The number of complaints received about the implementation of the language scheme and the percentage of complaints dealt with in accordance with the organization's corporate standards.

During the financial year 2012-13 there were two formal corporate complaints received regarding the implementation of the language scheme.

The first related to the provision of English-only poetry on a piece of artwork which the council commissioned an artist to complete. The artist subsequently commissioned an English speaking poet to write a piece of poetry to accompany the artwork. This wasn't translated into Welsh due to the effect this would have on context and rhythm of the piece of poetry. The council notes that in this instance the Commissioner's recommendation to commission a separate piece of poetry through the medium of Welsh would have avoided the need for translation. This has been fed back to the service area to be considered in any future projects of a similar nature.

The second complaint referred to signage which was incorrectly translated (when translation was unnecessary) from English to Welsh, and was therefore grammatically wrong. The service area involved acknowledged that due process was not followed and has refined its internal processes to ensure that such instances will not reoccur.

3c) 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 Equalities Committee on 23 May 2011. A further progress report on the website development project is attached as Appendix 3.

3d) Equality Impact Assessment.

The council has a rigorous scrutiny process in place whenever consideration is being given to the introduction or review of a new or existing policy, strategy, protocol or process. In addition to potential impacts on protected characteristic groups being considered, the accompanying Equality Impact Assessment toolkit also asks for details on the consideration being given to the use of Welsh language.

4. Welsh Language Skills

Included in this section is:

- **better information on the workforce's Welsh language skills and a report on the data**
- **evidence of investment in Welsh language training and an explanation of other action taken to improve workforce skills during a period of constraint on external recruitment**
- **evidence of improvement in the provision of language awareness training**

Performance indicator WLI4: Human Resources and Skills

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

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

During 2012-13 an evaluation of Welsh language training highlighted the need to ensure a business requirement was identified, and that appropriate study programmes were being undertaken. Due to funding constraints a decision was made to fund study linked to business requirements. If no business requirements were identified, learners would be signposted to community-based learning.

Through liaison with the University of Glamorgan, telephone assessments were undertaken with learners to monitor their learning against identified business objectives. All parties were confident that they were attending appropriate study programmes suited to their learning needs and desired outcomes.

Although this evaluation resulted in a reduction in the number of learners, the council is more confident that key service areas with significant customer interaction are supported to use the Welsh language within their business. It is likely that further nominations for training will follow from service areas where there are business needs.

Study programmes underway include:

- **CYRS CANOLRADD 1 (INTERMEDIATE 1)**
- **C1313 Canolradd (Intermediate) five day residential course**
- **Welsh in the Workplace (bespoke programme for Customer Contact Centre)**
- **1:1 tuition for Chief Executive Officer as pre-learning to formal study programme.**

No employees received Welsh language awareness training during 2011-12. However, the council's induction e-learning module has been updated to include a reference to the Welsh language scheme and support available.

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.

A draft Welsh language training plan has recently been developed, building on the authority's Welsh Language Skills Strategy.

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 2013, the council employed 251 Welsh speaking employees (3.8 per cent of total employees), 152 (2.3 per cent) in schools and 99 (1.5 per cent) in other services. This compares with 155 Welsh speakers in schools and 105 Welsh speakers in other services as at 31 March 12.

Action is being taken to improve our data collection regarding our number of Welsh speaking employees via a council-wide employee data collection exercise which began in 2012. This will conclude at the end of 2013.

The specific breakdown for 31 March 2013 according to service division is:

Wellbeing (Adult Social Care)

Assessment and case management:

- Disability: 7
- Older people: 2
- Mental health: 3
- Residential and respite: 7
- Support at home: 6

Training and staff development: 1

Total = 26

Childrens (Business strategy and support)

Business strategy and support services: 5

Case management: 2

Support for children and learners: 5

Assessment and transition: 3

Inclusion Service: 4

Youth offending: 2

Youth Service: 2

Total = 23

ICT and property

ICT support: 1

Building maintenance: 2

Customer services: 2

Total = 5

Communities (Regeneration and development)

Development: 2

Housing: 2

Regeneration: 7

Street Works: 2

Total = 13

Children's (Learning)

Education Psychology Service: 2

Strategic planning and resources: 1

Integrated working: 4

Safeguarding and family support: 2

Total = 9

Performance

Human Resources and Organisational Development: 2

Revenues: 2

Integrated Partnership Support team: 1

Total = 5

Childrens (Safeguarding and family support)

Genesis Project: 1

Education and child psychology services: 2

Total = 3

Communities (Streetscene)

Highways and fleet:	4
Regeneration and development:	2
Housing and community regeneration:	1
Total =	7

Wellbeing (Healthy Living)

Libraries, arts and community living:	4
Total =	4

Legal and Regulatory Services

Democratic Services:	1
Registrars:	2
Electoral Services:	1
Total =	4

Overall total = 99

The specific breakdown for 31 March 2013 according to post grade is:

Scale 1 - 6 =	77
Senior officer =	10
Principal officer =	12

Overall total = 99

The specific breakdown for 31 March 2013 according to workplace is:

Ravens Court =	5
Civic Offices =	16
Sunnyside =	12
Sunnyside House =	1
Community based or operational site =	65

Overall total = 99

5. Mainstreaming the Welsh language

Included in this section is information on

- arrangements for assessing the impact of policies on the Welsh language and any action taken to review arrangements to ensure appropriate assessments are conducted
- information on any action taken to promote the wider use of Welsh

5a) 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 furthering the commitments set out in the authority's Welsh Language Scheme.

5b) 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 theme to make Bridgend County Borough a great place to live, work and visit.

ii. Website

See Appendix 3 (Website Development Project update).

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.

6. Performance analysis

Included in this section is information on:

- identifying risks and priorities for next year;
- examples of relevant good practice;
- evidence of efforts to monitor the quality of Welsh language services and/or service user surveys.

Appendix 1 (Updated Action Plan 2012 – 2013) 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 Equalities Committee. Our annual report is also published on our website and circulated to key partners including Menter Bro Ogwr.