

*Rydym yn croesawu gohebiaeth yn Gymraeg.
Rhowch wybod i ni os mai Cymraeg yw eich
dewis iaith.*

*We welcome correspondence in Welsh. Please
let us know if your language choice is Welsh.*



**Gwasanaethau Gweithredol a Phartneriaethol /
Operational and Partnership Services**

Deialu uniongyrchol / Direct line /: (01656) 643148
Gofynnwch am / Ask for: Mr. Mark Anthony Galvin

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

Dyddiad/Date: Friday, 17 November 2017

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, CF31 4WB on **Thursday, 23 November 2017 at 9.00am.**

AGENDA

1. Apologies for Absence
To receive apologies for absence from Members.
2. Declarations of Interest
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. Approval of Minutes 3 - 8
To receive for approval the Minutes of a meeting of the Cabinet Equalities Committee dated 13 July 2017.
4. Update Report on Consultation and Engagement 9 - 14
5. Update Report on Implementation of the Welsh Language (Wales) Measure 2011 and Welsh Language Standards 15 - 18
6. Welsh Language Strategy: Annual Update Report 19 - 36
7. Urgent Items
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 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

Corporate Director Operational and Partnership Services

Councillors:
HJ David
CE Smith

Councillors
HM Williams
PJ White

Councillors
D Patel
RE Young

Invitees:
SE Baldwin
TH Beedle
SK Dendy
J Gebbie
DG Howells
JE Lewis
JC Radcliffe
KL Rowlands
E Venables
SR Vidal

CABINET COMMITTEE EQUALITIES - THURSDAY, 13 JULY 2017

MINUTES OF A MEETING OF THE CABINET COMMITTEE EQUALITIES HELD IN COMMITTEE ROOMS 2/3 - CIVIC OFFICES ANGEL STREET BRIDGEND CF31 4WB ON THURSDAY, 13 JULY 2017 AT 10.00 AM

Present:

Councillor D Patel – Chairperson

HJ David

HM Williams

RE Young

Invitees:

SE Baldwin

J Gebbie

KL Rowlands

TH Beedle

DG Howells

E Venables

SK Dendy

JE Lewis

SR Vidal

Officers:

PA Jolley

Corporate Director Operational and Partnership Services

GP Jones

Head of Democratic Services

P Williams

Equalities Officer

Ian Vaughan

Administrative Manager Human Resources

Y Witchell

Licensing Team Leader

D Cook

Policy Officer Licensing

A Lee

Legal Officer

Representatives of Bridgend Coalition of Disabled People:

S Green

A Davies

1. APOLOGIES FOR ABSENCE

Apologies of absence were received from Councillors CE Smith, P White and J Radcliffe.

2. DECLARATIONS OF INTEREST

None

3. APPROVAL OF MINUTES

RESOLVED: That the minutes of the meeting of the Cabinet Committee Equalities of 09 March 2017 be approved as a true and accurate record.

4. EQUALITY AND DIVERSITY: VALUING DIFFERENCE

The Chairperson welcomed everyone in attendance to the meeting and in particular S Green from the Bridgend Coalition of Disabled People and A Davies from the Royal National Institute from the Blind.

The meeting then received an equalities briefing from the Senior Lawyer who clarified the requirements of the equalities legislation and how this was applied by the Authority.

5. ISSUES FACING DISABLED PEOPLE IN BRIDGEND COUNTY BOROUGH

The Equalities Officer presented a report which informed the Committee of the issues faced by disabled people in Bridgend county borough's communities and to outline the influence that the council has on improving access to services and information.

It was explained that the Strategic Equality Plan 2016 - 2020 and its supporting Action Plan were produced following an extensive consultation and engagement exercise in 2016 involving many local disability groups including Bridgend Coalition of Disabled People, Bridgend Visually Impaired Society, Bridgend Deaf Club, People First Bridgend and Stroke Association.

Some of the key issues that were raised by these groups included: the challenges with direct payments; wheelchair accessible taxis and public transport in Bridgend county borough.

The Committee heard from S Green who explained how difficult it was to find wheelchair accessible taxis. He added that although some taxi companies did have disabled facilities they were very limited particularly when trying to arrange travel at short notice. He added that Community Transport was expensive and not available quickly.

The Licensing Team Manager responded that there were two large taxi operators and a number of independent firms in the county borough. The local authority maintained a list of taxis and other vehicles providing disabled access facilities and had the power to enforce legislation should discrimination occur. She added that the policies and plans were being reviewed to identify the barriers for companies having a greater capacity to facilitate disabled travellers.

S Green outlined his views on the provision of disabled facilities of the taxi companies and requested that spot checks be undertaken to identify those companies who claimed that they had adapted vehicles and minibuses to transport disabled passengers but which were actually used to undertake more cost effective journeys for events and airport runs rather than to transport someone who was disabled.

The Licensing Team Manager explained that taxi licensing was a devolved function of the Welsh Government who were undertaking consultation on this topic. The Local Authority maintained its equalities duty and were able to consider a quota of accessible vehicles. A Davies added that there were also difficulties using taxis when you had a guide dog and that she had been refused the use of a taxi because of her guide dog. The Licensing Team Manager indicated that the policy would be consider in August or September following a consultation period.

The invitees then explained the difficulties the new recycling scheme had imposed on those with disabilities including lack of consistent information about the revised recycling processes, the difficulties with assisted collections and the use of the purple bags. A detailed discussion took place which highlighted the difficulties that residents with disabilities faced and how this was being addressed.

Queries were raised regarding the application process for the Blue Badge Scheme which had recently been updated by the Welsh Government. It was considered that the scheme just allocated points on a computer and did not take the needs of individuals into account. The Leader explained the new criteria were applied when the Blue Badge was being renewed and that an appeals process was available for those who had not met the revised criteria.

The invitees then raised their concern about the lack of accessible toilets in the town centres. They suggested that many of the toilets doubled up as baby changing facilities which was far from ideal and the toilets suitable for anyone with disabilities were not advertised or signposted effectively. They acknowledged that adapting toilets were difficult but that more should be done to provide accessible toilets when new buildings were being developed.

The use of dropped kerbs and tactile paving was discussed. The benefits of dropped kerbs was explained and the difficulties if the tactile paving did not reflect the type of paving where it was situated. The meeting was advised that some tactile paving was fitted incorrectly and this meant that one road crossing actually used the tactile paving for a train platform or steep drop.

RESOLVED: That the committee received and noted the report.

6. ANNUAL REPORT ON THE STRATEGIC EQUALITY PLAN 2016-2020 ACTION PLAN

Cabinet Equalities Committee were provided with an update on progress made in delivering the Strategic Equality Plan (SEP) 2016 - 2020 during 2016/17. The Equalities Officer advised that the SEP was approved by Cabinet on 15 March 2016 and the draft action plan was then developed to include all seven of the strategic equality objectives.

He added that between 12 May 2016 and 22 June 2016 the council consulted with the public on the actions that sit under each strategic objective. The consultation included engagement with local equality and diversity groups. The 47 agreed actions were included in the updated SEP in May with the key points from each objective being highlighted in the report.

Members queried why domestic violence was included within the equalities agenda. It was explained that violence against women was considered as gender related. Bridgend was also a White Ribbon Authority and had established the Assia Suite to be a one-stop-shop to support the victims of domestic violence.

The members also requested further clarification on the anti-bullying schemes in schools. They were advised that a range of reasons led to the bullying which occurred in schools but the highest level was bullying related to race. The Show Racism the Red Card scheme had been introduced to help reduce the incidents of racial bullying. The Education and Family Support directorate was trying to identify the reasons which led to bullying in schools and how bullying could be reduced.

The Committee was also made aware of the Dementia Swimming Project and the benefits that swimming provided to dementia sufferers and the respite this provided to their carers.

RESOLVED: That Cabinet Equalities Committee received and noted the report.

7. ANNUAL REPORT ON EQUALITY IN THE WORKFORCE (2016/17)

The Cabinet Equalities Committee was provided with data on the council's workforce as at 31 March 2017 and an update on employment related developments. The Equalities Officer explained that the report provided a profile of the council's workforce and included the number of employees disclosing as LGBT, those with a disability,

employees who are also carers, those from a BME background and a breakdown of employees' Welsh speaking, reading and writing skills.

He also advised on the training programmes that were being developed and undertaken particularly those to assist with the Welsh Language Standards.

Members of the committee clarified some of the data and its implications

RESOLVED: That Cabinet Equalities Committee received and noted the report.

8. UPDATE REPORT ON IMPLEMENTATION OF THE WELSH LANGUAGE (WALES) MEASURE 2011 AND WELSH LANGUAGE STANDARDS

The Corporate Director Operational and Partnership services presented a report to update the Cabinet Equalities Committee on the implementation of the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards, deigned to increase the number of welsh speakers.

He advised that the Authority was currently compliant with some of the Welsh Language Standards and working towards compliance with others. It was acknowledged that the Welsh Language Standards required for the Authority were not considered proportionate in every instance and would result in significant expenditure to achieve. For these reasons, the Authority had appealed a number of Standards.

Meetings had been held with the Welsh Language Commissioner which had been positive and which supported compliance. The requirements of the act would be met in due course but not immediately. Concerns regarding the use of Welsh for social media were discussed.

RESOLVED: That Cabinet Equalities Committee received and noted the report.

9. WELSH LANGUAGE STANDARDS ANNUAL REPORT 2016/17

The Corporate Director Operational and Partnership services presented a report to inform Cabinet Equalities Committee of the content and approach taken with the council's second Welsh Language Standards Annual Report 2016/17.

He explained that the Welsh Language Standards give Welsh speakers improved, enforceable rights in relation to the Welsh language. The council received its final compliance notice on 30 September 2015, which outlined 171 standards requiring compliance. The standards require the council to produce and publish an annual report, in English and Welsh, by 30 June each year. The annual report 2016/17 covers the period 1 April 2016 to 31 March 2017.

Welsh Language Standards Annual Report 2016/17 as attached as appendix 1 to the report outlined the council's preparations for compliance, the number of complaints received during the period; the number of employees who disclosed Welsh language skills and the number of employees attending training courses offered in Welsh. The report also included data relating to reception services; the number of full Equality Impact Assessments (EIA) and promotional activities that had been undertaken.

RESOLVED: That Cabinet Equalities Committee received and noted the report.

10. URGENT ITEMS

None

The meeting closed at 12.05 pm

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BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET EQUALITIES COMMITTEE

23 NOVEMBER 2017

REPORT OF THE CORPORATE DIRECTOR – OPERATIONAL AND PARTNERSHIP SERVICES

UPDATE REPORT ON CONSULTATION AND ENGAGEMENT

1. Purpose of report

The purpose of this report is to outline the council's approach to consultation and engagement, which committee members can use to help mobilise residents to get their voices heard, including through the Citizens' Panel.

2. Connection to Corporate Improvement Objectives / Other Corporate Priority

Effective consultation and engagement forms an integral part of the council's decision making processes and, in some situations, is a statutory requirement. As such, it impacts upon the work of the whole council, features in the Strategic Equality Plan, is integral to the Medium Term Financial Strategy (MTFS) and links to the following corporate priority:

- Priority 3: Smarter use of resources

It also links to two of our core values, 'Citizen-focused - remembering that we are here to serve our local communities' and 'Fair - taking into account everyone's needs and situation', and to The Well-being of Future Generation (Wales) Act 2015.

3. Background

Since 2010, Cabinet Equalities Committee has been receiving regular reports and presentations on topics relevant to equalities and diversity.

Effective consultation and engagement involves seeking out the views and opinions of individuals, groups and organisations, including hard to reach and/or seldom heard groups.

4. Current situation / proposal

Consultation is a process involving citizens, service users and other groups and individuals who contribute their views and suggestions as part of a review of policy, strategy and proposed budget reductions.

Engagement is a less formal and more participative process where, using a wide range of techniques, groups and individuals are able to influence and shape strategy and policy.

The council's Consultation and Engagement function, which sits within the Communications, Marketing and Engagement team, has developed an internal

“toolkit” to help staff understand when it is appropriate to engage and/or consult residents and to understand the range of methods and techniques available. It also ensures that consultation and engagement projects are consistent, robust and effective.

The toolkit is based on Participation Cymru’s National Principles for Public Engagement in Wales, which include:

- Working with relevant partners
- Providing information that is jargon free, appropriate and understandable
- Enabling people to take part effectively
- Telling people the impact of their contribution
- Learning and sharing lessons to improve the process of engagement

It also incorporates legal guidance:

- Consultation must take place when the proposal is still at a formative stage
- Sufficient reasons must be put forward for the proposal to allow for intelligent consideration and response
- Adequate time must be given for consideration and response
- The product of consultation must be conscientiously taken into account

Ineffective consultation can have legal implications for the council if equality of opportunity is not afforded to every individual wishing to participate.

Live consultations are featured on the council’s [website](#) and communications, marketing and social media channels are used to varying degrees in order to promote awareness and maximise participation. Consistency in approach and the use of various techniques have increased response rates in recent years, for example BCBC has had the highest response by % of residents in Wales to the MTFS consultation.

In addition to targeting the general public across the county borough, the Consultation and Engagement function is responsible for overseeing the council’s [Citizens’ Panel](#), made up of 1,584 residents. Since April 2015, the Citizens’ Panel has improved in number in all key demographics by an average of 199% with only 5 of the 39 wards having less than 1% representation (Caerau, Bettws, Sarn, Llangynwyd, and Maesteg West).

Members of the Citizens’ Panel receive up to three surveys per year on a range of topics such as street cleanliness, customer service and the local housing strategy, and updates through our newsletter ‘you said, we did’. The newsletter is released every other survey and shows panel members how responses have changed the way the council operates.

A breakdown of Citizens’ Panel membership can be found in appendix 1.

5. Effect upon Policy Framework & Procedure Rules

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 through increased participation in the council's consultation and engagement activity.

7. Financial Implications.

None in this report.

8. Recommendation

That the Cabinet Equalities Committee receives and notes this report.

Andrew Jolley

Corporate Director - Operational and Partnership Services

Date: 13 November 2017

9. Contact officer

Claire Saralis

Customer Services, Communications, Marketing and Engagement Manager

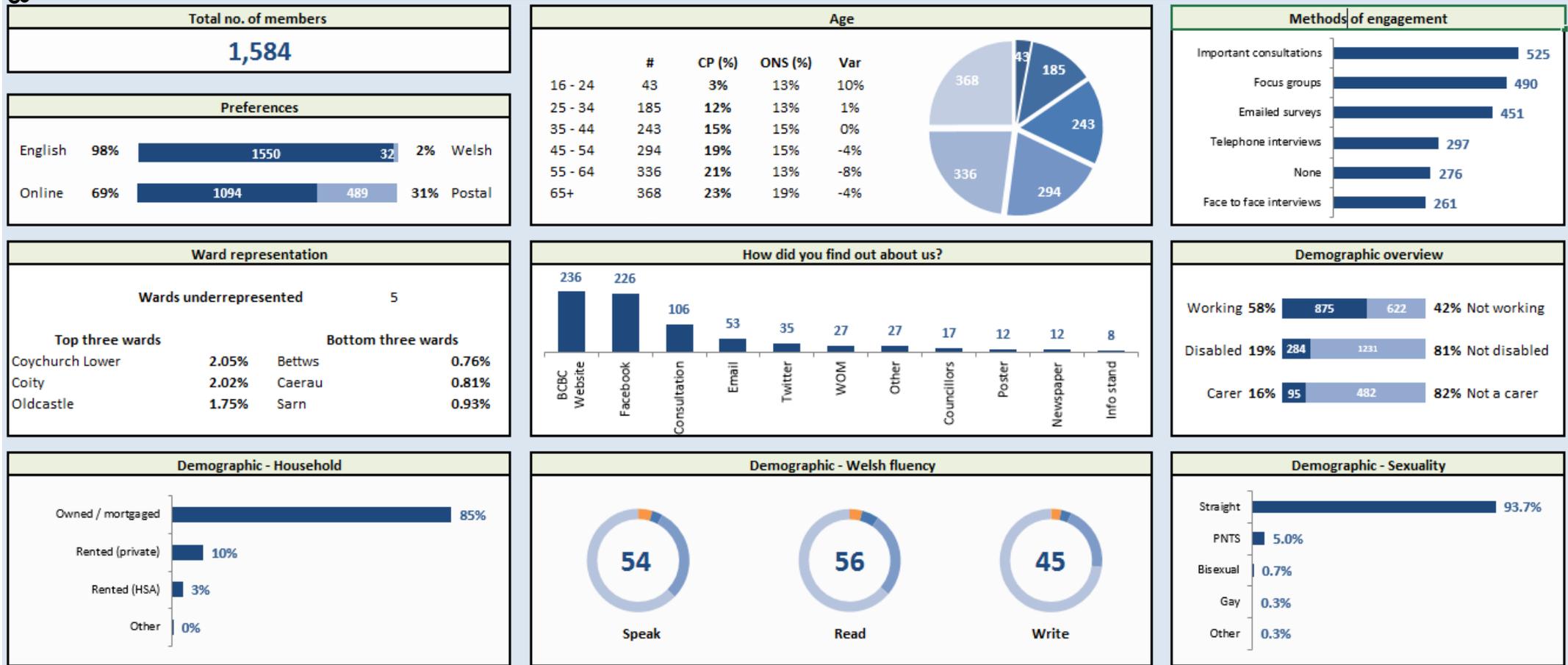
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Citizens' Panel membership breakdown – October 2017



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BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET EQUALITIES COMMITTEE

23 NOVEMBER 2017

REPORT OF THE CORPORATE DIRECTOR – OPERATIONAL AND PARTNERSHIP SERVICES

UPDATE REPORT ON IMPLEMENTATION OF THE WELSH LANGUAGE (WALES) MEASURE 2011 AND WELSH LANGUAGE STANDARDS

1. Purpose of report

To update Cabinet Equalities Committee on the implementation of the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards.

2. Connection to Corporate Improvement Plan / Other Corporate Priority

The Welsh Language (Wales) Measure 2011 introduced Welsh Language Standards which impact upon the work of the whole council. The standards link to the equalities agenda, form a key component of the council's Transformation Programme and Customer Charter, and link to the following corporate priorities:

- Priority 2: Helping people to be more self-reliant;
- Priority 3: Smarter use of resources.

3. Background

The council received its final compliance notice from the Welsh Language Commissioner on 30 September 2015 and has since been working to determine the implications involved in implementing the 171 assigned standards.

Progress updates have been provided to Cabinet Equalities Committee on 28 April 2016, 14 July 2016, 10 November 2016, 9 March 2017 and 13 July 2017. Those reports are referenced as background documents to this report.

4. Current situation / proposal

The council has continued to work towards compliance with the standards. Key progress/updates since July 2017 can be summarised as:

- a) We received a formal response from the Welsh Language Commissioner in April 2017 in relation to the standards we appealed. A subsequent meeting with the Commissioner's office took place on 19 May 2017 where it agreed that the council could have an extension of time to comply with 11 of the 20 standards appealed. The council was requested to come up with a reasonable timetable for implementation of the 11 remaining standards and an audit is taking place to determine the dates that will be put forward to the Commissioner.

- b) The council is now progressing compliance with all other standards, including treating Welsh and English equally across our social media accounts (except in emergency situations).
- c) A meeting will take place with the Welsh Language Commissioner's office on 5 December to discuss the council's performance against the standards, successful practices, risks and challenges. This is part of their ongoing review process of local authorities across Wales.
- d) Staff continue to receive regular updates and reminders via email.
- e) Welsh language "Meet and Greet" training for frontline staff continues to be provided by the University of South Wales and a first and second year of "Cwrs Mynediad" Welsh language training - together with business Welsh training - is underway.
- f) No formal complaints have been received since the last update report in July 2017.
- g) Language preference will be captured whenever someone visits the new BCBC website and when they create a My Account profile.

5. Effect upon Policy Framework & Procedure Rules

There are no proposed changes to the Policy Framework and Procedure Rules.

6. Equality Impact Assessment

This is an information report. As such, no Equality Impact Assessment is required.

7. Financial Implications

A recurring budget of £313,000 and a one-off budget of £81,000 were established in the 2016-17 budget through the Medium Term Financial Strategy to implement those Welsh Language Standards that were agreed to be funded corporately. These budgets did not take into account the financial implications of the standards that the council appealed. To date not much of this funding has been allocated out, as the full financial implications of meeting all standards is not known. The one-off budget has been retained until a clearer picture emerges. The cost of implementing the Welsh Language Standards will continue to be reviewed during 2017-18 and into 2018-19 and, if the costs are deemed to be significantly higher than budgeted, a decision will be made corporately as to how this shortfall will be met.

8. Recommendation

That the Cabinet Equalities Committee receives and considers this report.

Andrew Jolley
Corporate Director - Operational and Partnership Services
Date: 13 November 2017

9. Contact officer

Claire Saralis
 Customer Services, Communications, Marketing and Engagement Manager
 Level 1, Civic Offices, Angel Street, Bridgend, CF31 4WB

Email: claire.saralis@bridgend.gov.uk
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Background papers: none.

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BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET EQUALITIES COMMITTEE

23 NOVEMBER 2017

REPORT OF THE CORPORATE DIRECTOR – OPERATIONAL AND PARTNERSHIP SERVICES

WELSH LANGUAGE STRATEGY: ANNUAL UPDATE REPORT

1. Purpose of report

To update Cabinet Equalities Committee on the work undertaken to meet the objectives within the Welsh Language Five Year Strategy (2016 to 2021), during year one of its introduction.

2. Connection to Corporate Improvement Plan / Other Corporate Priority

The Welsh Language (Wales) Measure 2011 introduced Welsh Language Standards which impact upon the work of the whole council. The standards link to the equalities agenda, form a key component of the council's Transformation Programme and Customer Charter, and link to the following corporate priorities:

- Priority 2: Helping people to be more self-reliant;
- Priority 3: Smarter use of resources.

3. Background

The council's final compliance notice from the Welsh Language Commissioner includes two standards (145 and 146) that require the council to have produced and published a Five Year Strategy by 30 September 2016. The strategy, which is attached as appendix 1, sets out how the council will promote the Welsh language and facilitate its use in Bridgend county borough for the period covered by the strategy. The strategy includes:

- a target (in terms of the percentage of Welsh speakers in Bridgend county borough) for maintaining the number of Welsh speakers by the end of the 5 year period;
- a statement setting out how the council intends to maintain that target. The council is also required to review the strategy and publish a revised version on its website within 5 years of publishing the initial strategy.

Five years after publishing the strategy the council must:

- assess to what extent it has followed the strategy and reached the target;
- publish an assessment on its website, containing:
 - the number of Welsh speakers in the Bridgend area and the ages of those speakers;
 - a list of activities that have been arranged or funded during the five years to promote use of the Welsh language.

4. Current situation / proposal

Section 1 of the council's Five Year Strategy (2016 – 2021) focuses **internally** on maintaining the number of Welsh speaking employees in the council. The section outlines:

- a linguistic profile of the council's workforce;
- how the council can support its employees to improve their Welsh language skills and raise awareness of Welsh language in the workplace;
- recruitment and selection.

Within this section there are three key objectives.

Objective 1: Identify the capacity in service areas to deliver services in Welsh.

- Actions have been taken to increase the level of employee data held in the Human Resources integrated system.
- A Welsh Language Assessment Tool has been built within the council's Learning & Development website to enable managers to assess language skill requirements for posts within service areas. This tool will allow managers to audit existing skills and conduct a skills analysis to identify training needs. This is currently being piloted in Customer Services.

Objective 2: Provide appropriate learning and development solutions at various levels to meet identified needs within budget allocation.

- Awareness of Welsh language in the workplace has been raised by promoting two new e-learning modules: Welsh Language Standards and Welsh Language Awareness.
- Welsh language 'Meet and Greet' workshops are run for staff to ensure they can meet and greet customers. During this period, 32 employees have completed this training.
- A Welsh language training programme is offered to employees at various levels:
 - Cwrs Mynediad Year 1 (Sept 2016 to June 2017) - 27 employees completed this;
 - Cwrs Mynediad Year 1 (Sept 2017) - 26 employees have signed up;
 - Cwrs Mynediad Year 2 (Sept 2017) - 19 employees have signed up;
 - Business Welsh for existing Welsh speakers (Sept 2017) - 11 employees have signed up.
- All community-based learning and other learning opportunities are promoted via the council's Learning & Development website.

Objective 3: Establish arrangements in recruiting to positions where Welsh language skills are essential.

- Assessing and recording Welsh language skills requirements for all vacancies have been undertaken for this period, taking into account service and skills assessments.
- A range of recruitment advertising methods, which target Welsh speakers has been identified and adopted eg via Menter Bro Ogwr.

- A range of assessment tools in the selection process relating to Welsh language skills is available.

Section 2 of the strategy focusses **externally** on maintaining the number of Welsh speakers in the wider county borough. In addition to outlining the current situation, this section describes the following key objectives:

Objective 1: Raise the profile of the Welsh language, culture and local activities and events organised by the council and our partners in a structured way.

A rolling calendar of Welsh language activities and events is in place and details are shared across internal and external communications channels, such as press, social media and Bridgendders, depending on the target audience and nature of the event. These include:

- Eisteddfod yr Urdd: 14 tweets resulting in a reach of over 160k; 9 Facebook posts resulting in a reach of over 213k
- Urdd 7's: 20 tweets resulting in a reach of over 18k; 2 Facebook posts resulting in a reach of over 15k
- Accessing Welsh medium education: 1 Facebook post resulting in a reach of over 8.5k
- Dydd Miwsig Cymru / Welsh Language Music Day: 4 tweets resulting in a reach of over 9.5k
- Shwmae Sumae Day: 3 tweets resulting in a reach of over 1k
- St David's Day: 9 tweets resulting in a reach of just under 8k
- St Dwynwen's Day: 2 tweets resulting in a reach of over 2.5k

We also created a separate communications plan for the Urdd Eisteddfod, which resulted in:

- Internal communications to all staff
- Social media content (as above) and launch of BCBC Instagram account
- Media coverage: print, online and broadcast
- Ticket competitions

Objective 2: Increase promotion and awareness of the council's Welsh in Education Strategic Plan (WESP).

- **WESP objective 1:** increase the number of seven year old children being taught through the medium of Welsh;
- **WESP objective 2:** increase the number of learners improving their language skills when transferring from primary to secondary school;
- **WESP objective 4:** increase the number of learners aged 16 – 19 studying Welsh in school, college and work;
- **School modernisation programme:**
 - to review and consider our options to deliver Welsh medium education and increase numbers;
 - to review and consider Welsh medium schools' future provision covering ages 3-16 or 3-19 years;

- to map the provision of Welsh medium additional learning needs support;
- **Flying Start programme:**
 - extend provision within identified communities across Bridgend County Borough, targeting children 0-4 and their families;

The schemes included in Bridgend's 21st Century Schools and Education Strategic Outline Programme submitted to Welsh Government make a commitment to increasing existing provision:

- Bridgend West (Welsh-medium 2 form entry provision) in line with the Welsh education survey, indicating there is demand for additional primary provision in that area
- Bridgend North East (where there may be an opportunity to create additional Welsh-medium provision to meet the demand for housing developments potentially addressing the number of Welsh-medium education places serving the area) as priority band B schemes

Objective three: to explore (and implement where possible) any new activities which will support the use of the Welsh language more widely within the county borough, promoting these accordingly.

The council has worked with Menter Bro Ogwr (MBO) to explore opportunities for joint working and these have been identified as follows:

- BCBC to work with MBO to advertise Welsh-essential jobs on their website and Facebook page;
- MBO to continue working with Halo and Awen Trust to provide recreational courses through the medium of Welsh for adults in Bridgend;
- BCBC to promote public Siop Siarad sessions among staff via the intranet.

5. Effect upon Policy Framework & Procedure Rules

There are no proposed changes to the Policy Framework and Procedure Rules.

6. Equality Impact Assessment

This is an information report. As such, no Equality Impact Assessment is required.

7. Financial Implications

There are no financial implications associated with this report.

8. Recommendation

That the Cabinet Equalities Committee receives and considers this report.

Andrew Jolley

Corporate Director - Operational and Partnership Services

Date: 13 November 2017

9. Contact officer

Claire Saralis

Customer Services, Communications, Marketing and Engagement Manager
Level 1, Civic Offices, Angel Street, Bridgend, CF31 4WB
Email: claire.saralis@bridgend.gov.uk
Telephone: 01656 642047

Background papers: none.

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Welsh Language Strategy

September 2016

This document is also available in Welsh

INTRODUCTION

The council has developed this five year Welsh language strategy in response to the following Welsh Language Standards:

145	You must produce, and publish on your website, a 5-year strategy that sets out how you propose to promote the Welsh language and to facilitate the use of the Welsh language more widely in your area; and the strategy must include (amongst other matters) - (a) a target (in terms of the percentage of speakers in your area) for increasing or maintaining the number of Welsh speakers in your area by the end of the 5 year period concerned, and (b) a statement setting out how you intend to reach that target; and you must review the strategy and publish a revised version on your website within 5 years of publishing a strategy (or of publishing a revised strategy).
146	Five years after publishing a strategy in accordance with standard 145 you must - (a) assess to what extent you have followed that strategy and have reached the target set by it, and (b) publish that assessment on your website, ensuring that it contains the following information - (i) the number of Welsh speakers in your area, and the age of those speakers; (ii) a list of the activities that you have arranged or funded during the previous 5 years in order to promote the use of the Welsh language.

SECTION ONE: EMPLOYEES

1.0 INTRODUCTION

- 1.1 As part of this strategy, it is relevant to reference the work that has been undertaken and is planned by the council to: promote Welsh language in the workplace and improve the Welsh language skills of its employees.
- 1.2 This is important in the context of the council working towards ensuring the provision of language choice in service delivery and within its internal processes.

2.0 CURRENT SITUATION

2.1 Profile of the workforce

- 2.1.1 Employee data is held in the HR integrated system, which categorises skills in Welsh language, i.e. Welsh speaker; Welsh reader; and Welsh writer. These can be recorded as fluent; fairly good, a little and no ability. Employees can also opt for “prefer not to say” as it is not mandatory for employees to provide such data.
- 2.1.2 A report on this data as at 1 September 2016 is set out in [Appendix 1](#). This provides a breakdown by main service area within each directorate. It is important to note that this is based on employees’ assessment of their own skills. Also, whilst this information has been captured for the employees, there are over 40 per cent of employees who have not provided this information.

2.2 Supporting employees to improve Welsh language skills and raising awareness of Welsh language in the workplace

- 2.2.1 During 2016/2017 a range of learning and development resources have been implemented to ensure employees: are equipped to undertake their role; are able to develop their Welsh language skills and have an awareness of Welsh language. In summary this includes:
- Updating the corporate induction programme to include Welsh language awareness
 - Providing face-to-face training for around 400 customer-facing employees
 - Arranging face-to-face training for employees to develop language skills, approximately 46 employees commencing Cwrs Mynediad in Sept 2016
 - Developing and launching e-learning modules for employees: on using Welsh language in the workplace specifically for managers; and to develop an awareness of Welsh language history and culture, understanding of the duty to operate in accordance with the Welsh language standards
 - Implementing a policy on Using Welsh language in the Workplace
 - Introducing Welsh language champions in all directorates

- Making web pages available on the council's intranet to give an overview of the Welsh Language Standards and what they mean
- Providing briefings for all employees to raise awareness of the standards, including a DVD of the Chief Executive
- Asking employees to indicate whether they would prefer to receive future correspondence in relation to their employment with the council in English or Welsh.

2.2.2 All corporate learning and development activities are recorded in the HR integrated system which will enable monitoring of all corporate Welsh language learning and development.

2.3 Recruitment

2.3.1 All recruitment material for applicants is available online in English and Welsh via the council's e-recruitment system.

2.3.2 Managers' guidelines and the e-learning module have been updated to reflect the considerations managers need to make throughout the recruitment process. This starts with determining the need for Welsh language skills for the vacant position through to candidates selecting to use the Welsh language during the selection process.

2.3.3 Records are also maintained on the skills assessments made by managers for each position advertised.

3.0 AIMS AND OBJECTIVES

3.1 Aim

3.1.1 The council is committed to maintaining the percentage of Welsh speakers in the workforce in order to achieve the following principles:

- The council must deliver services in Welsh and encourage the use of the language
- Customers have the right to communicate with the council in Welsh
- Language choice is available for employees when dealing with HR matters
- The quality of service and a positive attitude are important.

3.1.2 One of the main transformation projects for the council is to deliver services online as a matter of course. Whilst new communication channels will be available in Welsh, the introduction of a digital operating model will mean a reduction in a customer-facing staff resource and may impact upon our aim to maintain the level of Welsh speakers.

3.2 **The key objectives** to achieve the desired outcome of having sufficient capacity within the workforce to deliver services, as required, in Welsh, are set out below along with identified actions:

3.2.1 Objective one: Identify the capacity in service areas to deliver services in Welsh

Actions:

- Take actions to increase the level of employee data held in the HR integrated system
- Assess language skill requirements for posts within service areas, initially focussing on those that have direct contact with customers, e.g. reception areas
- Audit the language skills of employees within service areas
- Assess language skills capacity within service areas based on recognised qualification and assessment frameworks
- Undertake skills analysis based on identified gaps.

3.2.2 Objective two: To provide appropriate learning and development solutions at various levels to meet identified needs within budget allocation

Actions:

- Raise awareness of Welsh language in the workplace
- Provide training for staff to meet and greet customers
- Develop a training programme for employees to access training based on linguistic assessment which may include entry level, level one to four and proficiency training
- Develop a range of resources for employees who wish to improve skills
- Signpost community-based services for employees
- Promote learning opportunities for employees.

3.2.3 Objective three: To establish arrangements in recruiting to positions where Welsh language skills are essential

- Assessing and recording the Welsh language skills requirements for all vacancies, taking account of service and skills assessments
- Identifying a range of recruitment advertising methods which target Welsh speakers
- Developing assessment tools in the selection processes relating to Welsh language skills.

4.0 MEASURING SUCCESS AND MONITORING ACTIVITIES

4.1 The outcomes of the actions outlined above will be identified and monitored by HR/OD Manager.

4.2 **Objective one: Identify the capacity in service areas to deliver services in Welsh**

This objective will mainly involve working with managers of customer-facing services to gather information about service needs and employee skills. Specific measures will include:

- monitoring the level of employee data held in the HR integrated system
- providing reports on skill levels based on the above
- providing specific service reports on service needs and employee skills.

4.3 Objective two: To provide appropriate learning and development solutions at various levels to meet identified needs within budget allocation

Outcomes will be measured through reporting on:

- internal and external training courses provided
- the number of attendees
- training evaluations
- take-up of e-learning modules
- e-learning evaluations
- the range of resources provided and communication activity.

4.4 Objective three: To establish arrangements in recruiting to positions where Welsh language skills are essential

This measure will be assessed by:

- reporting on language requirements for vacant positions
- monitoring outcomes of recruitment for Welsh language posts

SECTION TWO: THE PUBLIC

1.0 CURRENT SITUATION

1.1 In 2011 the census confirmed (for Bridgend County Borough) that 9.7 per cent of respondents (13,103 people aged over three) answered yes to the question 'Can you speak Welsh?' The age range of these respondents is broken down in the table below:

Age band	Number	% of total in band
3 – 4	473	15.3
5 – 9	1843	24.3
10 – 14	2450	29.3
15 – 19	1740	20.7
20 – 24	937	11.4
25 – 29	803	9.5
30 - 34	663	8.0
35 – 39	698	7.6
40 – 44	589	5.6
45 – 49	445	4.2
50 – 54	430	4.6
55 – 59	386	4.5
60 – 64	363	4.0
65 - 69	323	4.3
70 – 74	272	4.4
75 – 79	247	5.2
80 - 84	201	6.1
85+	240	7.9
Total	13103	

1.2 In summary, prior to the introduction of the Welsh Language Standards the council promoted and facilitated the use of the Welsh language to the public in the following ways:

- Developed a Welsh Language Scheme for the authority which improved access to a number of council services through the medium of Welsh e.g. telephone, webpages and promotional materials. We added to this with various guidance documents for specific areas such as signage
- Developed promotional and advertising materials bilingually
- Developed and implemented a Welsh in Education Strategic Plan (WESP) which focuses on children of all ages being able to access Welsh-medium education. This involves working closely with key partners
- Developed provisions in key areas such as sport and play and cultural services

- Promoted and raised awareness of Welsh language events and activities that we were aware of albeit in an adhoc way e.g. Shwmae Shwmae day and Welsh holiday programmes.

1.3 Since the introduction of the Welsh Language Standards we have built on this work and strengthened the public-facing services available in Welsh listed above. Additionally, we have:

- Adapted our processes and procedures for meetings and public events so Welsh speakers can use Welsh if required
- Adapted our process for handling and recording bilingual correspondence
- Developed and or reviewed some of our public-facing policies such as complaints, tenders, grants etc.

2.0 AIMS AND OBJECTIVES

2.1 **Aim:** to maintain the number of Welsh speakers in the county borough.

2.2 **Objective one: To raise the profile of the Welsh language, culture and local activities and events organised by the council and our partners in a structured way.**

2.2.1 Actions:

- Develop a rolling calendar of Welsh language activities and events taking place within Bridgend County Borough, linking in with partners accordingly
- Include national Welsh cultural events such as St David's Day
- The council's Communications, Marketing and Engagement team will manage and update the calendar on an ongoing basis
- The team will use the calendar to raise the profile of these activities and events through its various corporate communications and marketing channels, such as social media, press releases, internal communications etc.
- The team will be targeting citizens, schools, local businesses etc with these communications as required.

2.3 **Objective two: To increase the promotion and awareness of the council's Welsh in Education Strategic Plan (WESP) particularly in relation to objectives one, two and four of the plan, which are:**

- Increasing the number of seven year old children being taught through the medium of Welsh
- Increasing the number of learners improving their language skills when transferring from primary to secondary school
- Increasing the number of learners aged 16 – 19 studying Welsh in school, college and work

2.3.1 Actions:

- **School modernisation programme:**
 - Review and consider our options to deliver Welsh medium education and increase numbers
 - Review and consider Welsh medium schools' future provision covering ages 3 – 16 or 3 – 19 years
 - Map the provision of Welsh medium additional learning needs support
- **Flying Start programme:**
 - Extend provision within identified communities across Bridgend County Borough, targeting children 0 – 4 and their families

2.4 **Objective three: To explore (and implement where possible) any new activities which will support the use of the Welsh language more widely within the county borough, promoting these accordingly.**

2.4.1 Actions:

- Explore (and implement where possible) a mystery shopper function to provide feedback that can then be used to improve services for the public
- Explore (and then implement if the demand is there) a series of informal Welsh language courses which the public can sign up to
- Explore linking in with Menter Bro Ogwr to support the Ogi Ogi Ogwr festival which aims to raise the profile of Welsh within the county borough.

2.5 For all of these objectives, we may develop some of these activities in partnership.

3.0 **MEASURING SUCCESS AND MONITORING ACTIVITIES**

3.1 This section will cover measuring success in terms of percentage of Welsh speakers in Bridgend County Borough as well as measuring the success of individual activities undertaken which aim to maintain the numbers of Welsh speakers.

3.2 **Objective one**

Success will be measured by:

- Collecting data on the activities on an ongoing basis
- Reporting annually on the promotional activity undertaken and where applicable the return on investment

- Including data such as number and type of promotional activities, level of reach (social media), number of people attending events etc.

3.2.1 We will create a separate communications plan for the Urdd Eisteddfod 2017.

3.3 **Objective two**

Success will be measured by:

- Collecting and analysing performance data against the targets set for objective one, two and four of the WESP
- Including targets and annual data (also reported to Welsh Government) for the number of seven year olds being taught through the medium of Welsh, the number of learners improving their skills from primary to secondary school and the number of learners 16-19 studying in Welsh in either school, college or work.
- Reporting, at the multi-agency WESP Forum, on promotional/awareness activities such as the use of the Welsh Medium education/marketing materials, which have been used to help meet the target figures.

3.3.1 Ongoing progress towards achieving the objectives within the WESP will continue to be discussed at the termly WESP board meetings.

3.4 **Objective three (if implemented):**

Success will be measured by:

- Collecting feedback as a result of the mystery shopper exercises and reporting annually on how this information has been used to improve services where relevant
- Reporting on public Welsh course attendance, sign ups, feedback etc.
- Reporting on the activity and number of people attending the Ogi Ogi Ogwr event.

3.5 **Percentage of Welsh speakers in Bridgend County Borough**

3.5.1 The next census is due in 2021, depending on the timing of release of that data and the timing of reporting on this strategy, we will report on and compare 2021 data against the 2011 data in section 1.1. This will help us to understand and evaluate how the number of Welsh speakers and their ages has changed during the 10 year period and the five year period of this strategy.

3.5.2 We will also use the data that will come out of our population assessment, (required by April 2017) as an interim indicator on the number and ages of Welsh speakers within Bridgend County Borough. It is not compulsory however for people to respond to this survey so it is unlikely to give a full picture.

REVIEW

We will aim to publish a revised strategy three months before the end of the current strategy term (September 2021).

Information that we collect and report on annually for both employees and the public will be included in the council's annual Welsh language report (due June 30 each year). This will also be reported to the council's Cabinet Equalities Committee.

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