

Public Document Pack  
**Bridgend County Borough Council**  
Cyngor Bwrdeistref Sirol Pen-y-bont ar Ogwr



Civic Offices, Angel Street, Bridgend, CF31 4WB / Swyddfeydd Dinesig, Stryd yr Angel, Pen-y-bont, CF31 4WB

Legal and Regulatory Services /  
**Gwasanaethau Cyfreithiol a Rheoleiddiol**  
Direct line / Deialu uniongyrchol: 01656 643148  
Ask for / Gofynnwch am: M A Galvin

Our ref / Ein cyf:  
Your ref / Eich cyf:

**Date / Dyddiad:** 14 Gorffennaf 2014

Dear Councillor,

**CABINET COMMITTEE EQUALITIES**

A meeting of the Cabinet Committee Equalities will be held in Committee Rooms 2/3, Civic Offices, Angel Street, Bridgend on **Dydd Iau, 17 Gorffennaf 2014 at 2.00 pm.**

**AGENDA**

1. Ymddiheuriadau am absenoldeb  
To receive apologies for absence (to include reasons, where appropriate) from Members/Officers.
2. Datganiadau o fuddiant  
To receive declarations of personal and prejudicial interest (if any) from Members/Officers in accordance with the provisions of the Members' Code of Conduct adopted by Council from 1 September 2008.
3. Cofnodion y Cyfarfod Blaenorol 3 - 10  
To receive for approval the minutes of the Cabinet Committee - Equalities of 19 May 2014
4. Show Racism the Red Card 11 - 30
5. Welsh Language (Wales) Measure 2011 / Welsh Language Standards 31 - 34
6. Employee Data Collection Project Update 35 - 38
7. VALREC 6 Monthly Report on Casework Undertaken in Bridgend County Borough 39 - 46
8. Welsh Language Scheme - Annual Monitoring Report 2013 - 2014 47 - 70
9. Materion Brys  
To consider any other item(s) of business in respect of which notice has been given in accordance with Rule 4 of the Council Procedure Rules and which the person presiding at

Tel/Ffôn: 01656 643643

SMS Messaging/Negeseuon SMS: 07581 157014

Fax/Facs: 01656 668126

Twitter@bridgendCBC

Email/Ebost: [talktous@bridgend.gov.uk](mailto:talktous@bridgend.gov.uk)

Website/Gwefan: [www.bridgend.gov.uk](http://www.bridgend.gov.uk)

Text relay: Put 18001 before any of our phone numbers for the text relay service

Cyfnwidi testun: Rhwyh 18001 o flaen unrhyw un o'n rhifau ffon ar gyfer y gwasanaeth trosglwyddo testun

the meeting is of the opinion should by reason of special circumstances be transacted at the meeting as a matter of urgency.

Yours faithfully

**P A Jolley**

Assistant Chief Executive Legal and Regulatory Services

**Distribution:**

Councillors:

HJ David  
M Gregory

Councillors

LC Morgan  
MEJ Nott OBE

Councillors

D Sage  
PJ White

Invitees

Y Cynghorydd M Butcher  
Y Cynghorydd CA Green  
CL Jones

Y Cynghorydd RC Jones  
Y Cynghorydd AD Owen  
Y Cynghorydd CL Reeves

Y Cynghorydd M Reeves  
Y Cynghorydd M Thomas  
Y Cynghorydd HJ Townsend

Pages

MINUTES OF A MEETING OF THE CABINET COMMITTEE - EQUALITIES HELD IN COMMITTEE ROOM 2/3, CIVIC OFFICES, ANGEL STREET, BRIDGEND, ON MONDAY, 19 MAY 2014 AT 10.00AM

Present:

Councillors

M E J Nott MBE  
H J David

Councillors

M Gregory  
L C Morgan

Officers:

S Kingsbury - Head of Human Resources and Organisational Development  
M Wilkinson - Group Manager - Wellbeing  
M Dixon - Project C.O.A.S.T. Manager  
T Newth - Bridgend Youth Service  
P Williams - Equalities and Engagement Officer  
M A Galvin - Senior Democratic Services Officer - Committees

63 APPOINTMENT OF CHAIRPERSON FOR THE MEETING

In the absence of the Deputy Leader, and Chairperson of the Committee, it was necessary to appoint a Chairperson for the meeting.

Following a motion that was supported by Members of the Committee, it was

RESOLVED: That Councillor H J David be appointed Chairperson for the Committee in the absence of the Deputy Leader.

64 APOLOGIES FOR ABSENCE

Apologies for absence were received from the following Members/Officers for the reasons where given:-

Councillor D Sage - Holiday  
Councillor P J White - Holiday  
Councillor C Reeves - Work Commitment  
Councillor C L Jones - School Governor Commitment  
E Blandon - Other Council Business

65 DECLARATIONS OF INTEREST

None.

66 MINUTES OF THE PREVIOUS COMMITTEE MEETING

RESOLVED: That the minutes of a meeting of the Cabinet Committee - Equalities dated 13 March 2014 be approved as a true and accurate record.

67 BRIDGEND COUNTY BOROUGH C.O.A.S.T. PROJECT

The Corporate Director - Wellbeing submitted a report that updated the Committee regarding progress and achievements made through the above project.

The Group Manager - Wellbeing confirmed that the C.O.A.S.T.AL Project was a Regional Strategic Project covering six local authority areas of Bridgend, Neath Port Talbot, Swansea, Carmarthenshire, Pembrokeshire and Ceredigion.

The Project aimed to promote vocational guidance, employment, skills training and lifelong learning opportunities for individuals who are currently economically inactive as a result of:

- Illness
- Disability (Mental Illness, Learning Disability)
- Physical Disability, Sensory Impairment)
- Substance misuse problems
- Serious social disadvantage associated with the transition from long-term care into adulthood

Swansea City Council is the lead authority for C.O.A.S.T.AL and had a Service Level Agreement (SLA) with the Welsh European Funding Office (W.E.F.O) as part of the convergence programme.

The Group Manager - Wellbeing stated that Bridgend C.O.A.S.T. had delivered a £2million training and employment project to participants across the County Borough over the last three years. One million pounds was funded by ESF convergence grant funding and the balance was provided as “match funding” by Wood B, B Leaf and Environmental Projects managed by Bridgend County Borough Council (B.C.B.C.) The main aim had been to raise levels of employment and economic activity, and secure higher participation in the labour market.

The Group Manager - Wellbeing referred Members to the information at **appendix 1** to the report, that showed in graphical format, a report of outcome data regarding the project to the end of April 2014. These graphs showed targets for the number of people enrolled on to the project; the number of people entering employment; the number of people gaining a qualification; the number of people entering further learning, and the number of people gaining a positive outcome. A positive outcome would constitute the following: an interview, non-accredited training, work placement or volunteering opportunity.

The data in the graphs was explained in more detail in Paragraph 4.2 of the report, and covered:-

1. Information regarding participants enrolled onto the Project.
2. The number of participants claiming a qualification.
3. The number of participants entering further learning.
4. The number of participants entering employment.
5. The number of participants achieving a positive outcome.

The Project C.O.A.S.T. Manager then, for the benefit of Members, expanded upon the data detailed in the reports appendix.

She added that all targets set for Bridgend C.O.A.S.T had been achieved and exceeded with the exception of the further learning target.

The Project C.O.A.S.T. Manager further added that at the end of the project, all participants still active will be sign posted to the most appropriate employment or training organisation. Also, Bridgend was working very hard to achieve a Social Enterprise from the current work related projects that we provide at B Leaf, Wood B and the Environmental Project.

The Group Manager - Wellbeing advised that the C.O.A.S.T.AL project has been part funded via the European Social Fund, which had met all the additional costs of delivering the outcomes identified in the report. Match funding had been provided to the scheme through

the use of existing provision within the Day Services work related projects. The Council will receive £1m in grant monies covering the period 1 January 2011 to 30 June 2014 and has provided an equivalent amount in match funding. He added however, that European funding would soon be coming to an end.

Notwithstanding the fact that the project would soon no longer be funded, the Group Manager - Wellbeing confirmed that consideration was being given to developing a Business Case with the view of transforming the Projects of B Leaf and Wood B to a self-standing social enterprise, to provide a type of work experience training organisation. He added that the establishment of this would be for a two year Project, and that a bid would be made through the European Convergence Fund to set-up this with assistance from other organisations in Bridgend.

The Project C.O.A.S.T. Manager, then read out for Members, a case study from an individual that had benefited from the C.O.A.S.T. Project.

“Since I have been going to C.O.A.S.T. for the last two years I have completed courses which are Health and Safety, Food Hygiene and First Aid, which I enjoyed doing when I first started C.O.A.S.T. I was shy and nervous about meeting new people. This year I have built up my confidence by learning new skills about how to cope with different things like meeting new people and completing all of my courses which I have achieved. This year I was selected to do my work placement in Bridgend County Borough Council for administration and reception, plus I have completed my NVQ level 2 in Customer Service which is dealing with customers, solving problems and answering the telephone, which I completed in three months. When C.O.A.S.T. finishes in June I will carry on with everything which I have learnt in the last two years since I have been with C.O.A.S.T. Plus it would be nice if I could get a part time job as a receptionist.

I just want to say a very big thank you to everyone in C.O.A.S.T. for having me here, it has been a pleasure for me taking part on the courses and doing different things”.

In terms of paragraph 4.1 of the report, a Member asked if there was any data available to confirm that of the number of participants entering employment as a result of becoming involved in C.O.A.S.T., and, if so, how many had entered into private sector employment compared to how many had entered into that of the public sector.

The Project C.O.A.S.T. Manager confirmed that the majority of employment opportunities that arose for participants in C.O.A.S.T. were in the private sector.

A Member felt that it would be worthwhile to look to advertise projects such as C.O.A.S.T. widely, with a view to reaching out to as many people as possible who would find projects such this beneficial. He added that this could be achieved for example through sharing these with other organisations and Business Forums and Bridgend County Borough Council Newsletters.

The Leader added that projects like C.O.A.S.T. could also be shared with the Council's Economic Development Section in terms of both advertising and drawing up potential suitable candidates to give individuals the confidence to participate in projects such as these, that would in turn, give them the confidence to progress into other similar training initiatives prior to hopefully securing employment.

The Group Manager - Wellbeing advised that the Business Plan for B-Leaf/Wood B Project would bring in income as the project would effectively be a business, rather than just a training initiative. Used as a social enterprise, he added that this would open-up avenues for grant funding and the buying in of places would also allow for a number of income streams to be generated.

A Member asked if the Project could involve individuals with mental health issues as well as people with learning disabilities.

The Group Manager - Wellbeing replied that the B Leaf/Wood B collaboration would primarily be aimed at people with learning disabilities, but in terms of catering for people with mental health problems, there were opportunities to support these people and help them cope more in society including the prospect of gaining employment, through the Arc facility in Bridgend.

In response to a Member's question, the Group Manager - Wellbeing confirmed that a high percentage of participants in the C.O.A.S.T. Project managed to secure employment opportunities. However, the Authority would have no control over the continued support of these individuals in maintaining employment when this Project soon comes to its end.

The Chairperson concluded debate on this item by commending the Project.

**RESOLVED:** That the Committee noted with pleasure the success of the Project and the information contained in the report, including future ESF funding initiatives.

#### 68 WELSH LANGUAGE PROVISION IN YOUTH SERVICES

The Corporate Director - Children submitted a report, that updated the Committee on the delivery of youth services through the medium of the Welsh language.

By way of background information, the Youth Service representative advised that Bridgend County Borough Council's Youth Service delivered many Welsh language medium services. An analysis of this provision was provided in the 2012/13 Welsh Language Scheme Annual Monitoring Report, which was approved by committee on 12 June 2013. Members also requested that a further report be presented at a future Cabinet Equalities Committee to explore this provision in more detail.

She confirmed Bridgend County Borough Council Youth Service undertook a consultation in September 2013 with young people accessing clubs and projects in order to identify gaps and ensure the needs, in relation to Welsh, were being met.

Of the 153 young people who chose to respond to the consultation, 57 young people attended a Welsh speaking school, 93 young people did not want to access activities in Welsh and 83 young people stated that they were happy accessing the activities already in place but did not want any additional activities delivered through Welsh in relation to Welsh culture. Activities delivered by centres and projects included Welsh cookery, Welsh culture, incorporating IT research, arts and crafts centred around Welsh heritage, off site activities to venues such as the Welsh Mining Museum, St Fagan's and the Millennium Stadium.

The Youth Service representative advised that over a seven month period, from September 2103 to February 2014, 64 Welsh activity sessions were delivered within youth centres.

A further training event for staff was scheduled for the end of May 2014 to continue to develop and raise awareness of delivering Welsh in English speaking clubs and projects.

BCBC Youth Service had also developed the Youth Inspire Awards which is an informal Youth Service accreditation recognising the skills and knowledge young people gain from taking part in a range of curriculum activities, with the award having three different levels, Bronze, Silver and Gold.

The Youth Service representative added that the Duke of Edinburgh Award scheme actively encouraged young people to develop an awareness of the diversity in the topography of

Wales by the utilisation of National Trust areas when undertaking expeditions. 6 young people completed their Duke of Edinburgh Award in Welsh through the online eDofE model last year.

She further added that the Youth Service has developed three new volunteer packs supporting the development of volunteering programmes for young people through to adulthood. The volunteering packs incorporate Junior Leaders aged 14-16 years, Senior Members training 16 - 18 years and 18 + volunteering. The packs have been developed in collaboration with The Vale Youth Service and are currently being translated into Welsh. These can be utilised in both statutory and Third Sector organisations so all young people have the same opportunities to participate in standardised progression routes.

The Youth Service representative confirmed that the BCBC Youth Service offered a counselling service through the medium of Welsh at YGG Llangynwyd via a bilingual therapist, although over 90% of young people accessing this service within the Welsh school chose English as their first language.

She confirmed also that the Bridgend Youth Service continues to develop opportunities for young people through the use of social media and these were detailed in the report.

Finally, the Youth Service representative confirmed that the Service, as lead provider for Families First Programme 1 Family Learning Programme, commissioned services to deliver family support, linked to schools, delivered through the medium of Welsh, as well as employing an administration assistant who is a fluent Welsh speaker able to provide paperwork and verbal communication through the medium of Welsh.

A Member noted from the MTFs that the Youth Service like other areas of the Authority had been the subject of re-structuring. She asked to that end, how many of the 30 staff that we trained within the service had been retained this current year and how many of these would be retained next year.

The Bridgend Youth Service representative confirmed that arising from the restructure, 70% of staff had been retained this financial year although 16 of the universal provision clubs had been closed.

She added that although Welsh language provision in Youth Services was continuing to be advocated for and encouraged, there had not been very much interest in young people taking up these opportunities.

The Youth Service representative added that it was not only about encouraging engagement in terms of Welsh speaking, but also about the service ensuring there was a change of delivery and focus in place with regards to our Welsh heritage and culture.

She further added that the above was not easy to achieve, given that even though a considerable number of young people emanated from families where their parents used Welsh as their first language, the children often chose to access websites and other information in English, particularly when it came to social activities.

A Member noted the above, and stressed the importance of giving individuals the opportunity to access services bi-lingually such as those that comprise the Youth Service, then the Authority was continuing to fulfil its role.

She further added that Mentor Bro Ogwr intended to approach the Authority for funding in the future in order to provide a primarily Welsh speaking social club facility.

RESOLVED: That the information noted in the report be noted.

69 FORWARD WORK PROGRAMME

The Corporate Director - Resources submitted a report, that provided the Committee with a proposal for a Forward Work Programme (FWP) for Committee for the ensuing year, Appendix 1 to the report referred.

The Equalities and Engagement Officer, then expanded upon the items that were contained in Appendix 1 for the benefit of Members.

In terms of any amendments or additions to the FWP, Members were asked if consideration could be given to the following items being added to the FWP, and being included as agenda items for a future meeting:-

- Autism
- Support avenues for immigrants living in South East Wales

The Chairperson suggested that if Members have any further items than those contained in the FWP and/or detailed above, then these be raised with either the Chairperson of the Committee, or alternatively the Equalities and Engagement Officer.

RESOLVED: That the Committee approved the FWP subject to the additional items specified above.

70 6 MONTHLY REPORT ON EQUALITY IN THE WORKFORCE

The Corporate Director - Resources submitted a report, the purpose of which was to provide the Cabinet Equalities Committee with data on the council's workforce, together with comparative information and an update on employment related developments.

The Equalities and Engagement Officer gave some background information, namely that reliable workforce data enabled the Council to:-

- assess our performance in relation to the statutory duties set out under the Equality Act and the council's Welsh Language Scheme;
- work within the WLGA's Equality Improvement Framework;
- provide meaningful information aiding decision making.

He then confirmed that Appendix 1 provided half yearly profiles and a data analysis of the contracted workforce from 30 September 2012 until 31 March 2014. From 31 March 2014, the profile now included data relating to the number of employees disclosing as lesbian, gay, bisexual and transgender captured following the recent data collection exercise and also a more detailed breakdown of employees' Welsh speaking, reading and writing skills.

The Equalities and Engagement Officer then confirmed that a revised data capture project is underway with a fresh approach to "marketing" the project to employees. The revised focus is on the benefits to employees of completing the questionnaire and disclosing sensitive information. The project would be re-launched in the summer and have an end date of 30 September 2014, and had a number of benefits to the council and its employees and these were shown in paragraph 4.2.1 of the report.

He then added that four employee information packs had been developed and published on the council's intranet site. The packs comprised of:-

- Pregnancy and maternity including partners and adoptive parents;



- Support for employees who are carers;
- Retirement, and;
- Domestic abuse/Sexual violence.

Additionally, edited versions of these packs (for use by the general public) have been published on the council's public facing website and made available on the screens in the Customer Contact Centre.

The Equalities and Engagement Officer then stated that work is underway to meet the four actions in the "Council's role as an Employer" objective which are due for completion in 2015. Information on this was included in paragraph 4.2.3 of the report.

Following Council's appointment of the Deputy Leader as Mental Health Champion, work was now underway to raise awareness of mental health issues amongst employees. Talking about mental health in the workplace helped to tackle discrimination which can have a significant effect on workplaces and employees. More information on this initiative was shown in paragraph 4.2.4 of the report.

A Member noted that in terms of employees who are bi-lingual within the Council, the Appendix to the report reflected that as at 30 September 2013 there were 622, when six months previously to that there were 251. He asked Officers for an explanation on this significant increase in a relatively short space of time, further asking if this figure included staff in the Education Department.

The Equalities and Engagement Officer advised that this figure was a total figure that included staff in all Council services. The reason for the increase in the above period of time, had been due to the data collection exercise that had been conducted referred to earlier in the meeting.

The Member asked if the data for this could be split in future such reports to include staff in Education and then the remainder of staff within the Authority and Officers replied that this could be accommodated.

In response to a further question from the floor, Officers also confirmed that in terms of age profiles for all data shown in the Appendix, in future such reports these could be broken down in age group blocks of five years, as opposed to age group blocks of ten years as was specified in the data.

A Member noted that the age profile for staff aged 56-65 plus employed within the Authority was quite high. He wondered if this was a bit too high and asked Officers if it was possible to make comparisons regarding this with other authorities.

The Head of Human Resources and Organisation Development advised that this Authority had a commitment to employ young people, i.e. aged 16-25, by the way of introducing apprenticeships. The new pension regulations that came in recently meant that employees could now retire at 55 if they so wished without the employers consent and could then gain access immediately to their pension.

She added that there was no retirement age as such now, so employees could stay with the Authority beyond the age of 65. She would investigate if there was comparable data in other authorities however, and if this was available she would advise Committee Members/Invitees accordingly.

The Chairperson asked how information, available via the I.T. System and intranet etc regarding Council policies was made available to manual workers, e.g. litter pickers and carers etc, if they did not have access to a PC and if the information also applied to staff in schools, as strictly speaking their employer were school governors, rather than Chief Officers. The Head of Human Resources and Organisation and Development confirmed that the above type of information applied both to schools and other office based staff, and in terms of manual workers, information regarding policies of the Authority was made available to them through various avenues, one of which was via their pay slips which they always looked at as they usually worked overtime or shift work (that did not mostly apply to white collar staff) and their net pay therefore differed from month to month.

**RESOLVED:** That the Cabinet Equalities Committee received and considered the workforce report.

The meeting closed at 11.36pm.

**BRIDGEND COUNTY BOROUGH COUNCIL**  
**REPORT TO CABINET COMMITTEE - EQUALITIES**

**17 JULY 2014**

**REPORT OF THE CORPORATE DIRECTOR - RESOURCES**

**SHOW RACISM THE RED CARD**

**Overview report on work undertaken**

**1. Purpose of Report**

The purpose of this report is to inform members of the work undertaken by Show Racism the Red Card.

**2. Connection to Corporate Improvement Objectives/Other Corporate Priorities**

2.1 The Strategic Equality Plan is a statutory plan and a cross cutting issue impacting on the whole of the council. It is linked to the Customer Care Programme and supports the community cohesion agenda.

2.2 This report also supports the following priorities in the Corporate Plan 2013 – 2017:

- **Priority 2:** Working together to raise ambitions and drive up educational achievement;
- **Priority 3:** Working with children and families to tackle problems early;
- **Priority 6:** Working together to make the best use of our resources.

**3. Background**

3.1 In July 2010, Cabinet Equalities Committee agreed to receive reports and presentations on topic areas relevant to their remit. This includes community representatives presenting on relevant topics for members to gain a broader understanding of issues faced in our communities

3.2 Following a presentation on issues facing Gypsies and Travelers in Bridgend County Borough at the December 2013 Cabinet Equalities Committee, members asked for a presentation from Show Racism the Red Card in order to gain a clearer understanding of work undertaken.

**4. Current situation / proposal.**

4.2 Attached for discussion are appendices 1, 2 and 3 which are Show Racism the Red Card's;

1. Bridgend Schools' Workshop Report;
2. Bridgend Schools' Questionnaire Results and
3. Self-reported racial prejudice data.

**5. Effect upon Policy Framework & Procedure Rules**

- 5.1 The report has no direct effect upon the policy framework or procedure rules but is required to effectively implement the council's statutory duties in relation to equalities and human rights.

**6. Equality Impact Assessment**

No equality impact assessment has been carried out as this report provides the committee with information that will positively assist in the delivery of the authority's equality duties.

**7. Financial Implications.**

None in this report.

**8. Recommendation.**

- 8.1 That the Cabinet Equalities Committee receives and considers this report.

**Ness Young**  
**Corporate Director – Resources**  
**Date: 30 June 2014**

**Contact officers:**  
Paul Williams  
Equality and Engagement Officer

**Email:** [Paul.williams2@bridgend.gov.uk](mailto:Paul.williams2@bridgend.gov.uk)

**Telephone:** 643606

**Background papers:** None.

# Workshop Report

## Show Racism the Red Card

*Report 2014*



## Introduction

- (1) Anti-racism workshops in Schools
- (2) Anti-racism workshops at Youth Clubs
- (3) Anti-racism workshops at Pupil Referral Units
- (4) Schools' Competition

Show Racism the Red Card are proud to have worked in partnership with Bridgend County Council during the past academic year.

Show Racism the Red Card is an anti-racism charity which aims to raise awareness amongst young people about racism in society. We make use of the powerful position of professional footballers / other sports stars as role models to deliver our anti-racism message.

Our workshops can be used as a catalyst to talk sensitively and effectively about racism. They allow schools to be proactive in promoting racial equality by tackling a serious issue using football as a starting point. Football has a tremendous influence on young people and it is gratifying to see so many players and managers committed to stamping out racism. Their views and comments can be seen on our Campaign video.

Wherever possible we will use ex-professional football players to deliver our workshops. Currently we utilise Steve Jenkins and Christian Roberts in Wales, other ex-professional footballers with the campaign including Luther Blissett, Gary Bennett and Dean Gordon.

Our aims are to:

- To familiarise young people with the causes, consequences and forms of racism and equip them with a range of skills that will enable them to challenge racism
- To enable young people to develop good relationships and respect the differences between people, regardless of a person's race, ethnicity, nationality or religion.
- To help young people prepare to play an active role as citizens in a growing multi-racial society, and to prepare them for life experiences in society.
- To provide teachers with an easy-to-use teaching resource to enable them to educate young people.

### Steve Jenkins

Steve is a former Swansea City and Cardiff City player who also represented Wales on 16 occasions.

The full back played 145 times for Swansea before moving to Huddersfield Town, a team he captained during his 7 year stay.

He went on to play for the Bluebirds and finished his career at Newport County where he held both playing and coaching positions.

### Christian Roberts

Christian is an ex Cardiff City player who has recently retired from the game, having experienced racism due to his mixed heritage, Christian is able to bring this into the classroom discussions as well as his recent conversion to Islam.



*“The activities that were provided for the children were great and delivered by a brilliant facilitator “(Steve)”*

*“Christian was very personable and the children really enjoyed his manner”*

*“Christian’s personal experience with racism was powerful. The children really responded to his level of understanding”*

## Anti-Racism Workshops in Schools

We have delivered 24 workshops in 22 schools and engaged with approx. 764 young people through these workshops; the sessions looked at various issues around racism, stereotyping and terminology.

The list of the schools is as follows:

	Name of School	No. of W/Shops	No. of Pupils	Date of W/Shop
<b>Bridgend</b>	Porthcawl Comprehensive	3	120	06/07/2012
	Pencoed Primary	2	64	13/11/2012
	Archbishop Mcgrath High School	2	122	04/12/2012
	Coety Primary	3	86	09/01/2013
	Croesty Primary	2	62	29/01/2013
	Betws Primary	2	61	05/03/2013
	Tondu Primary	2	115	05/06/2013
	YGG Cwm Garw	2	50	11/06/2013
	Mynydd Cynffig Junior School	2	89	13/06/2013
	Llangewydd Primary School	2	90	24/06/2013
	Plasnewydd Primary School	2	59	01/07/2013
	Corneli Primary School	2	50	05/07/2013
	Caerau Primary School	2	90	09/07/2013
	Cefncribwr Primary School	2	60	18/09/2013
	Pyle Primary School	4	80	20/01/2014
<b>TOTAL</b>		<b>34</b>	<b>1118</b>	

**Total number of young people worked with = 1118**

**Total number of schools worked with = 15**

**Total number of workshops delivered = 34**



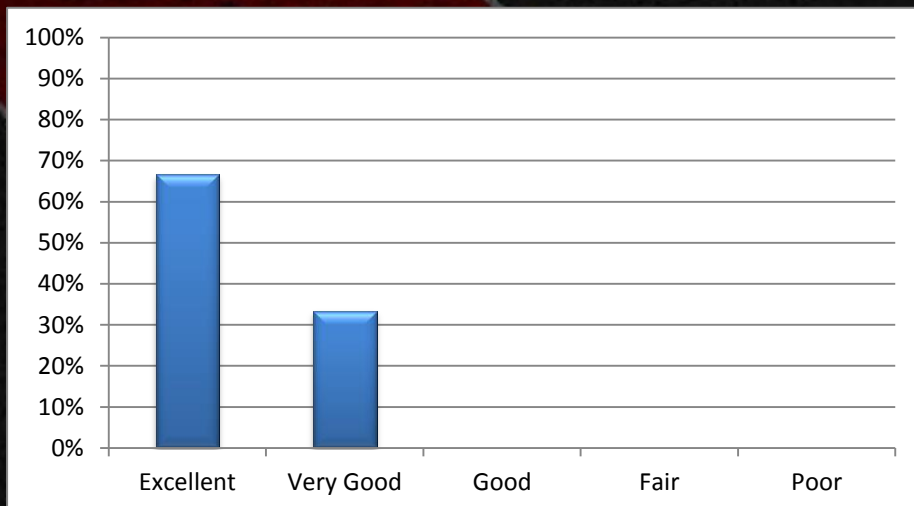
## School Workshop Feedback

Here at Show Racism the Red Card, we understand the importance of ensuring our learning outcomes match those of pupils, teachers and funders. That's why we have a rigorous and in depth programme of feedback and assessment that helps us to show what we are achieving and also helps shape our future education work.

Each school we visit is left with feedback forms for teachers and pupils to fill in. We also send out further forms 3 months after our visit to look at the longer term effects of our work.

Teachers answered the following questions:

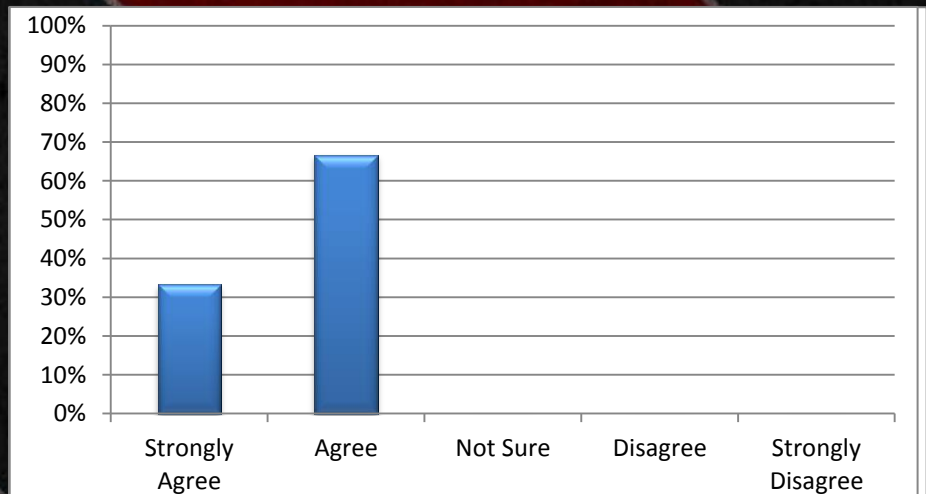
### *What was your overall opinion of the day?*



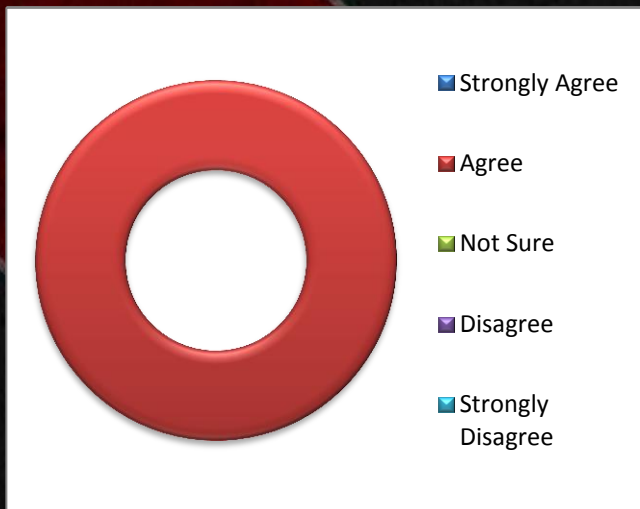
**65%** of teachers said the workshop was **Excellent** and **35%** said **Very Good**

### *Do you think the day has improved young people's understanding about racism?*

**35%** of teachers 'Strongly Agreed' and **65%** 'Agreed' that the day improved young people's understanding of racism



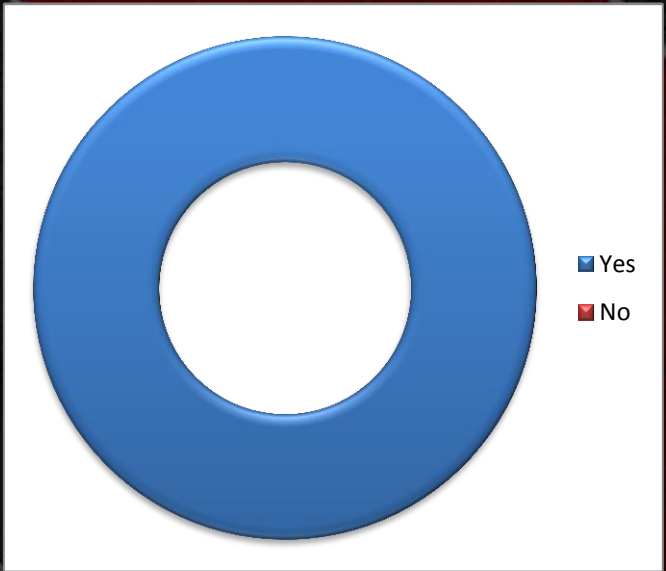
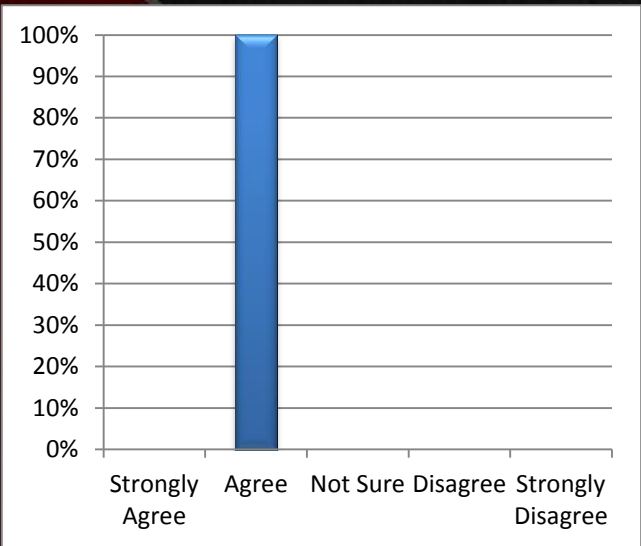
*Do you think the day encouraged discussion about racism between pupils?*



**100%** of teachers 'Agreed' that the day encouraged discussion about racism amongst young people

*Do you think the day will have a lasting impact on the young people that took part?*

*Would you now feel comfortable delivery the SRtRC workshop in your school, using the lesson pack?*



**100%** of teachers stated that they would now feel comfortable delivering a workshop about anti-racism, showing that our work truly is sustainable

## Teachers' Feedback:

### Caerau Primary School – Teachers' Initial Feedback

#### What did you like best in the day?

*“The talk was very enjoyable and informative; Chris was very popular with the children.”*

*“The discussion and games – very child friendly and kept children engaged through the session.”*

### Pencoed Primary – Teachers' Initial Feedback

#### What did you like best in the day?

*“The enthusiasm of the presenter, we will continue to support this fantastic workshop.”*

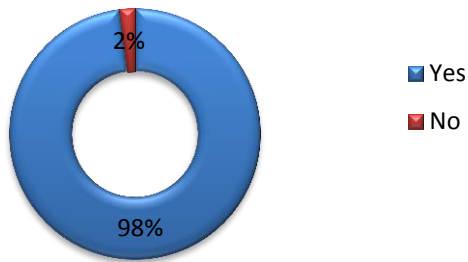
### Betws Primary School – Teachers' Initial Feedback

#### What did you like best in the day?

*“All the children were engaged in the activities and kept on task. Every child was confident in participating in the session.”*

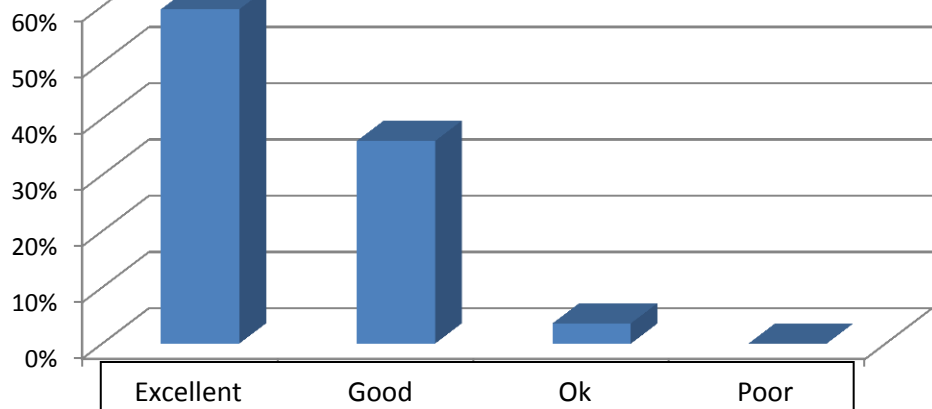
## Pupils' Feedback:

*Did you enjoy the workshop?*



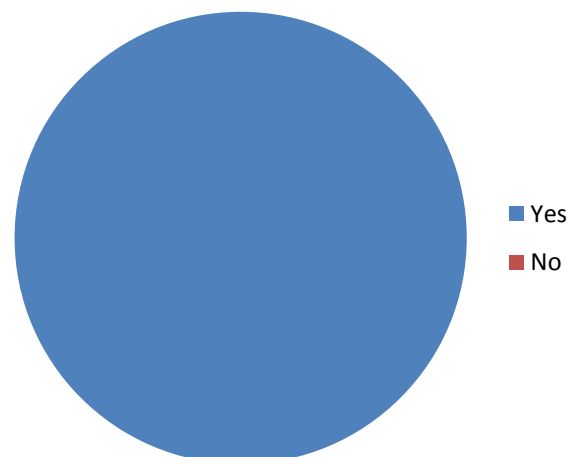
**98% of young people stated that they enjoyed the workshop**

*How would you rate the classroom activities?*



*Do you know more about racism than you did before the workshop?*

**100% of young people stated that they know more about racism after receiving a SRtRC workshop**



## Today I learned that...

*“Racism is not just about the colour of the skin.”*

*“That Paki wasn’t short for Pakistan and I learnt what some words meant.”*

*“I learned that black people used to be slaves for white people.”*

*“Racism is really bad and it’s not just one person its everyone.”*

*“Some words/phrases are more aggressive than they sound.”*

*“Racism is horrible and that you must not say a couple of words because they mean horrible.”*

*“Racism shouldn’t be used because it can have an effect on people getting bullied.”*

*“Saying coloured is no longer allowed and people used to buy black people.”*

## What would you do if you witnessed racism in the future?

*“I would probably tell the person to stop it!”*

*“I would stop racism and make everyone wear something so I can hear them say everything.”*

*“I would explain to the person that racism is wrong.”*

*“I would explain how racism can affect the person being abused.”*

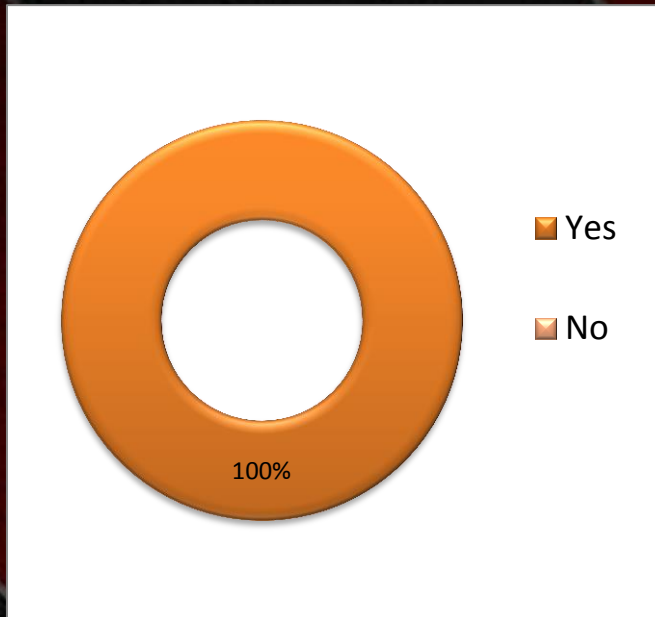
*“I would support people.”*

*“I’d tell them that they’re being racist and they can get fined.”*

## What are the long-term effects of our work on young people?

Three months after we visit each school we send a follow up evaluation form that aims to assess the medium to long term affect the workshops have had on the pupils. **Results are as follows....**

### *Do you now treat others more positively?*



**100%** of the young people questioned stated that they now treat others in a more positive manner. The vast majority of those that said 'no' stated that they had always treated people respectfully prior to the workshop and so simply continued to do so

### **Has the workshop changed the way you treat others? If yes, how do you now act toward others?**

*"I treat people the same way if they are black or white."*

*"I treat others equally."*

*"A lot more friendly and kinder."*

*"I have been more helpful and kind to people."*

*"I have been a lot more kind and polite and learnt not to think stuff about people until I meet them."*

*"I act carefully because I might hurt peoples' feelings."*

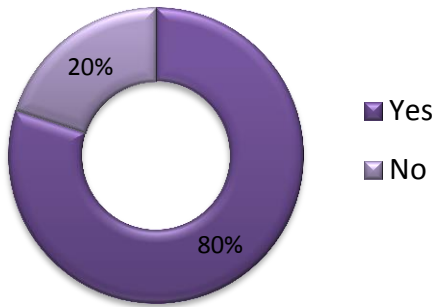
*"Nice and kind and play nicely."*

*"I've acted very nicely. Imagining someone walked up to me and they were a different colour to us I wouldn't laugh, like other people."*

*"I treat others with respect. I don't call people names. I'm not racist."*

*"Don't judge others by how they look and how they dress."*

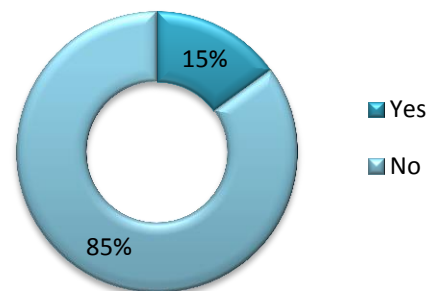
*Have you completed any further work on racism in school?*



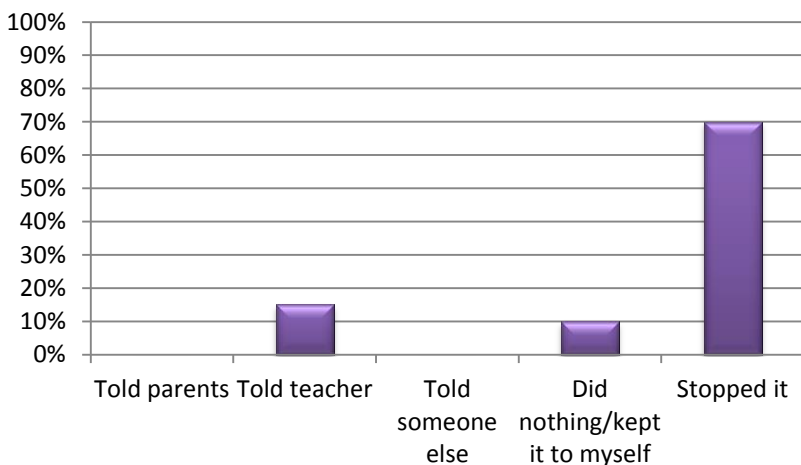
90% of pupils stated that they had completed more work on racism after the workshop showing that our work motivates schools to continue equality work

*Have you witnessed a racist incident since our last workshop?*

Of the pupils who answered YES 95% acted positively, either telling an adult, or trying to defuse the situation themselves



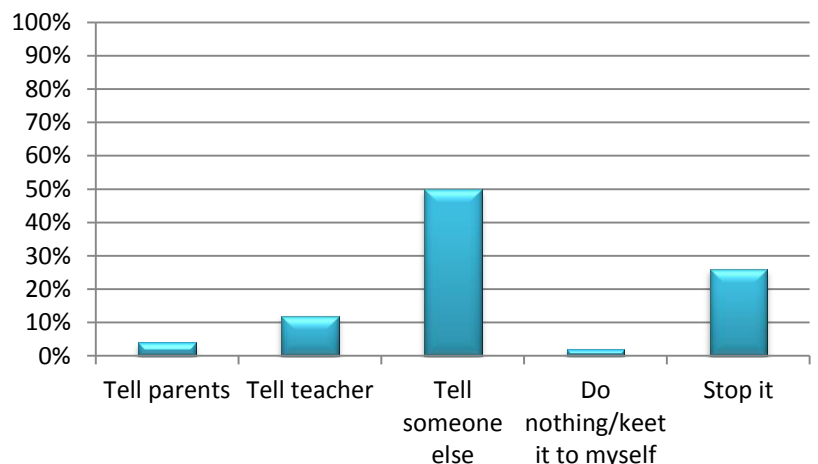
*If YES, what did you do...?*



*"I would tell a parent/guardian."  
 "Tell somebody right away and don't listen to them, they don't know your story."  
 "I would try my best to deal with it and not to listen to them."  
 "I would tell someone and tell the person its racist."  
 "Well my baby brother is mixed race and if someone was being nasty I would put a stop to it."*

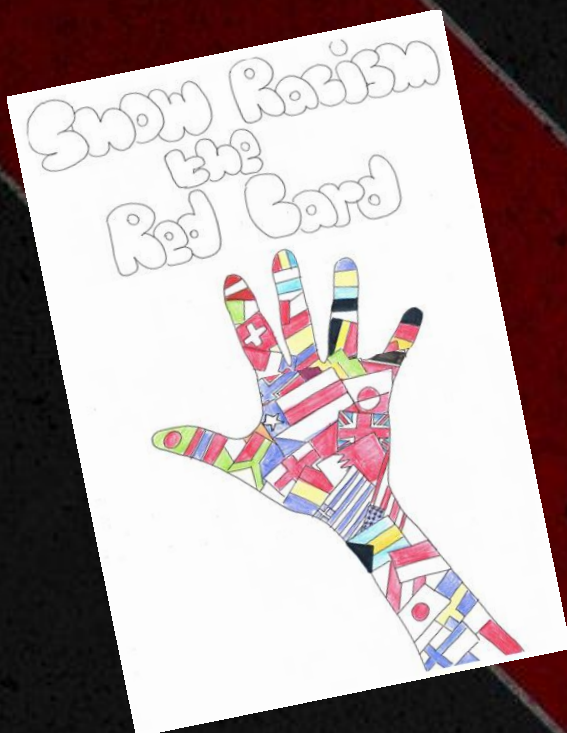
*If NO, what would you do?*

Of the ones who answered NO 96% acted positively, and 26% would speak up & act trying to stop the incident from escalating



## Schools' Competition

Our annual School's Competition Prize Giving Ceremony at the Marriot Hotel in Cardiff saw over 100 young people from all over Wales enjoy a day full of entertainment and rewards at our Oscar style awards. The children were joined by well-known TV personalities Alex Winters and Lisa Rogers as well as Sports Stars from Cardiff City FC, the Ospreys and Newport Gwent Dragons. The players and special guests handed out fantastic prizes to the winners at the ceremony for their outstanding achievements that included an award, certificate, amazon vouchers, kindles, Welsh football match tickets and the opportunity to watch the Welsh rugby team train along with a goodie bag.



Black is Black.  
White is White.  
Life is always  
A racial fight.  
Don't date her.  
Don't Marry Him.  
He doesn't match  
The colour of your skin  
Why does it matter?  
Why do we care?  
Would you see a difference  
If the skin wasn't there?  
They may use a language  
We do not speak  
They may have beliefs  
We find unique.  
But deep down inside  
Beneath that thin shell,  
You may just find someone  
You know very well.



The day began with a cocktail reception where the young people had the chance to view all the entries this year and have some entertainment that included a circus act and balloon artist.

Once all the prize winners and guests were seated in the impressive suite they had the luxury of having a two course meal while being entertained by the circus act and balloon artist.

After food the Ceremony began, it was an Oscar style ceremony that showcased the amazing work of the winners and runners that brought a tear to many in the room including presenter Lisa Rogers.

After the poster categories the guests were entertained by team SBX that included the highly talented Ash Randall and Tom 'Conman' Connors.

After receiving their prizes the young people were able to get a photograph as well as an autograph from the sports stars which led to them all going away with big smiles on their faces. Overall, 8 schools from the Blaenau Gwent, Caerphilly and Torfaen areas registered for the competition with 4 sending in entries.

In our 2013 competition, there were two winners from Bridgend, both attend Bryntirion Comprehensive. Shola Ford who was a runner up entered an outstanding poem and Bethan Pinchbeck was runner up in our poster design years 7 – 9 category. Both girls received a £20.00 Amazon gift voucher alongside their trophies and certificates.

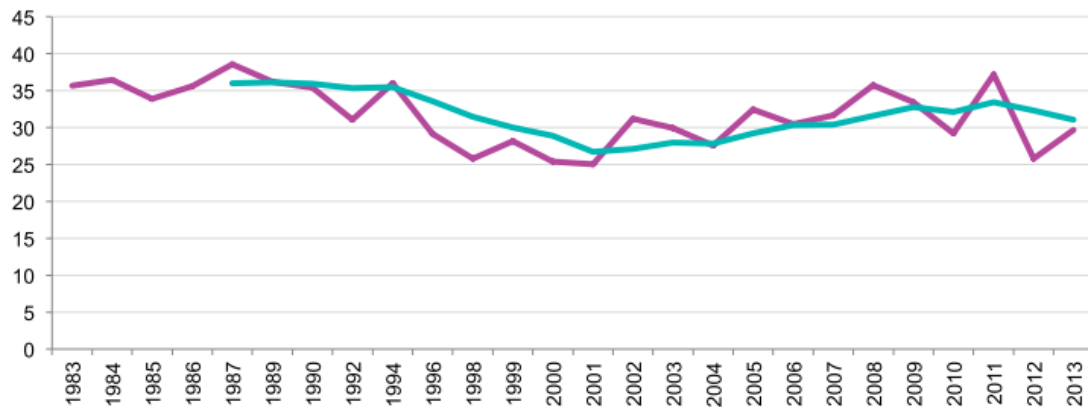
This page is intentionally left blank

# 30 years of British Social Attitudes

## self-reported racial prejudice data

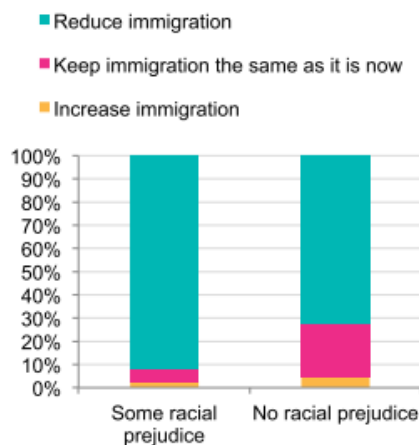
The National Centre for Social Research's recent report on racial prejudice shows an increase in self-reported racial prejudices across the UK.

**Would you describe yourself as very prejudiced/a little prejudiced against people of other races? 1983-2013 (including 5 year moving average)**



	1983	1984	1985	1986	1987	1989	1990	1992	1994	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Very prejudiced	4	3	5	4	4	4	4	2	2	2	2	2	2	2	1	3	2	3	2	3	3	3	3	4	2	3
A little prejudiced	31	34	29	32	34	32	32	29	34	27	24	26	23	23	30	27	25	30	28	29	32	30	26	34	24	27
Not prejudiced at all	64	62	65	63	60	63	63	68	63	70	73	71	73	73	67	69	70	65	68	66	62	64	69	61	73	68
Sample size	1761	1675	1804	3100	2847	3029	1397	1473	2302	2399	1035	2718	2293	2188	1123	4432	1082	1075	3213	2022	1128	1128	2216	2205	2172	2149

### Link between racial prejudice and immigration



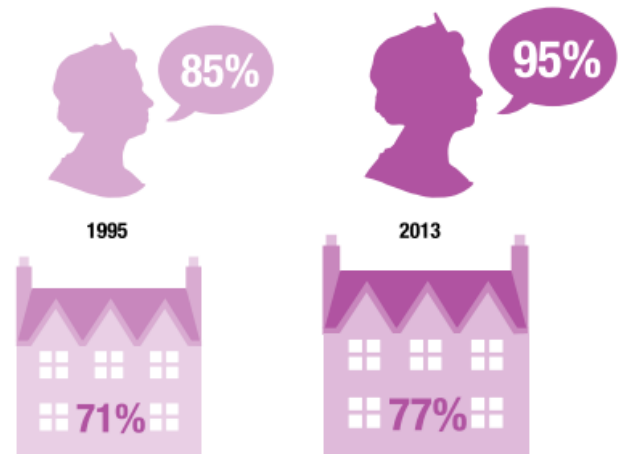
	Some racial prejudice	No racial prejudice
Increase immigration	3%	5%
Keep immigration the same as it is now	6%	23%
Reduce immigration	92%	72%

The National Centre for Social Research has also recently released their British Social Attitudes survey that they have been producing for 30 years. Here are some of the findings that show the importance of our work and why we need to continue to educate young people about racism in all its forms.

## Becoming British?

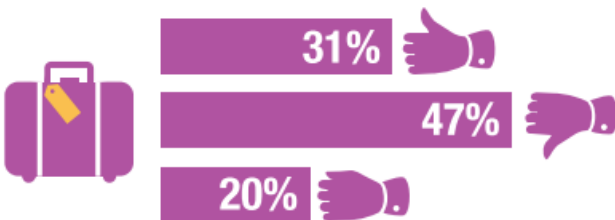
**The threshold to being considered 'British' has got higher over time. Most people see Britishness as determined by a mix of factors, some which can be acquired over time and others which are largely determined early on in life.**

Almost everyone (95%) thinks that to be 'truly British' you have to speak English, up from 85% in 1995. 77% think a person has to have lived in Britain for most of his or her life, up from 71% in 1995.



## Deep divides in public opinion

**A large majority in Britain would like to see immigration levels reduced, but this figure masks considerable diversity of opinion about the impact that it has had on Britain's economy and culture.**



31% think that immigration has been good for Britain's economy and 47% think it has been bad. 20% think it has been neither good nor bad.



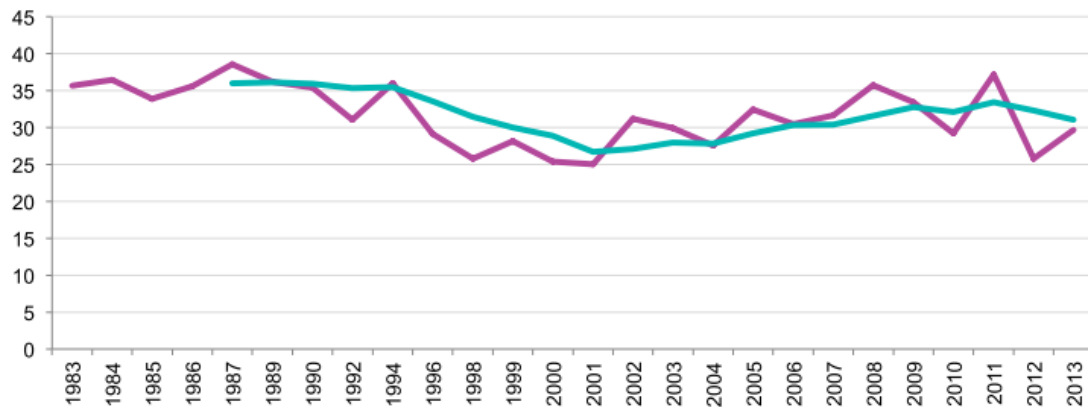
The most economically advantaged are far more positive than average about immigration. 60% of graduates think immigration has benefited Britain economically, compared with 17% of those with no qualifications.

# 30 years of British Social Attitudes

## self-reported racial prejudice data

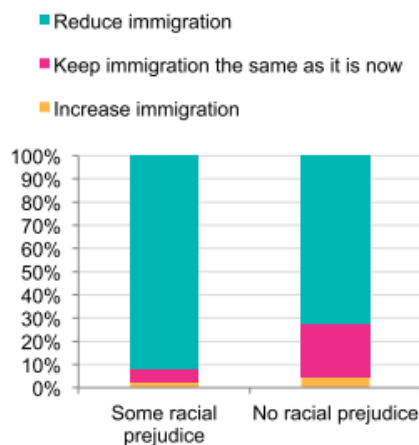
The National Centre for Social Research's recent report on racial prejudice shows an increase in self-reported racial prejudices across the UK.

Would you describe yourself as very prejudiced/a little prejudiced against people of other races? 1983-2013 (including 5 year moving average)



	1983	1984	1985	1986	1987	1989	1990	1992	1994	1996	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Very prejudiced	4	3	5	4	4	4	4	2	2	2	2	2	2	2	1	3	2	3	2	3	3	3	3	4	2	3
A little prejudiced	31	34	29	32	34	32	32	29	34	27	24	26	23	23	30	27	25	30	28	29	32	30	26	34	24	27
Not prejudiced at all	64	62	65	63	60	63	63	68	63	70	73	71	73	73	67	69	70	65	68	66	62	64	69	61	73	68
Sample size	1761	1675	1804	3100	2847	3029	1397	1473	2302	2399	1035	2718	2293	2188	1123	4432	1082	1075	3213	2022	1128	1128	2216	2205	2172	2149

### Link between racial prejudice and immigration



	Some racial prejudice	No racial prejudice
Increase immigration	3%	5%
Keep immigration the same as it is now	6%	23%
Reduce immigration	92%	72%

The National Centre for Social Research has also recently released their British Social Attitudes survey that they have been producing for 30 years. Here are some of the findings that show the importance of our work and why we need to continue to educate young people about racism in all its forms.

## Becoming British?

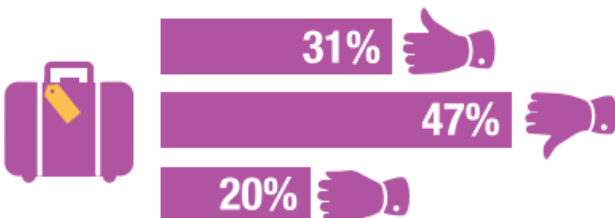
**The threshold to being considered 'British' has got higher over time. Most people see Britishness as determined by a mix of factors, some which can be acquired over time and others which are largely determined early on in life.**

Almost everyone (95%) thinks that to be 'truly British' you have to speak English, up from 85% in 1995. 77% think a person has to have lived in Britain for most of his or her life, up from 71% in 1995.



## Deep divides in public opinion

**A large majority in Britain would like to see immigration levels reduced, but this figure masks considerable diversity of opinion about the impact that it has had on Britain's economy and culture.**



31% think that immigration has been good for Britain's economy and 47% think it has been bad. 20% think it has been neither good nor bad.



The most economically advantaged are far more positive than average about immigration. 60% of graduates think immigration has benefited Britain economically, compared with 17% of those with no qualifications.

## BRIDGEND COUNTY BOROUGH COUNCIL

### REPORT TO CABINET EQUALITY COMMITTEE

17 JULY 2014

#### REPORT OF THE CORPORATE DIRECTOR RESOURCES

#### WELSH LANGUAGE (WALES) MEASURE 2011 / WELSH LANGUAGE STANDARDS

##### 1. Purpose of Report

To update the Cabinet Equality Committee on developments with the Welsh Language (Wales) Measure 2011 and Welsh Language Standards

##### 2. Connection to Corporate Improvement Plan / Other Corporate Priority

The Welsh Language (Wales) Measure 2011 will replace Welsh Language Schemes with a set of enforceable national 'standards'. These national standards will impact upon the work of the whole council. They will be linked to the equalities agenda, and will form a key component of the council's Customer Care Programme.

##### 3. Background

The Welsh Language (Wales) Measure was introduced by Welsh Government in March 2010 to:

- modernise the existing legal framework from the 1993 Welsh Language Act to promote consistency in Welsh language service provision throughout Wales;
- bring a number of private sector organisations who provide services to the public under the scope of the new law;
- establish the office of the Welsh Language Commissioner with a stronger enforcement role than the Welsh Language Board which it replaced on 1 April 2013.

Additionally, the standards will link to the following council's corporate priorities:

- working together to raise ambitions and drive up educational achievement
- working together to help vulnerable people to stay independent
- working together to make the best use of our resources

##### 4. Current situation / proposal

- 4.1 On 21 October 2013, the First Minister announced a timetable for making the first set of standards relating to the Welsh language. Welsh Government aims to have drafted regulations for the standards in September 2014 and for these to be in force by November 2014. Bridgend County Borough Council's Welsh Language Scheme would therefore come to a legal end at that point. The first set of proposed standards was published in early 2014 and the Welsh Language Commissioner used these as a basis for a 12 week standards investigation (which closed on 18 April 2014) to determine whether Welsh councils, national parks and Welsh

ministers can comply with the standards and, if so, which standards should apply. Annual monitoring reports will continue to be required in the interim period.

Between 27 January and 18 April 2014 the commissioner carried out three standards investigations in relation to the above organisations, these investigations form the basis of the standards reports. BCBC submitted its response by the deadline date. The commissioner has concluded that all activities within the service delivery, policy making, operational, promotion and record keeping standards should be made specifically applicable to the 26 organisations and that additional standards should be specified. The commissioner considered evidence submitted by all 26 organisations, 409 members of the public and the advisory panel.

As a result, the commissioner has decided to give advice to Welsh ministers based on the emerging themes and respondents' views on the proposed standards and submitted a report on the standards investigation to Welsh Ministers in May 2014. The Welsh Government will draft regulations in September 2014 which are expected to be in place by November 2014.

**4.2** BCBC welcomes developments in legislation offering a more consistent level of service to Welsh speakers. The conclusions of the standards investigation are that:

- Regulations providing for service delivery standards should be specifically applicable to all county councils and county borough councils in Wales;
- Regulations providing for policy making standards should be specifically applicable to all county councils and county borough councils in Wales;
- Regulations providing for operational standards should be specifically applicable to all county councils and county borough councils in Wales;
- Regulations providing for record keeping standards should be specifically applicable to all county councils and county borough councils in Wales;
- Regulations providing for promotional standards should be specifically applicable to all county councils and county borough councils in Wales.

It is hoped that the commissioner will introduce parameters within which councils will operate such as developing a Welsh intranet page instead of a fully bilingual intranet site.

## **5. Effect upon Policy Framework & Procedure Rules**

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

## **6. Equality Impact Assessment**

No equality impact assessment has been carried out in relation to this report as it is an information report. The Welsh Language Scheme 2012 - 2015 continues to support the authority's equality agenda and will do so until such time as the national standards become operational.



**7. Financial Implications**

The Welsh Language (Wales) Measure 2011 may have financial implications for local government, but this will not be fully understood until the standards and accompanying codes of practice are produced.

**8. Recommendation**

It is recommended that Cabinet Equalities Committee receives and considers this report.

**Ness Young  
Corporate Director Resources  
30 June 2014**

**Contact Officer:** Paul Williams, Equality and Engagement Officer

**Telephone:** (01656) 643606

**E-mail:** Paul.williams2@bridgend.gov.uk

**Postal Address:** Ravens Court, Brewery Lane, Bridgend, CF31 4AP.

**Background documents: None**

This page is intentionally left blank

**BRIDGEND COUNTY BOROUGH COUNCIL**  
**REPORT TO CABINET COMMITTEE - EQUALITIES**

**17 JULY 2014**

**REPORT OF THE CORPORATE DIRECTOR RESOURCES**  
**EMPLOYEE DATA COLLECTION PROJECT UPDATE**

**1. Purpose of report**

The purpose of this report is to provide members with an update on the work being done to capture employees' and elected members' equality and sensitive information.

**2. This report supports the Corporate Plan 2013 – 2017 priority:**

- **Priority 6:** Working together to make the best use of our resources

**Connection to Corporate Improvement Objectives/Other Corporate Priorities**

**2.1** The Equality Act 2010 sets out both general and specific duties for local authorities in Wales. The specific duties include the development of a strategic equality plan (SEP) to identify the council's equality objectives and the publication of an annual report.

**3. Background**

**3.1** The Equality Act 2010 introduced a new general duty for public bodies to eliminate discrimination, harassment and victimisation, advance equality of opportunity and foster good relations between persons who share a protected characteristic and persons who do not share it.

**3.3** The council's equality objectives set out how the most pressing issues for each of the protected characteristic groups will be addressed.

**4. Current situation / proposal**

**4.1** *'The essential guide to the public sector equality duty: An overview for listed public authorities in Wales'* published in June 2011 provides an overview of all of the specific duties that apply to listed public authorities in Wales.

The council published its first SEP in 2012 and its second annual report in 2014. An objective in the action plan is "The council's role as an employer" which describes the actions the council will undertake to address equality issues within its workforce.

An objective within this action is that “a significant increase in the level of employee data collected will be available which will assist the identification of barriers and areas requiring action.”

Implementation of phase 1 of the data collection exercise was planned over a twelve month period concluding in November 2013. However, the response rate was low with 924 employees completing the survey. The project plan for Phase 2 of the exercise to be rolled out during July 2014 is attached as appendix 1. Work has concluded on addressing the reasons for the original low response rate and a more engaging strategy encouraging employees to respond has been developed. The revised date for conclusion of the project is 28 February 2015. Elected members will also be asked to complete the exercise.

**5. Effect upon Policy Framework & Procedure Rules.**

5.1 As this is an information report, there are no proposed changes to the policy framework and procedure rules.

**6. Equality Impact Assessment**

6.1 The report provides the committee with information which will positively assist in the delivery of the authority’s equality duties.

**7. Financial Implications.**

7.1 There are no financial implications identified as this is an information/update report.

**8. Recommendation.**

8.1 That the Cabinet Committee notes the progress being made.

**Ness Young  
Corporate Director Resources**

**30 June 2014**

**Contact Officer:** Paul Williams  
Equalities and Engagement Officer

**Telephone:** (01656) 643606

**E-mail:** Paul.williams2@bridgend.gov.uk

**Postal Address:** Ravens Court, Brewery Lane, Bridgend. CF31 4AP

**Background documents:**  
None

## Draft equality and personal data capture project plan

- Target completion date for collection of data to be 31 January 2015;
- Target completion date for conclusion / data input to be 28 February 2015;
- 924 responses from original exercise, aim is to achieve a response rate that more accurately reflects the number of employees (6,462 as at 31 March 2014);
- Employees to be actively encouraged to complete exercise even if questions are answered 'prefer not to say';
- V:Lookup to be used to identify employees previously completing to avoid duplication;
- Simultaneous electronic completion by service areas to be considered;
- PW to discuss at SMTs/DMTs if necessary;
- Hard copy forms to be delivered to depots, schools, establishments if required.

Date	Directorate	Lead / method
1 – 31 July 2014	Resources / Legal and Regulatory Services	<ul style="list-style-type: none"> <li>• To be coordinated by Layton Skilton</li> <li>• Resources and LARS employees office based so will be targeted electronically.</li> </ul>
1 – 31 July 2014	Elected members	<ul style="list-style-type: none"> <li>• Deputy Leader has requested that all elected members complete exercise.</li> <li>• To be coordinated by Gary Jones</li> </ul>
1 – 30 September 2014	Communities	<ul style="list-style-type: none"> <li>• To be coordinated by Gary Ennis</li> <li>• Office based employees to be targeted electronically.</li> <li>• Gary to liaise with group managers re completion by employees without electronic access via team meetings, depot meetings etc.</li> </ul>
1 – 31 October 2014	Wellbeing	<ul style="list-style-type: none"> <li>• To be coordinated by Judith Brooks</li> <li>• Office based employees to be targeted electronically.</li> <li>• Judith to liaise with group managers re completion by employees without electronic access via team meetings, establishment meetings etc.</li> </ul>
1 – 30 November 2015	Childrens	<ul style="list-style-type: none"> <li>• To be coordinated by Robin Davies</li> <li>• Office based employees to be targeted electronically.</li> <li>• Robin to liaise with group managers re completion by employees without electronic access via team meetings, establishment meetings etc.</li> </ul>
1 December 2014 - 31 January 2015	Schools	<ul style="list-style-type: none"> <li>• Forms to be delivered to schools in batches</li> <li>• Schools employees with electronic access could be targeted via e mail</li> </ul>
1 – 28 February	Data upload / input	<ul style="list-style-type: none"> <li>• Trent team</li> </ul>

This page is intentionally left blank

## BRIDGEND COUNTY BOROUGH COUNCIL

### REPORT TO CABINET COMMITTEE - EQUALITIES

17 JULY 2014

#### REPORT OF THE CORPORATE DIRECTOR - RESOURCES

##### VALREC

##### 6 monthly report on casework undertaken in Bridgend County Borough

#### 1. Purpose of Report

The purpose of this report is to inform members of the casework undertaken by VALREC in Bridgend County Borough in the current financial year.

#### 2. Connection to Corporate Improvement Objectives/Other Corporate Priorities

2.1 The Strategic Equality Plan is a statutory plan and a cross cutting issue impacting on the whole of the council. It is linked to the Customer Care Programme and supports the community cohesion agenda.

2.2 This report also supports the following priorities in the Corporate Plan 2013 – 2017:

- **Priority 2:** Working together to raise ambitions and drive up educational achievement;
- **Priority 3:** Working with children and families to tackle problems early;
- **Priority 5:** Working together to tackle health issues and encourage healthy lifestyles;
- **Priority 6:** Working together to make the best use of our resources.

#### 3. Background

3.1 In July 2010, Cabinet Equalities Committee agreed to receive reports and presentations on topic areas relevant to their remit. This includes community representatives presenting on relevant topics for members to gain a broader understanding of issues faced in our communities

3.2 The council has worked with and has part funded VALREC since 2008 and makes an annual payment to them of £10,000. A Service Level Agreement with VALREC was signed in 2013.

#### 4. Current situation / proposal.

4.2 Attached for discussion is appendix 1 which is VALREC's SLA report outlining casework undertaken and other developments during the current financial year.

#### 5. Effect upon Policy Framework & Procedure Rules

5.1 The report has no direct effect upon the policy framework or procedure rules but is required to effectively implement the council's statutory duties in relation to equalities and human rights.

**6. Equality Impact Assessment**

No equality impact assessment has been carried out as this report provides the committee with information that will positively assist in the delivery of the authority's equality duties.

**7. Financial Implications.**

None in this report.

**8. Recommendation.**

- 8.1 That the Cabinet Equalities Committee receives and considers this report.

**Ness Young**  
**Corporate Director – Resources**  
**Date: 30 June 2014**

**Contact officers:**  
Paul Williams  
Equality and Engagement Officer

**Email:** [Paul.williams2@bridgend.gov.uk](mailto:Paul.williams2@bridgend.gov.uk)

**Telephone:** 643606

**Background papers:** None.





## **Service Level Agreement 2013-14 Report (October – March)**

**Prepared for Bridgend CBC  
By Elaine Clayton, Chief Executive**

## **Organisational Background**

The Valleys Regional Equality Council (VALREC) is a registered charity, company limited by guarantee and a not for profit organisation and have been in operation since 1997. We are a member led organisation with a diverse and growing membership of people drawn from local communities in the Valleys.

The County Boroughs we cover are Blaenau Gwent, Bridgend, Caerphilly, Merthyr Tydfil, Rhondda Cynon Taff and Torfaen and they include some of Britain's highest levels of economic inactivity. Many groups and individuals do not or cannot participate in processes or access services because of barriers such as language, organisational culture, access, confidence and isolation.

As a regional equalities organisation working with those identified under the 2010 Equality Act as having 'protected characteristics', our overall aim is to engage with people who are 'excluded' or unequally treated because of their economic deprivation. These include people who are unable to get a sustainable job or a decent home; lack the skills or confidence to participate in their local communities.

A summary of how we achieve our aims is outlined below;

- Supporting those at risk of inequality and social exclusion through casework or activities.
- Engaging with other providers of specialist services to encourage development of mutual support systems.
- Liaising closely with service providers to raise awareness of the effects of isolation and exclusion.
- Identifying ways of addressing the vulnerability of individuals facing isolation and hostility.

We believe the work we do makes a powerful contribution to individuals' lives, to their families, and to good relations between people of different backgrounds and with your help we continue to provide this level of service.

## **Bridgend County Borough Council**

**Finance** - The financial contribution that VALREC receives from BCBC is used to sustain the organisation and allows the Chief Executive to not only manage the team of people and volunteers working within the organisation; manage existing projects; design and deliver training and support casework but also to identify additional funding with the aim of further sustaining the organisation.

Because of the further tightening of expenditure in the next financial year and onwards, VALREC as with many others in the third sector, will continue to face some difficult challenges for which we are already addressing through the formation of new partnerships and innovative working practices.

VALREC is the only locally based provider of equality services in the South Wales Valleys; and unfortunately, the area we cover is one of the greatest pockets of deprivation in Western Europe which is evidenced by the continuation of European funding.

Undoubtedly this economic decline can fuel jealousy, intolerance and bigotry in hard pressed communities. The current staff of VALREC are in the front line in resisting this trend and are determined that the valuable work undertaken to date will continue.

**Projects** - We deliver various projects throughout the Valleys of South East Wales and are often recognised for our innovative methods of engagement and delivery which we are able to evidence, in particular our workshops/training and engagement. For example;

**Identity Project** - Although our consortium bid to the Welsh Governments Equality and Inclusion Grant to support the Hate Crime Framework for Wales was not successful; an additional bid (in partnership with Swansea YMCA) was successful for a project which aims to support and empower young people aged 14-25 years with the protective characteristics of:

- Race (including ethnic or national origin, colour or nationality, to include Gypsies and Travellers and Asylum Seekers and Refugees)
- Sexual orientation
- Gender reassignment

This project will operate for 3 years and will provide confidence-building to enable young people with protective characteristics to gain the confidence & skills to exercise their rights & make informed choices, combating isolation during their often difficult transition to adulthood, employment, training or further education.

**Hate Crime Advocacy and Empowerment Project** - The Hate Crime Advocacy and Empowerment Project is a three-year project to pilot the use of independent advocacy for victims of hate crime and empower communities affected by hate crime in the South East Wales area. A consortium application made to the Big Lottery has been successful and we are due to start recruiting very soon.

**Transgender Project**- This project will seek to improve the lives of transgender people and their families and to raise awareness of a complex subject matter. As a result of Transgender people being satisfied with the support they have received from VALREC, there are a number of people waiting to access our services but without additional resources we are not able to work with them in an effective manner.

*We will know if this application has been successful on 6<sup>th</sup> August 2014.*

**Advice Giving Project** – A consortium bid has been submitted for the provision of a service which can offer direct advice relating to welfare benefits; housing; debt; money management and discrimination.

*We will know if this application has been successful by 25<sup>th</sup> July 2014.*

**Raising Skills and Aspirations of Young BME People** - This project which engaged with Black and Minority Ethnic (BME) and European Economic Migrant (EEM) young people ended in January 2014.

**Increasing BME Employment and Tackling Economic Inactivity** – This project enables economically inactive and unemployed black and minority ethnic individuals to gain sustainable employment which should have ended in August 2013 has now received a further extension until March 2015.

**Minorities are Wales Resources** - This project enables people from Black and Minority Ethnic (BME) and European Economic Migrant (EEM) communities to make a fuller contribution to the economy of Wales which was due to end in June 2014 has now been extended until December 2014.

**Casework** - During the last 6-months, VALREC opened 35 case files as a result of supporting 21 individuals. It is worth noting that the number of case-files processed reflect the resources and capacity of VALREC and are not a reflection of the extent of discrimination or of the level of demand on our services.

Race 11

Disability 4

Homophobic 4

Transgender 2.

These cases include;

- IPCC appeal against South Wales Police
- Grievance against employer – racism x 2

These figures do not include the number of people who have accessed the same services through VALREC's individual projects. Taking this additional information into account increases the overall figure to over 60.

Due to the diversity of the people we work with, the support offered is varied and often determined by individual needs. However, it is important to note that there are some similarities in issues such as poor access to education, health and social welfare services which affect all the people we support.

The provision of casework support has the largest impact on our limited resources and while there is an expectation that other organisations should provide the service, it is unfortunate that they feel they do not have the experience or knowledge required and often results in them referring people back to us.

**Advice and Advocacy** - In the last 6-months VALREC have supported 175 people who are recognised as having 'protected characteristics' (this in addition to the 21 cases). These people either live or work in Bridgend and fall between the ages of 7 through to 60+. The support is currently being provided either through direct engagement; provision of advice and advocacy services or casework and is part funded through the Service Level Agreement that we have with the local authority.

All the work we do is delivered in the form of a 'wrap around' service, helping people overcome issues that may directly or indirectly affect their ability to look for work; retain employment; access services, etc.

In addition to the varied support/advocacy services we provide, we have run a number of courses which are detailed below;

- Managing Underage Sales Prevention Level 2\*
- Food Safety Level 2
- Manual Handling Training 2
- Health & Safety Training Level 2
- First Aid Training Level 2
- CSCS Card
- Customer Care

*\*The managing underage sales prevention courses continue to be popular and awareness of the level and types of hate crime shopkeepers face on a regular basis, especially when refusing to sell alcohol is proving to be a useful discussion point.*

Several workshops have been run throughout the Borough to assist people with; CV writing, job searches and completing applications forms to secure employment.

A number of individuals have been provided with support and guidance to access bespoke training which is allowing them to establish and further develop their own businesses.

Partnership working has been undertaken with the following, either through training or direct guidance/support;

- Bridgend Coalition of Disabled People
- Mental Health Matters
- Bridgend Deaf Club & Bridgend Deaf Association
- Stroke Association
- Bridgend People First
- ABFABB
- South Wales Police
- Bridgend College
- Disability Sports Development
- AMBU Health Board
- Transgender Wales
- Bridgend County Borough Council

VALREC continues to attend and actively contribute to the following groups/forums;

- Hate Crime Review Group
- Bridgend Equality Forum
- LGBT Bridgend Forum (Chair)
- Community Cohesion Group

## BRIDGEND COUNTY BOROUGH COUNCIL

### REPORT TO CABINET COMMITTEE EQUALITIES

17 JULY 2014

#### REPORT OF THE CORPORATE DIRECTOR RESOURCES

#### WELSH LANGUAGE SCHEME – ANNUAL MONITORING REPORT 2013 – 2014

##### **1. Purpose of Report**

- 1.1 To outline the council's Welsh Language Scheme annual monitoring report 2013-14 and seek the committee's approval for submission to the Welsh Language Commissioner.

##### **2. Connection to Corporate Improvement Plan / Other Corporate Priority**

- 2.1 The Welsh Language Scheme is a statutory and cross-cutting issue impacting on the work of the whole council. It is linked to the Strategic Equality Plan and the council's Customer Care Programme. The Welsh Language Scheme 2012 – 15 supports the following Corporate Plan 2013 – 2017 priorities:

- Priority 2: working together to raise ambitions and drive up educational achievement;
- Priority 4: working together to help vulnerable people to stay independent;
- Priority 6: Working together to make the best use of our resources.

##### **3. Background**

- 3.1 An annual monitoring report is required to be submitted to the Welsh Language Commissioner.

##### **4. Current situation / proposal**

- 4.1 The annual monitoring report 2013/2014 is attached at Appendix 1. The report highlights the council's progress in implementing its Welsh Language Scheme during this period. It has been prepared in accordance with the monitoring and reporting framework outlined in the scheme and responds to the requirements of the Welsh Language Commissioner.

4.2 Appendix 1 to the monitoring report (updated action plan 2013 – 2014) provides a summary of performance during the year, highlighting progress and good practice and identifying shortfalls and mitigating actions proposed in relation to the following projects:

- Advice and guidance;
- Website development;
- Number of Welsh speaking employees and training;
- Procurement;
- Youth Service

4.3 Following a 2010 inspection of Welsh local authority websites and on-line services, the former Welsh Language Board identified that, at that time, the majority of BCBC's website pages were not available in Welsh. A detailed progress report on the website development project is attached as Appendix 2 to the monitoring report.

## **5. Effect upon Policy Framework & Procedure Rules**

5.1 None.

## **6. Equality Impact Assessment**

6.1 As this is a progress report, no Equality Impact Assessment is required.

## **7. Financial Implications**

7.1 There are no financial implications arising from this report.

## **8. Recommendation**

8.1 That the committee considers the annual monitoring report and approves its submission to the Welsh Language Commissioner.

**Ness Young**  
**Corporate Director Resources**  
**Date: 30 June 2014**

**Contact Officer:** Paul Williams  
Equality and Engagement Officer  
**Telephone:** (01656) 643606  
**E-mail:** [paul.williams2@bridgend.gov.uk](mailto:paul.williams2@bridgend.gov.uk)  
**Postal Address:** Wing 3, Ravens Court, Brewery Lane, Bridgend, CF31 4AP

### **Background documents:**

Bridgend County Borough Council Welsh Language Scheme 2012 - 2015



# Bridgend County Borough Council

## Welsh Language Scheme Annual Monitoring Report 2013/14

### Introduction

This report outlines the council's progress in implementing its Welsh Language Scheme during 2013/14. 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 2013/14 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.

### 2. Frontline services

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

#### 2a) Youth Services

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

Bridgend County Borough Council's Youth Service undertook a consultation in September 2013 with young people accessing clubs and projects in order to identify gaps and ensure Welsh language needs were being met. Of the 153 young people responding to the consultation, 57 attended a Welsh medium school, 93 did not want to access Welsh medium activities and 83 were happy to access existing activities and did not want additional Welsh medium activities delivered in relation to, for example Welsh culture.

Activities delivered by centres and projects included, Welsh cookery and Welsh culture, IT research, arts and crafts centred around Welsh heritage and off site activities to venues such as the Welsh Mining Museum, St Fagan's and the Millennium Stadium. Smaller scale activities such as quizzes and games, singing, choirs and traditional Welsh cookery are delivered in Welsh on a regular basis.

In summary, from September 2013 to February 2014:

- 64 Welsh activity sessions were delivered within youth centres;
- 30 Youth Service staff undertook training to enable them to develop activities in the areas of Welsh heritage and culture;

During this period, the Youth Inspire Award has been developed which is an informal Youth Service accreditation recognising the skills and knowledge young people gain from taking part in a range of curriculum activities.

The award has three levels, bronze, silver and gold. Activities are achievements with outcomes that exceed expectations. The award can be undertaken through the medium of Welsh. Additionally, young people have the opportunity to undertake the Mayor's Award in Welsh. This award has been designed to provide opportunities for young people to progress to the Duke of Edinburgh's Award.

There is a choice of activities counting towards each section of the Mayor's Award and participants can select many activities. The Duke of Edinburgh Award scheme actively encourages young people to develop an awareness of the diversity in the topography of Wales by visiting National Trust areas when undertaking expeditions. Six young people completed their Duke of Edinburgh Award in Welsh through the online eDofE model last year. Three new volunteer packs have been developed to support volunteering programmes for young people through to adulthood. Volunteering packs incorporate junior leaders aged 14-16 years, senior members training 16 – 18 years and 18 + volunteering. The packs have been developed in collaboration with the Vale of Glamorgan Youth Service. These can be utilised in both statutory and third sector organisations so all young people have the same opportunities to participate in standardised progression routes.

After consulting staff members and volunteers the accredited online induction is currently being updated to reflect the changes in policy steers and to be more user friendly. This will additionally be available in Welsh and will continue to be accredited through Agored Cymru.

The Youth Service offers counselling through the medium of Welsh at YGG Llangynwyd via a bilingual therapist, although, during 13/14, over 90% of young people accessing this service within the Welsh school chose English as their first language. It is acknowledged at an all Wales level that there is a shortage of Welsh speaking therapists for school based counselling services.

The service continues to develop opportunities for young people through the use of social media. In partnership with CLIC, a national information based initiative, the local 'Bwsted' website delivers information and support in both Welsh and English. The service has developed social networking sites specifically for young people to access. The static information on these sites is bilingual. Young people also reserve the right to request any information sent out through an online network in Welsh as well as English. The service worked with other Youth Services across Wales to develop a social media policy specifically for youth workers. This policy is available in Welsh for teachers and youth workers.

The Health and Wellbeing mobile service, primarily delivering sexual health and substance misuse services within local communities across the borough, has bilingual literature and resources. The service is lead provider for Families First Programme 1 Family Learning Programme and commissioned services to deliver family support, linked to schools, delivered through the medium of

Welsh. The service employs an administration assistant who is a fluent Welsh speaker who is able to provide paperwork and verbal communication through the medium of Welsh.

### **Joint working with partners**

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.

The service works collaboratively with Menter Bro Ogor 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. In collaboration with other South Central Regions, a workforce conference is held annually. All marketing material is produced bilingually. Simultaneous translation for key note speakers and workshops encourages participation of Welsh speaking youth workers, both from statutory and third sector organisations across the region.

### **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 identified three fluent Welsh speakers in key service provision posts. This enabled verbal interaction with service providers via the telephone to be undertaken in Welsh when required. Through the development of a new skills audit form, Bridgend Youth Service is now able to 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.

### **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. In September 2013, the Youth Service Curriculum team undertook a full consultation with young people accessing provision through the Youth Service. This included group discussion and consultation forms both available through the medium of Welsh. This information identified gaps in Welsh delivery throughout the service and provided data on the needs of young people in relation to Welsh delivery within clubs and projects. In addition, all information is stored on the Youth Service QES system, providing the service with accurate information on numbers of Welsh speakers accessing provision and their needs.

## Finance

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

The sport and physical activity service of Bridgend County Borough Council has continued to develop links with the Urdd, Menter Bro Ogwr and leisure facilities management partner HALO Leisure. During 2013/14 the service has part funded (£10,000) a Welsh language apprentice with the Urdd and has secured a further £5,000 to extend this programme during 2014/15.

The target has been to establish Welsh medium community based activities and this has been achieved through swimming lessons and childrens classes and courses. The service supports YGG LLangynwyd to take part in the national school sport programme developing leadership and activity opportunities. The service has also contributed £1,200 to Menter Bro Ogwr holiday activity programmes.

BCBC Youth Service as lead provider for the Families First Learning and Engagement Programme has profiled £8k per annum to commission a service to provide a lead worker resource to LLangynwyd School, through the medium of Welsh. This worker will deliver the requirements of the Youth Engagement and Progression Framework by providing support for young people at risk of becoming NEET, which will include developing targeted individual action plans, brokering support of required services and referral to progression opportunities related to education, employment and training.

BCBC Youth Service has distributed an additional £3k from the annual Local Authority Strategy grant to fund universal open access provision delivered through the medium of Welsh.

### **2b) 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.**

<b>Section</b>	<b>Welsh essential posts</b>	<b>Welsh speakers in Welsh essential posts</b>	<b>Total number of posts</b>
Telephone Contact Centre	2	2 – One advisor and the Telephone Contact Centre team coach.	17
Customer Service Centre (Civic Offices and Sunnyside Offices)	2	2 - One advisor and the Customer Services Centre Team Coach.	18

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.

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 wearing '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 2013 and 31 March 2014:

- 493 callers selected the option to continue their call in Welsh;
- 94 callers terminated their call after a wait in the queue of less than two minutes;
- 136 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.

- 216 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 2013 and March 2014, 16 customers were recorded as requesting to conduct their business with a Welsh speaking advisor.

It is not possible to refine the Customer Relationship Management (CRM) system report to differentiate between customers who visited and those who telephoned. The disparity between the number of callers and those who were recorded on CRM is because calls were, in the main, "catch and pass" switchboard type calls and these are not recorded on the CRM system.

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

#### Adult Social Care

During January and February 2014 the council's Adult Social Care service repeated the 2012/2013 exercise where care providers were benchmarked against our toolkit. The council is pleased to be able to evidence an overall improvement in how services themselves perceive compliance.

The exercise showed the following broad improvement over the previous year (responses relate to providers who consider they provide bilingual services):

Toolkit question	Responses December 2012	Responses January / February 2014	Variance
Do you believe you deliver services in accordance with the Welsh Language Act?	19/37 or 51%	20/32 or 62%	+11%
If someone rang you today & wished to converse through the medium of Welsh, could you provide this service?	14/37 or 38%	25/32 or 78%	+40%
Do you currently offer fully bilingual advertisements giving general information, promotional information, recruitment etc?	5/37 or 14%	16/32 or 50%	+36%
Do you offer bilingual literature for service users and their families? (e.g. leaflets, booklets, advertisements)	9/37 or 24%	18/32 or 56%	+32%
Currently, if someone wrote to you through the medium of Welsh, could you provide this service?	26/37 or 70%	30/32 93%	+23%
If you held an AGM or a public meeting tomorrow, would you be able to conduct that meeting through the medium of Welsh?	16/37 or 43%	14/32 or 43%	0%

Although providers consider they are in a better position to conform to the requirements of the scheme, the questions asked were considered to be subjective. Of 32 responses, 16 considered they met the requirements of the

act, significantly above the two reported in 2012/13. These figures demonstrate an increasing confidence that providers are able to meet the needs of Welsh speaking service users.

In 2013/14, new contractors and existing commissioned service providers were informed and reminded via a leaflet of the council's expectation for them to meet the requirements of the councils Welsh Language Scheme 2012 – 15. The Contract Monitoring team is increasingly familiar with identifying compliance issues, and have incorporated indicators to monitoring tools so that responses from providers can be verified.

The new Regional Quality Framework for Residential and Nursing Care will have clear benchmarking standards for providers. A new Domiciliary Care Monitoring Tool will have elements relating to the Welsh language.

The council's Contract Procedure Rules have been amended and detailed guidance has been issued to commissioning, procurement and legal services employees who regularly refer to the rules for guidance. The remodelling and procurement of services are increasingly undertaken within the requirements of the council's Welsh Language Scheme 2012 – 15.

Tenderers continue to be asked to confirm compliance with the Welsh Language Scheme 2012 – 15 with some tender exercises having the Welsh Language Scheme and equalities included more prominently in the tender process.

Service providers are encouraged to promote themselves as 'Welsh friendly' and social workers now place Welsh speaking service users with providers who are able to provide a service in Welsh. Adult Social Care continues to find that providers are becoming more aware of the need to comply with the council's Welsh Language Scheme 2012 – 2015 with some providers considering this an opportunity to set themselves apart from others. This is demonstrated in part by the benchmarking exercise which evidences providers making consistent progress in achieving Welsh Language Scheme compliance.

For 2013/14, contracts had strengthened clauses around Welsh Language Scheme compliance with the Contract Monitoring team incorporating the Welsh language into tools and standards. Periodic literature is forwarded to existing providers reminding them of their statutory obligations and the need to deliver according to contract and these are followed up by commissioning and contract monitoring staff at regular intervals.

Good progress has been made by Adult Social Care to promote the need for services to be Welsh Language Scheme compliant. The continued integration of the Welsh language requirements on the process from assessment to commissioning and monitoring has been well received. Providers are becoming increasingly aware of the need to comply with the Welsh Language Scheme and see the need as a means by which they can set themselves apart from others and become, relatively speaking, more Welsh language friendly.

## Children's Services

Children's Services were unable to report on performance indicator WLI1 in the 2012/13 monitoring report. Since then, the Adult Social Care toolkit has been adopted to enable a report on this indicator from the financial year 2013/14 onwards.

Using this toolkit, an initial survey was undertaken in 2014, with all four of the third sector providers commissioned by Children's Services (these do not include any third sector providers commissioned through grant funded projects i.e. Families First, Flying Start, 14-19, YOS etc or individual placements obtained via the 4C's system)

- Tros Gynnal
- Barnardos
- Y Bont
- Women's Aid

Responses to the questions outlined in the toolkit are shown below:

	Question	Provider response	Additional information offered by the provider
Q1	Does your organisation meet the Welsh Language Scheme requirements in full?	4 Yes	Tros Gynnal - Have a Welsh Language Scheme which was approved by the Welsh Language Board on 30/03/2011
Q2	Is your organisation able to respond to a Welsh speaking customer in Welsh?	4 Yes	Tros Gynnal - Yes initially – refer to a more competent Welsh Speaker if fluency is required) Y Bont - Have three staff and three volunteers who are fluent Welsh speakers
Q3	Is all promotional literature available bilingually?	4 Yes	Y Bont – Information leaflets, signage and marketing 'pop ups' are bilingual. Due to prohibitive cost of producing everything bilingually all other literature is normally produced in English but is available in Welsh upon request.
Q4	Is all service user and family literature available bilingually?	4 Yes (2 on request)	Y Bont – as above
Q5	Is your organisation able to respond to a written Welsh enquiry in Welsh?	4 Yes	
Q6	Would a representative from the service be available and able to respond to a query/question in Welsh at an AGM or public meeting?	4 Yes	



In summary, all four providers contacted felt that they have met the requirements of the Welsh Language Scheme in full, although there should be some caution to responses as questions were considered subjective. One provider advised that they have their own Welsh Language Scheme in place which has been approved by the Welsh Language Commissioner.

As part of our procurement and tendering processes, new contractors have been made aware via a leaflet of their requirements to meet the council's Welsh Language Scheme 2012/15 and all new contracts contain clauses that will remind providers of the need to comply with the Welsh Language Scheme. Monitoring arrangements of Welsh language compliance have also been incorporated into the ongoing review of these services.

All providers will also be reminded of their duty to comply with the Welsh Language Scheme via a leaflet which can be forwarded electronically to both new and existing commissioned services on an annual basis.

### **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 2013 -14 the council dealt with two formal corporate complaints regarding the implementation of the Welsh Language Scheme however one of these was originally received in 2012 – 13 and is ongoing.

The ongoing complaint refers 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. The council has also developed additional guidance on bilingual signage to work alongside the Welsh Language Scheme which aims to ensure this doesn't happen again in the future. However, since the original complaint was resolved, the council has received ongoing complaints from the complainant relating to further examples of signage which they consider to be contrary to the council's Welsh Language Scheme. The council continues to work closely with the Welsh Language Commissioner with a view to achieving a resolution to the complaint.

The second complaint relates to bilingual registration of street names. The implication of registering street names with bi-lingual names has proved to have significant impact on residents. The manner in which information is recorded by Royal Mail determines how streets are recognised. The council has little or no influence on how Royal Mail and its agencies operate. The council's Welsh Language Scheme, which was approved by the former Welsh Language Board on the 26 March 2012, makes reference to its position regarding road signs providing for only one official street name. For new developments, preference is given to Welsh names. Where there is an older street, only the original name will be utilised to avoid dual addresses and duplication of address for the street and surrounding area. The council's initial bi-lingual scheme was formulated in good faith and understanding and

published in 1997. It was considered to be fit for purpose at that time. Administering that policy has since been proved inoperable and it was then revised. The council estimates that 750 streets in Bridgend County Borough are affected. Some of those names precede the 1925 Public Health Act and can be established as historically recognised streets within the expansion and development of the county. The council feels that a pan Wales solution would be beneficial. However, in the meantime, the council will maintain its current approach to street naming.

### **3c) Inspection of Welsh local authority websites and on-line services.**

In 2010 the Welsh Language Board identified that, the majority of the council's website pages were not available in Welsh. The Welsh Language 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. Detailed reports on the improvements made to the provision of website pages in Welsh since this inspection have since been provided to our Cabinet Equalities Committee on a six monthly basis. A progress report on the website development project is attached as Appendix 2.

## **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**

Due to funding constraints, study is linked to business requirements. If no business requirements have been identified, learners are signposted to community-based learning.

Although this evaluation results in a reduction in the number of learners, the council is confident that key service areas with significant customer interaction are supported to use the Welsh language within their business. Further nominations for training will follow from service areas where there are business needs. Study programmes available include:

- **CYRS CANOLRADD 1 (INTERMEDIATE 1)**
- **C1313 Canolradd (Intermediate) five day residential course**
- **Welsh in the Workplace (bespoke programme for Customer Contact Centre)**

No employees received Welsh language awareness training during 2013-14. However, the council's induction e-learning module includes a reference to the Welsh language scheme and support available and an E: Learning Welsh Culture Awareness package will be launched in the autumn of 2014.

**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 2014, the council employed 385 Welsh speaking employees in services other than schools. This figure comprises a range of linguistic ability and compares with 368 Welsh speakers in other services as at 31 March 13. 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 will conclude March 2015. The service division breakdown for 31 March 2014 according to service division is:

**Wellbeing (Adult Social Care)**

Assessment and case management:	
Commissioning and transformation	1
Mental health	8
Older people	34
Adult social care	30
Training and staff development	2
<b>Total = 75</b>	

**Wellbeing (Healthy Living)**

Libraries, arts and community living:	16
Sport and physical activity:	2
<b>Total = 18</b>	

**Childrens (Business strategy and support)**

Business strategy and support services:	11
Case management:	8
Support for children and learners:	11
Assessment and transition:	12
Inclusion service:	40
Youth offending:	5
Youth service:	7
Music service:	3
<b>Total = 97</b>	

### **Children's (Learning)**

Education psychology service:	2
Strategic planning and resources:	4
Integrated working:	8
Safeguarding and family support:	2
Post 14 Education:	3
Primary and foundation learning:	12
<b>Total = 31</b>	

### **Resources**

• ICT support:	13
• Building maintenance:	5
• Customer services:	10
• Business strategy and innovation support services:	3
• Business support:	10
• Human resources:	10
• Marketing and engagement:	5
• Finance:	9
• Corporate improvement:	2
• Joint supplies:	3
• Integrated partnership support:	2
• Property services:	4
<b>Total = 76</b>	

### **Communities (Regeneration and development)**

Development:	2
Housing:	2
Regeneration:	7
Street works:	6
Business support	2
<b>Total = 19</b>	

### **Communities (Street Scene)**

Highways and fleet:	14
Regeneration and development:	15
Housing and community regeneration:	18
<b>Total = 47</b>	

### **Legal and Regulatory Services**

Democratic services:	6
Registrars:	4
Electoral services:	1
Environmental health:	4
Childcare:	1
Trading standards:	2
Legal:	2
Scrutiny:	1
Public protection:	1
<b>Total = 22</b>	

**Overall total = 389**

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

Grades 1 – 8	=	234
Grades 9 & 10	=	65
Grades 11 – 16	=	90

**Overall total = 389**

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

Ravens Court	=	32
Civic Offices	=	80
Sunnyside	=	141
Sunnyside House	=	26
Community based or operational site	=	110

**Overall total = 389**

## **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. 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 2012 – 2015.

### **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 2 (Website Development Project update).

### **iii. Human Resources and Business Support Managers Group**

This 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 2013 – 2014) 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.

1. The website allows users to access Welsh pages via a Cymraeg button at the top right of the website header.
2. **Microsites** - These are separate sites within the main BCBC website that each have their own unique layout and design:

**Tourism (Bridgend Bites)** – much of the microsite has been translated. However, further work is still required to enable users to toggle between the Welsh and English pages. Progress will be reviewed in September 2014.

**Arts and culture** – these webpages are now complete.

**Grand Pavilion** - this microsite recently moved to a new Content Management System. The process of duplicating the site to allow Welsh to be inserted is complete however purchasing tickets online remains an English only function as the software is hosted externally and will not allow Welsh buttons to be inserted without re-developing the programme at substantial cost (which is currently not achievable).

**Bryngarw House** - this area of the site has been rebranded and has moved to an external provider. The site has now been concluded.

**Halo Leisure** – Halo is responsible for translation of its own website as part of the partnership contract. The Halo website is not part of the BCBC website (including its public facing materials). However as part of our partnership arrangements, pages which relate to Bridgend County facilities are bilingual.

3. **Welsh pages currently translated main BCBC site**

<b>Date</b>	<b>No. of web pages</b>
When signing for the Welsh language strategy 2009	190
Translation report to Cabinet 19/07/2010	820
Translation report to Web Development Group Jan 2011	1318
Translation report to Web Development Group April 2011	1379
Translation count August 2012	1705
Translation count April 2013	1849
Translation count April 2014	1196

4. **Publishing controls** - via our Content Management System - Umbraco, we are able to control the English publishing workflow. The individual English and Welsh pages are linked so that when an English page is updated it immediately flags up the need for a bilingual version allowing content controllers to monitor pages and follow up on Welsh translation if required.

English pages are suspended or locked in workflow until their Welsh page has been submitted. Most areas of the organisation now submit both pages at the same time. This is an on-going process.

5. **LGNL navigation** - the Local Government Navigation List has been translated into Welsh, where Welsh content was available. This now allows Welsh speakers to navigate throughout the site. As new navigation topics are required they are positioned in Welsh and English.
6. Key milestones within the council's current Welsh Language Scheme 2012 – 15 are:

2012	Trent jobs page translated
	English pages locked into workflow until Welsh translation available.
	Translation services review by Procurement.
	Leisure moves over to 'Halo', who is now responsible for the translation of this material.
2013	<p>Planned move from existing CMS to new CMS system - has affected Welsh translation as microsites had to be developed in English first.</p> <p>Main BCBC website pages continuing to increase.</p> <p>Licensing department in the process of translating their site. Will see an increased presence in this section over the next five months.</p> <p>Bryngarw microsite working towards bilingual presence by the end of the year (as mentioned above have yet to establish their brand).</p> <p>Pavilion now in a position to create Welsh part of the website.</p> <p>Arts and culture beginning to translate their area, should take approximately –three months.</p> <p>MP3 version of the Bulletin available in Welsh.</p>
2014	<p>In 2013/14, the council's website migrated to a new content management system (CMS). A large number of obsolete webpages (both English and Welsh) were subsequently deleted. The move affected the council's system for monitoring the number of Welsh web pages appearing on its website as there is no longer an available function to count them. The new CMS has split the website into Welsh and English sections. All Welsh language pages' URLs feature 'www.bridgend.gov.uk/cy'.</p>



	<p>Google Analytics has been used to measure the number of Welsh language webpages on the new CMS that have this URL and have received hits. In measuring this, the council has assumed that all Welsh language webpages are in the Welsh section of the website and feature the 'www.bridgend.gov.uk/cy/' element of the URL.</p> <p>There are limitations to this measurement approach which are:</p> <ul style="list-style-type: none"> <li>• Welsh language webpages that haven't received hits are omitted from the results;</li> <li>• Google Analytics doesn't pick up hits to word documents, JPEG images and PDFs so these are not included in the statistics</li> <li>• viewing and counting the individual file types is not possible, therefore distinguishing between Welsh and English documents is difficult.</li> </ul>
--	---

7. Translation information is available on the intranet for all BCBC employees to use.
8. Translation services reviewed by our Procurement department are continuing to function in their ranked order:
  - 1 - Calan
  - 2 - Prysg
  - 3 – Ewrolingo
  - 4 – Trosol
  - 5 - Tegwen
  - 6 - Trywydd.
9. All council departments are still responsible for their own Welsh language budgets.
10. An MP3 version of the County Bulletin publication will be available in Welsh and English. The files are large and currently will not be a downloadable feature from our website, and will, for the time being, be available on request and mailed.

This page is intentionally left blank

**Welsh Language Scheme 2012 – 2015, Updated Action Plan 2013 - 14**

Page 67

<b>Project</b>	<b>Website development</b>		
<b>Senior Sponsor</b>	Corporate Director Resources		
<b>Milestone</b>	<b>Responsible</b>	<b>Update</b>	
Continuing translation of static sections of English site.	E – Communications and Web Officer	As at 31 March 2014, 1196 pages were recorded as being translated. In 2013/14, the council’s website migrated to a new content management system (CMS). A large number of obsolete webpages (both English and Welsh) were subsequently deleted. Web pages without a Welsh translation continue to not be published.	
Work with directorates to agree revised deadlines for the micro sites for tourism (Bridgend Bites), the Grand Pavillion, Porthcawl and Bryngarw House and Country Park, to be provided bilingually.	E – Communications and Web Officer	<p>Concluded. The rebuild of the Grand Pavillion bilingual website has been completed. Booking facilities will be provided by an English only interface.</p> <p>The translation of the Arts pages has been concluded.</p> <p>The Bryngarw website has been rebranded and has moved to an external provider.</p> <p>Tourism – 95 per cent of the English site content translated. Remaining 5 per cent will not be translated as it relates to links to 3<sup>rd</sup> party content from hotels and bed and breakfast venues. Currently, users of the microsite cannot navigate between English and Welsh sections of the site once they are past the homepage. If they try to, they get automatically diverted to the homepage of their language choice. This problem was flagged up to the service area in October 2013 but is yet to be rectified.</p>	

Work with HALO to agree timescales for all web pages to be published bilingually.	E – Communications and Web Officer in conjunction with HALO	HALO Website translated and main HALO link from BCBC is bilingual.
HALO responsible for bilingual website provision under BCBC Welsh language scheme as working in partnership with BCBC.		Bridgend County Borough facilities are now bilingual.
<b>Project</b>	<b>Customer Service</b>	
<b>Senior Sponsor</b>	Head of ICT and Property	
<b>Milestone</b>	<b>Responsible</b>	<b>Update</b>
Develop systems to test staff skills in conjunction with Mentor Bro Ogwr to support Welsh speaking staff in the Customer Service Centre.	Customer Service Manager	Mentor Bro Ogwr has agreed to outline a plan to test linguistic skills of staff in the Customer Contact Centre and Telephone Contact Centre. Analyses will be reported to the Cyfarfod Fforwm Iath and will be included in the 2014/15 Annual Monitoring Report to the Welsh Language Commissioner.
<b>Project</b>	<b>Staffing &amp; Training</b>	
<b>Senior Sponsor</b>	Head of Human Resources.	
<b>Milestone</b>	<b>Responsible</b>	<b>Update</b>
Work with service managers to implement the council's Welsh language training plan by identifying those employees requiring Welsh language awareness training (based on business need) and the appropriate level of training required - beginner, improver and support for Welsh speaking staff in reading, speaking and writing Welsh.	Equality and Engagement Officer	Data collection exercise to be concluded in March 2015. Linguistic Skills of employees (welsh speaking, reading and writing) will be identified following which target employees will be identified.
<b>Project</b>	<b>Commissioning and Procurement</b>	
<b>Senior Sponsor</b>	Head of Procurement	
<b>Milestone</b>	<b>Responsible</b>	<b>Update</b>
Report on Performance Indicator WLI1 (procurement).  Introduce standard performance measure within new contracts requiring providers to report against this PI. To enable monitoring of compliance, validation will be monitored via sampling the return of compliance assessments.	Corporate Procurement Manager	Work is continuing to ensure that new providers/ contracts operating from December 2013 and renewed contracts are all compliant by December 2017.



This page is intentionally left blank