

Public Document Pack

Cyngor Bwrdeistref Sirol Pen-y-bont ar Ogwr

Bridgend County Borough Council



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

*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.*



Cyfarwyddiaeth y Prif Weithredwr / Chief Executive's Directorate

Deialu uniongyrchol / Direct line /: 01656 643148 / 643147 / 643694

Gofynnwch am / Ask for: Michael Pitman

Ein cyf / Our ref:

Eich cyf / Your ref:

Dyddiad/Date: Tuesday, 13 November 2018

Dear Councillor,

CABINET COMMITTEE EQUALITIES

A meeting of the Cabinet Committee Equalities will be held in the Committee Rooms 2/3 - Civic Offices Angel Street Bridgend CF31 4WB on **Monday, 19 November 2018 at 10:00**.

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 16/07/18
4. Consideration For The Adoption Of The Full Definition Of Antisemitism As Proposed By The International Holocaust Remembrance Alliance (Ihra) By Bridgend County Borough Council. 9 - 12
5. Update Report On The Merger Of Bridgend Equality Forum And Community Cohesion Group (Now Bridgend Community Cohesion And Equality Forum) 13 - 16
6. Update Report On Implementation Of The Welsh Language (Wales) Measure 2011 And Welsh Language Standards 17 - 20
7. Welsh Language Strategy: Annual Update Report 21 - 38
8. 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.

By receiving this Agenda Pack electronically you will save the Authority approx. £0.76 in printing costs

Yours faithfully

K Watson

Head of Legal and Regulatory Services

Councillors:

SE Baldwin
TH Beedle
HJ David
SK Dendy
J Gebbie
DG Howells

Councillors

JE Lewis
D Patel
JC Radcliffe
KL Rowlands
CE Smith
E Venables

Councillors

SR Vidal
PJ White
HM Williams
RE Young

CABINET COMMITTEE EQUALITIES - MONDAY, 16 JULY 2018

MINUTES OF A MEETING OF THE CABINET COMMITTEE EQUALITIES HELD IN COMMITTEE ROOMS 2/3 - CIVIC OFFICES ANGEL STREET BRIDGEND CF31 4WB ON MONDAY, 16 JULY 2018 AT 10:00

Present

Councillor D Patel – Chairperson

SE Baldwin	TH Beedle	DG Howells	JC Radcliffe
KL Rowlands	CE Smith	SR Vidal	PJ White
HM Williams	RE Young		

Apologies for Absence

SK Dendy, J Gebbie and E Venables

Officers:

Emma Blandon	Communications, Marketing and Engagement Manager
Nicola Bunston	Consultation Engagement and Equalities Manager
Jackie Davies	Head of Adult Social Care
Julie Ellams	Democratic Services Officer - Committees
Kathy Proudfoot	Carers Development Officer
Ian Vaughan	Workforce Planning and Administrative Manager

26. DECLARATIONS OF INTEREST

None

27. APPROVAL OF MINUTES

RESOLVED: That the Minutes of a meeting of the Cabinet Committee Equalities dated 22nd March 2018, be approved as a true and accurate record.

28. UPDATE REPORT ON CARERS SERVICES WITHIN BRIDGEND COUNTY BOROUGH

The Head of Adult Social Care and the Carers Development Officer provided an update on the developments in services for carers (including young carers) in the county borough.

The Head of Adult Social Care explained that the 2011 Census identified 17,919 carers however only between 2000 and 3000 were known to services. This meant that at least 15,919 unidentified carers were within the County Borough. She explained that in September 2017 a visioning event was held for stakeholders in Bridgend. This was an opportunity for carers, representatives of the local authority and providers to come together to look at how services were provided and where they would like them to be. The report listed the main findings of the day. The Head of Adult Social Care explained that following a stakeholder mapping exercise, three subsequent focus group workshops were also held to help co-produce a service model for carers. She added that targeted invitations ensured equality of representation from social work professionals, care providers, third sector organisations and from unpaid carers. The Head of Adult Social Care explained that planning had commenced to procure a "Bridgend Carers Wellbeing Service" which would include an increased level of Carers Assessments and access to

information, advice and assistance. Significant work was also being carried out to deliver a flexible short break framework for carers.

The Cabinet Member for Social Services and Early Help referred to a Carers Forum that he had recently attended where ways of identifying those that had not come forward, were considered. Stories coming forward were very positive and Members were encouraged to let people know what services were available.

A Member asked if there would be the same support available for carers following the change to Cwm Taff. The Head of Adult Services explained that they were in the process of making links with Cwm Taff and other local authorities regarding future support.

A Member stated that he was pleased that respite care was being looked at. The results from a recent Carers Survey indicated that 62% of carers had not had a day off in years. The main barrier to this was difficulty trusting someone else and letting go. The Head of Adult Services explained that it was recognised that respite needs varied from one hour to a full week with different solutions such as couples and families on different packages and there was not a "one size fits all" solution.

The Cabinet Member for Social Services and Early Help asked if carers were asked for feedback on respite care. The Carers Development Officer explained that there was regular engagement with carers and she would drop in on the Bridgend Carers Forum to get feedback on what was and wasn't working. It was difficult for carers to hand over care and initially all they could do was to explain the options available. When they had tried it once, they were usually happy going forward.

The Cabinet Member for Communities referred to the passport scheme which had been running for a few years and he asked how many cards had been issued to young carers since the launch. The Carers Development Officer replied that 115 cards had been issued and there had also been dedicated training in schools. Welsh Government had given the Carers Trust some funding to roll out the card scheme across Wales.

The Cabinet Member for Wellbeing and Future Generations thanked officers for their hard work, particularly with young carers.

RESOLVED: That the report be noted.

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

The Communications, Marketing and Engagement Manager updated the Cabinet Equalities Committee on the implementation of the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards. She explained that since the council received its compliance notice in 2015, progress towards implementing the 171 assigned standards had continued. Updates on compliance had been provided at every Cabinet Equalities Committee meeting since April 2016.

The Communications, Marketing and Engagement Manager outlined key progress and updates with compliance since March 2018. A consultation response was drafted on the Welsh Language Commissioner's draft code of practice and submitted by the April 2018 deadline. To date, no response had been received regarding an update on next steps. The Communications, Marketing and Engagement Manager explained the background to the two complaints received in 2018. The Cabinet Member for Social Services and Early Help asked why complaints had been made direct to the Commissioner and not to BCBC. The Communications, Marketing and Engagement Manager explained that it

would be easier if the complaint came direct to BCBC to give the opportunity to resolve the issue. When the Commissioner liaised with the individual, they would be encouraged to contact the authority but it would depend on the individual.

A Member asked if BCBC could liaise with other authorities to see if there was an off the shelf system that could be used to provide some of the challenging technical information requested. The Communications, Marketing and Engagement Manager explained that it depended on the nature of the query. There were generic stats available but there were also requests for information specific to BCBC such as specific actions relating to the Welsh Medium Education Strategic Plan and information that would have to be gathered internally.

RESOLVED: The Cabinet Equalities Committee noted the report.

30. WELSH LANGUAGE STANDARDS ANNUAL REPORT 2017/18

The Consultation, Engagement and Equalities Manager informed the Cabinet Equalities Committee of the content and approach taken with the council's third Welsh Language Standards Annual Report for 2017/18.

The Consultation, Engagement and Equalities Manager explained that the Council's Welsh Language Standards Annual Report 2017/18 covered the period 1 April 2017 to 31 March 2018 and was published by 30 June 2018. She added that the report outlined how the council had complied with the standards it was under a duty to comply with during the period and also documented any progress and new developments with compliance. It also included specific information regarding the number of complaints received, the number of employees who disclosed Welsh Language Skills, the number of employees attending training courses offered in Welsh, the number of new and vacant posts advertised where Welsh language skills were essential or desirable and updates on EIAs, customer contact and promotional activities.

The Consultation, Engagement and Equalities Manager explained that BCBC held a central citizen language preference database and a "My Account" platform which would feed into the central citizen language database. A new bilingual website was launched in May 2018. She outlined the employee skills and training numbers as at 31 March 2018 and the level of demand for Welsh services in the Customer Contact Centre between 1 April 2017 and 31 March 2018.

The Cabinet Member for Wellbeing and Future Generations referred to the 21 new and vacant posts advertised during 2017/18 where Welsh language skills were essential and asked what roles these were. The Workforce Planning and Administration Manager did not have the information to hand but agreed to forward details to Members at a later date. He added that they tended to receive fewer applications for these roles and had problems recruiting to them.

RESOLVED: The Cabinet Equalities Committee noted the content of the report and the Welsh Language Standards Annual Report.

31. ANNUAL REPORT ON EQUALITY IN THE WORKFORCE (2017/18)

The Workforce Planning and Administration Manager presented a report providing Cabinet Equalities Committee with data on the council's workforce as at 31 March 2018 and an update on employment related developments.

He explained that workforce information was based on data provided by employees in relation to their protected characteristics and ability to speak, read and/or write in Welsh. The Workforce Planning and Administration Manager explained that whilst it was not mandatory for employees to provide such data, every effort was being made to improve the level and accuracy of this information. This included promoting a self-service system that enabled employees who were desktop users to access and update their personal details. Further actions would be developed to reach other employees as part of this exercise.

A member asked why 53% of employees had not declared their sexual orientation as at 31/03/2018 and if this information was anonymous. The Workforce Planning and Administration Manager confirmed that equalities information was never reported alongside personal information. Members suggested that officers should be reassured in this respect.

Members discussed the sexual orientation categories and if they should be expanded. The Workforce Planning and Administration Manager explained that these were the categories originally identified as good practice by ONS and EHRC guidance.

Members discussed the benefits of holding more information regarding disabilities and sexual orientation against the risk of identifying individuals from the information held.

The Cabinet Member for Social Services and Early Help referred to the age profile of staff and the high percentage of staff aged between 45 and 60 despite the number of posts lost due to austerity. The Workforce Planning and Administration Manager explained that the council was continuing to monitor the age profile alongside other workforce trends BCBC had a complex workforce but there were a number of positive stories such as the recent addition of business administration apprentices.

A Member asked what had been done differently in the last year to try to get people to declare their sexual orientation or a disability. The Workforce Planning and Administration Manager explained that efforts were being made to demonstrate the importance of providing the information and how it was used. They were also looking at the demographics and where changes could be made to actively promote feedback. A Member asked if it tended to be the older profiles who failed to declare information. The Workforce Planning and Administration Manager said he would look at that in future and feedback to the Committee.

RESOLVED: The Cabinet Equalities Committee noted the report.

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

The Consultation, Engagement and Equalities Manager presented an update on progress made in delivering the Strategic Equality Plan (SEP) 2016-2020 during 2017/18. She explained that this year the report was in a slightly different format to make it a more manageable document. Progress for 2017/18 was documented in appendix 1 to the report.

The Consultation, Engagement and Equalities Manager highlighted the key points in the report relating to transportation, fostering good relations and awareness raising, our role as an employer, mental health, leisure, children and data.

A Member asked if new developers were responsible for dropped kerbs on new developments (as a condition attached to planning permission) to avoid the cost for these falling on the Council. The Consultation, Engagement and Equalities Manager

explained that all new developments would have to meet the requirements of the Disability Act but she would check and confirm to Members.

A Member asked if provisions were in place for children with a level of disability such as ADHD with regard to learner travel. The Consultation, Engagement and Equalities Manager explained that a learner travel consultation was ongoing. She agreed to find information on what was in place for children unable to commute to school on their own and to forward that information to Members.

A Member asked if the contractors were obliged to follow these plans and referred to a complaint about one of the contractors regarding communication in a disability friendly way. The Consultation, Engagement and Equalities Manager explained that the contractors were asked to comply as part of the procurement process. A Member asked if the contractor could be forced to attend Equalities training courses or if it was voluntary. The Consultation, Engagement and Equalities Manager agreed to check the position and report back to Members.

A Member asked what steps had been taken to increase support for employees and what networks were in place. The Consultation, Engagement and Equalities Manager stated that she would be looking at what was already in existence and what staff wanted in future.

The Cabinet Member for Wellbeing and Future Generations reminded Members that BCBC would, alongside other councils in Wales, have a stall at PRIDE Cymru and they were invited along with officers to take part in the march and to help on the Proud Councils engagement stand. More information regarding the event would be circulated in due course.

RESOLVED: The Cabinet Equalities Committee noted the report.

33. URGENT ITEMS

None

The meeting closed at 11:15

This page is intentionally left blank

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

19 NOVEMBER 2018

REPORT OF THE CHIEF EXECUTIVES DIRECTORATE

CONSIDERATION FOR THE ADOPTION OF THE FULL DEFINITION OF ANTISEMITISM AS PROPOSED BY THE INTERNATIONAL HOLOCAUST REMEMBRANCE ALLIANCE (IHRA) BY BRIDGEND COUNTY BOROUGH COUNCIL.

1. Purpose of report

- 1.1 The purpose of this report is to provide members with information on the full working definition of antisemitism as outlined by the IHRC.
- 1.2 This definition has been adopted in full by Welsh Government, other local authorities in Wales and England and the four police forces across Wales.
- 1.3 Cabinet Equalities Committee is asked to consider if the working definition of antisemitism should be adopted by Bridgend County Borough Council.

2. Connection to Corporate Improvement Objectives / Other Corporate Priorities

- 2.1 This report links to the following corporate priorities:
 - Priority 2: **Helping people to be more self-reliant**; taking early steps to reduce or prevent people from becoming vulnerable or dependent on the Council and its services.

3. Background

- 3.1 In August 2018 the Welsh Local Government Association (WLGA) asked all local authorities if they had adopted or were considering adopting the IHRA definition of antisemitism.

In response to this BCBC informed WLGA that this would be considered at the next Cabinet Equalities Committee.

- 3.2 Welsh Government adopted the IHRA working definition of antisemitism in July 2017, First Minister Carwyn Jones stated:

“As part of the Welsh Government’s ongoing commitment to tackle antisemitism, I can confirm that we have now adopted the International

Holocaust Remembrance Alliance's (IHRA) working definition of antisemitism.”

4. Current situation

- 4.1 The IHRA definition will help all organisations and bodies in Wales to understand and recognise contemporary antisemitism. This will help to ensure that fewer perpetrators get away with being antisemitic. The four police forces in Wales are already using the definition.

In the spirit of the Stockholm Declaration that states: “With humanity still scarred by ...antisemitism and xenophobia the international community shares a solemn responsibility to fight those evils” the committee on Antisemitism and Holocaust Denial called the IHRA Plenary in Budapest 2015 to adopt the following working definition of antisemitism.

On 26 May 2016, the Plenary in Bucharest decided to adopt the following non-legally binding working definition of antisemitism:

“Antisemitism is a certain perception of Jews, which may be expressed as hatred toward Jews. Rhetorical and physical manifestations of antisemitism are directed toward Jewish or non-Jewish individuals and/or their property, toward Jewish community institutions and religious facilities.”

- 4.2 To guide IHRA in its work, the following examples may serve as illustrations:

Manifestations might include the targeting of the state of Israel, conceived as a Jewish collectivity. However, criticism of Israel similar to that leveled against any other country cannot be regarded as antisemitic. Antisemitism frequently charges Jews with conspiring to harm humanity, and it is often used to blame Jews for “why things go wrong.” It is expressed in speech, writing, visual forms and action, and employs sinister stereotypes and negative character traits.

Contemporary examples of antisemitism in public life, the media, schools, the workplace, and in the religious sphere could, taking into account the overall context, include, but are not limited to:

- Calling for, aiding, or justifying the killing or harming of Jews in the name of a radical ideology or an extremist view of religion.
- Making mendacious, dehumanizing, demonizing, or stereotypical allegations about Jews as such or the power of Jews as collective — such as, especially but not exclusively, the myth about a world

Jewish conspiracy or of Jews controlling the media, economy, government or other societal institutions.

- Accusing Jews as a people of being responsible for real or imagined wrongdoing committed by a single Jewish person or group, or even for acts committed by non-Jews.
- Denying the fact, scope, mechanisms (e.g. gas chambers) or intentionality of the genocide of the Jewish people at the hands of National Socialist Germany and its supporters and accomplices during World War II (the Holocaust).
- Accusing the Jews as a people, or Israel as a state, of inventing or exaggerating the Holocaust.
- Accusing Jewish citizens of being more loyal to Israel, or to the alleged priorities of Jews worldwide, than to the interests of their own nations.
- Denying the Jewish people their right to self-determination, e.g., by claiming that the existence of a State of Israel is a racist endeavor.
- Applying double standards by requiring of it a behavior not expected or demanded of any other democratic nation.
- Using the symbols and images associated with classic antisemitism (e.g., claims of Jews killing Jesus or blood libel) to characterize Israel or Israelis.
- Drawing comparisons of contemporary Israeli policy to that of the Nazis.
- Holding Jews collectively responsible for actions of the state of Israel.

5. Effect upon Policy Framework & Procedure Rules

- 5.1 If the IHRA working definition of antisemitism is adopted this will be published within our Strategic Equalities Plan (SEP). The SEP is a statutory plan which supports the community cohesion agenda and cuts across policy areas and service delivery.
- 5.2 Any future requests for the adoption of definitions in relation to equalities, discrimination or community cohesion will be managed in the same way as this definition. In that the information will be brought to, discussed in, and a decision made by Cabinet Equalities Committee.
- 5.3 At present other faiths do not have an internationally recognised definition of discrimination.

6. Equality Impact Assessment

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

7. Financial Implications

- 7.1 There are no financial implications associated with this report.

8. Well-being of Future Generations (Wales) Act 2015 Assessment

- 8.1 This is an update report, therefore a well-being of future generations Act (2015) assessment has not taken place in order to prepare this report.

9. Recommendation

- 9.1 That the Cabinet Equalities Committee receives and considers this report before making a decision on the adoption of this working definition by Bridgend County Borough Council.

Darren Mepham

Chief Executive – Chief Executive's Directorate.

Date: 19 November 2018

10. Contact Officers:

Emma Blandon

Communications, Marketing and Engagement Manager

Email: emma.blandon@bridgend.gov.uk

Telephone: 642047

Nicola Bunston

Consultation, Engagement and Equalities Manager

Email: nicola.bunston@bridgend.gov.uk

Telephone: 643664

Background papers: None.

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET EQUALITIES COMMITTEE

19 NOVEMBER 2018

REPORT OF THE CHIEF EXECUTIVES DIRECTORATE

UPDATE REPORT ON THE MERGER OF BRIDGEND EQUALITY FORUM AND COMMUNITY COHESION GROUP (NOW BRIDGEND COMMUNITY COHESION AND EQUALITY FORUM)

1. Purpose of report

- 1.1 The purpose of this report is to update Cabinet Equalities Committee on the progress to date in the merger of the Bridgend Equality Forum and the previously police-led Community Cohesion Group.

2. Connection to Corporate Improvement Objectives / Other Corporate Priority

- 2.1 The Bridgend Community Cohesion and Equality Forum links to following corporate priorities:

- **Priority 3: Smarter use of resources;** ensuring that all its resources (financial, physical, human and technological) are used as effectively and efficiently as possible and support the development of resources throughout the community that can help deliver the Council's priorities.

3. Background

- 3.1 In 2017, discussions took place between the police and BCBC on a proposed merger of the Bridgend Equality Forum and the Community Cohesion Group.
- 3.2 At this stage the Community Cohesion Group had not met for a period of time and attendance at the equality forum was also low. As attendance across both groups involved some of the same individuals or groups, it was decided to explore the merits of merging.

The aims of the merger included:

- a) Improving attendance and meaningful input / outcomes;
- b) Considering a joint approach with the Community Cohesion Group;
- c) Adding clarity to "shared responsibilities" of attendees;
- d) A further review of Bridgend Equality Forum's Terms of Reference (TOR).

- 3.3 Following the proposed merger being raised with both groups, and with both groups in agreement, an initial scoping meeting took place on 1 Feb 2018, this was attended by representatives from both groups. Logistical actions were agreed such as rotating venues and the time and frequency of meetings as well as a draft TOR and agenda. It was also agreed to do a piece of work around attendees to develop a single list of representatives.

4. Current situation / proposal

- 4.1 The first joint meeting took place on 27 April 2018. In this meeting a discussion took place around the role of the chair, vice chair, secretariat and terms of reference. In summary the following was agreed:
- Cllr Patel has taken the role of chair and Sam Gunnarson from Bridgend College has the role of vice-chair.
 - It was agreed that the role of chair should be held for a two year period.
 - BCBC currently hold the role of secretariat with a view that this rotates on an annual basis. This is due to be reviewed in April 2019.
- 4.2 The meetings are held quarterly, and since the initial meeting a further two meetings have taken place in July and October 2018.
- 4.3 The aim of each meeting is to have a main agenda item where a presentation is received that is relevant and informative to attendees. So far we have received presentations on Operation Guardian - County Lines, Hate Crime awareness and the role and work of Ethnic Youth Support Trust (EYST). All members are encouraged to propose main agenda items.
- 4.4 Each organisation in attendance is given the opportunity to update on their work and any partnership opportunities for engagement or training.
- 4.5 South Wales Police provide an update report that was previously presented to CCG. This report includes hate crime figures, use of force, figures on violence against women and girls, stop and search and complaints raised against the police and police misconduct. The role of the group is to receive this report and provide scrutiny to this report.
- 4.6 Current organisations include:
- Bridgend County Borough Council
 - South Wales Police
 - Bridgend College
 - Bridgend Coalition of Disabled people
 - The Vine Centre
 - Mental Health Matters
 - Holistic Vision
 - British Deaf Association
 - South Wales Fire and Rescue
 - Race Equality First
 - ABMU Health Board
 - Bridge Vision
 - The Stroke Association
 - Ethnic Youth Support Trust (EYST)
 - Public Service Board
 - Community Safety Partnership
 - Community Cohesion coordinator
 - Bridgend People First

All members have been encouraged to invite new attendees to the group in order to expand the scope of the group.

5. Effect upon Policy Framework & Procedure Rules

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

6. Equality Impact Assessment

- 6.1 The report provides the committee with information that positively assists in the delivery of the authority's equality duties.

7. Financial Implications

- 7.1 There are no financial implications associated with this report.

8. Well-being of Future Generations (Wales) Act 2015 Assessment

- 8.1 This is an update report, therefore a Well-being of Future Generations Act (2015) assessment has not taken place in order to prepare this report.

9. Recommendation

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

Darren Mepham

Chief Executive – Chief Executive's Directorate.

Date: 19 November 2018

10. Contact Officers:

Emma Blandon

Communications, Marketing and Engagement Manager

Email: emma.blandon@bridgend.gov.uk

Telephone: 642047

Nicola Bunston

Consultation, Engagement and Equalities Manager

Email: nicola.bunston@bridgend.gov.uk

Telephone: 643664

Background papers: None.

This page is intentionally left blank

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET EQUALITIES COMMITTEE

19 NOVEMBER 2018

REPORT OF THE CHIEF EXECUTIVE'S DIRECTORATE

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

1. Purpose of report

- 1.1 This report updates the Cabinet Equalities Committee (CEC) on the implementation of the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards.

2. Connection to Corporate Improvement Plan / Other Corporate Priority

- 2.1 The Welsh Language (Wales) Measure 2011 and subsequent Welsh Language Standards 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; enabling people to use the language of their choice by ensuring our systems and front line services are delivered bilingually. Ensuring that bilingual systems enable people to better equipped to manage situations themselves and the council services can concentrate on those in greatest need.
- Priority 3: Smarter use of resources; ensuring that all its resources (financial, physical, human and technological) are used as effectively and efficiently as possible and support the development of resources throughout the community that can help deliver the Council's priorities.

3. Background

- 3.1 Since the council received its compliance notice in 2015, progress towards implementing the 171 assigned standards has continued.
- 3.2 Updates on compliance have been provided at every CEC since 28 April 2016. Those reports are referenced as background documents to this report.

4. Current situation / proposal

- 4.1 Key progress/updates with compliance since July 2018 CEC can be summarised as:
1. Following various meetings and exchanges of information our final determination on our outstanding standards was received from the commissioner's office on 20 August 2018. A summary on what was agreed can be found at appendix 1. Specific communications to relevant services as well as an all staff message have been issued. There are now no remaining standards under challenge and our compliance

notice has been changed accordingly. Work will now be undertaken in service areas to meet those standards (that have deadlines in the future) as well as there being a piece of work around communications and updating compliance documentation.

2. A letter was received from the commissioner's office on 8 October 2018 to provide an update on the draft code of conduct which we provided a response to in April as part of their consultation process. The letter advised that the code has been amended taking on feedback that has been received and presented to ministers for consent.
3. Two complaints have been received since the July 2018 committee meeting:
 - A complaint was made directly to the Welsh Language Commissioner in relation to an email response being provided in Welsh but with English only attachments as well as issues related to paying council tax online and being diverted to the English version of the external system as opposed to the Welsh version. Investigation is ongoing.
 - A complaint was made directly to the Welsh Language Commissioner in relation to English wording on the Welsh page of democratic services website. Investigation is ongoing.

The investigation into the complaint made in May 2018 (covered at the last committee meeting) in relation to a failure to respond to a Welsh language email is still ongoing.

5. Effect upon Policy Framework & Procedure Rules

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

6. Equality Impact Assessment

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

7. Financial Implications

- 7.1 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 and, over the last 3 years, part of these have been allocated out to directorates in line with approved spend. These budgets did not take into account the financial implications of the standards that the council appealed. Despite that, to date only a small proportion of this funding has been allocated out, partly due to the time taken to appeal, and partly due to uncertainty over potential costs in the first place. Consequently the budgets are being retained until a clearer picture on total costs emerges. 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. Well-being of Future Generations (Wales) Act 2015 Assessment

- 8.1 This is an update report, therefore a well-being of future generations Act (2015) assessment has not taken place in order to prepare this report.

9. Recommendation

9.1 That the Cabinet Equalities Committee receives and considers this report.

Darren Mepham
Chief Executive
Date: 19 November 2018

10. Contact officers:

Emma Blandon
Communications, Marketing and Engagement Manager
Email: emma.blandon@bridgend.gov.uk
Telephone: 642047

Nicola Bunston
Consultation, Engagement and Equalities Manager
Email: nicola.bunston@bridgend.gov.uk
Telephone:643664

11. Background papers:

- 28 April 2016 Update report on implementation of the Welsh Language (Wales) measure 2011 and Welsh Language standards ;
- 14 July 2016 Welsh Language standards annual report 2015/16 ;
- 14 July 2016 Update report on implementation of the Welsh Language (Wales) measure 2011 and Welsh Language standards ;
- 10 November 2016 Update report on implementation of the Welsh Language (Wales) measure 2011 and Welsh Language standards ;
- 9 March 2017 Update report on implementation of the Welsh Language (Wales) measure 2011 and Welsh Language standards ;
- 13 July 2017 Welsh Language standards annual report 2016/17 ;
- 13 July 2017 Update report on implementation of the Welsh Language (Wales) measure 2011 and Welsh Language standards ;
- 23 November 2017 Update report on implementation of the Welsh Language (Wales) measure 2011 and Welsh Language standards.
- 22 March 2018 Update report on implementation of the Welsh Language (Wales) measure 2011 and Welsh Language standards.
- 16 July 2018 Update report on implementation of the Welsh Language (Wales) measure 2011 and Welsh Language standards.

This page is intentionally left blank

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET EQUALITIES COMMITTEE

19 NOVEMBER 2018

REPORT OF THE CHIEF EXECUTIVES DIRECTORATE

WELSH LANGUAGE STRATEGY: ANNUAL UPDATE REPORT

1. Purpose of report

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

2. Connection to Corporate Improvement Plan / Other Corporate Priority

- 2.1 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; enabling people to use the language of their choice by ensuring our systems and front line services are delivered bilingually. Ensuring that bilingual systems enable people to better equipped to manage situations themselves and the council services can concentrate on those in greatest need.
 - Priority 3: Smarter use of resources; ensuring that all its resources (financial, physical, human and technological) are used as effectively and efficiently as possible and support the development of resources throughout the community that can help deliver the Council's priorities.

3. Background

- 3.1 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 five 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 five years of publishing the initial strategy.

- 3.2 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.

3.3 It was agreed that the strategy would be split into two sections, section one to address our employees and section two for our public. The following individual objectives were agreed:

3.3.1 Section one: employees

- Objective 1: Identify the capacity in service areas to deliver services in Welsh.
- Objective 2: Provide appropriate learning and development solutions at various levels to meet identified needs within budget allocation.
- Objective 3: Establish arrangements in recruiting to positions where Welsh language skills are essential.

3.3.2 Section two: the public

- 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.
- Objective 2: Increase promotion and awareness of the council's Welsh in Education Strategic Plan (WESP) particularly in relation to objectives one, two and four of the WESP plan.
- 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.

A series of actions sit underneath each objective. A copy of the strategy is attached as appendix 1.

3.4 Internally it was agreed that we would report on the strategy to Cabinet Equalities Committee on an annual basis rather than just report at the end of the five-year period. This would give us opportunity to identify any gaps and keep developments and activities on track. An annual report of the first year was submitted to Cabinet Equalities Committee at the November 2017 meeting to cover the period of October 2016 to September 2017.

4. Current situation / proposal

Since the last annual report the following developments during October 2017 and September 2018 can be noted:

4.1 General developments:

- A meeting took place with an organisation called Nico who were commissioned by the Welsh Language Commissioner's office to produce an overview of council's strategies with the aim of this feeding into a guidance document for local authorities to help them to develop and measure the impact of their five year strategies. A recent update from the commissioner's office indicates this guidance document will be available soon. As part of the meeting some best practice was shared for

example capturing population statistics on Welsh-medium education and reporting on this as part of our measurement activities.

- The WESP plan was approved in July 2018 and as a result there are slight changes to the wording of some of the actions that cross over into the five year strategy. These amends have been highlighted in appendix one in italics and will be updated following this meeting.
- Further discussions have taken place with Menter Bro Ogwr which has altered the previously agreed actions. These can be summarised as:

Previous agreed actions	Changes
BCBC to work with MBO to advertise Welsh-essential jobs on their website and Facebook page;	No change
MBO to continue working with Halo and Awen Trust to provide recreational courses through the medium of Welsh for adults in Bridgend;	Changed to: MBO to continue working with us or our partners (where applicable) to provide Welsh medium activities in leisure and culture.
BCBC to promote public Siop Siarad sessions among staff via the intranet.	Siop siarad has now closed so links to this have been removed from the council's learning and development website and this is no longer promoted.

4.2 Employee developments:

4.2.1 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 developed to help managers further understand the linguistic skills and development needs of their team so future training can be more targeted. This was piloted in customer services during 17/18. Planning is now in place to roll out this tool to other reception areas.
- Assessment of Welsh language skills required for new and vacant posts has taken place.
- Actions have been taken to monitor the demand for Welsh services in the Telephone Contact Centre and Customer Contact Centre.

4.2.2 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 (October 2017 to September 2018), 22 employees have completed this training.

- A Welsh language training programme is offered to employees at various levels:
 - Cwrs Mynediad/Mynediad blwyddyn – Entry Level Year 1 – Year 1 (Sept 2017 to June 2018) – 20 enrolled;
 - Cwrs Mynediad/Mynediad blwyddyn – Entry Level Year 1 – Year 1 (Sept 2018 to June 2019) - 10 enrolled;
 - Cwrs Mynediad/Mynediad blwyddyn – Entry Level Year 2 – Year 2 (Sept 2017 to June 2018) – 18 enrolled;
 - Cwrs Mynediad/Mynediad blwyddyn – Entry Level Year 2 – Year 2 (Sept 2018 to June 2019) – 8 enrolled;
 - Cwrs Mynediad/Sylfaen blwyddyn1 – Foundation Level Year 1 – Year 3 (Sept 2018 – June 2019) – 8 enrolled.
- All community-based learning and other learning opportunities are promoted via the council’s learning and development website.

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

- Recruitment and selection guidelines for managers recruiting to Welsh essential posts, examples are included for managers.
- Availability of online recruitment in Welsh so enabling submission of Welsh applications.
- A range of recruitment advertising methods, which target Welsh speakers has been identified and adopted e.g. via Menter Bro Ogwr. Also engagement with Welsh language schools to promote apprenticeship opportunities for Welsh speakers.
- A range of assessment tools in the selection process relating to Welsh language skills is available.

4.3 Public developments:

4.3.1 **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

The rolling calendar of Welsh language activities and events is still 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. During the period the following activities and events have been promoted:

- Commonwealth Games (Welsh team): 4 tweets resulting in 6,239 impressions
- National Eisteddfod: 1 tweet resulting in 1,292 impressions
- Menter Bro Ogwr summer play schemes: 7 tweets resulting in 8,162 impressions
- Ras yr Iaith: 2 tweets resulting in 3524 impressions
- Shwmae Sumae day: 1 tweet resulting in 1,942 impressions
- St David’s Day: 1 tweet resulting in 1,950 impressions
- Urdd: 2 tweets resulting in 3,474 impressions

- Urdd summer sports camps: 1 tweet resulting in 1,098 impressions
- Promoting our Welsh language social media accounts: 3 Facebook posts resulting in 8,332 impressions and 5 tweets resulting in 9,241 impressions
- Exam results at Welsh language schools: 4 tweets resulting in 19,958 impressions
- Welsh medium education (including info on new schools): 3 tweets resulting in 11,791 impressions and 1 Facebook post resulting in 26,461 impressions.

4.3.2 **Objective 2:** Increase promotion and awareness of the council's Welsh in Education Strategic Plan (WESP) particularly in relation to objectives one, two and four of the WESP plan.

- Following the Welsh Government review of Welsh in Education Strategic Plans (WESP), there have been several reviews of WESPs. Following consultation with Welsh Government officials, we have continued to review the plan. Part of these discussions included the Capital Grant bid submitted to Welsh Government in June 2018 which includes plans for the provision of four early years' settings to feed current Welsh-medium primary schools in Bridgend and any future provision (including nursery provision in Bridgend town). The £2.6m Welsh-medium Capital Grant bid has recently been approved by Welsh Government. The four early years' setting are planned for Betws, Ogmores Valley, Porthcawl and Bridgend Town. Officers have started working with stakeholder groups to ensure the future sustainability of the buildings, once constructed.

Progress on **Outcome 1: More seven-year-old children being taught through the medium of Welsh** include:

- The authority monitors the transition from nursery to primary provision with the aim to increase numbers entering Welsh-medium provision in early years by **5%** over the next three years

Jan 2016 Number of seven year olds in Welsh medium schools 143
Jan 2017 Number of seven year olds in Welsh medium schools 164

- These figures demonstrate an increase in learners in Welsh-medium primary schools

Progress on **Outcome 2: More learners continuing to improve their language skills on transfer from primary to secondary school** include:

- The authority monitors the transition from primary provision to secondary provision with the aim to improve transition rates **by 10%** between each phase of education and increase retention of children in Welsh-medium education in FP and KS2
- Summer 2016 - there were 122 children in year 6 in the Welsh Primaries in 15/16. The number in year 7 in YGG Llangynwyd in 16/17 was 110
- Summer 17 - there were 119 children in year 6 in the Welsh primaries in 16/17. The number in year 7 in YGG Llangynwyd in 17/18 was 114
- There is a known issue for us where parents make choices about sending their child to a Welsh-medium primary school and then an English-medium secondary

school and it is something that we are working on with plans for a 'Growth and Retention Strategy'.

- In September 2017, full course GCSE Welsh second language became compulsory and there is encouragement for young people to continue learning through Welsh and maintain their language skills.

June 2016 Pupils entered into Welsh language GCSE (short course and full)
Welsh 1st Language 98
Welsh 2nd Language (Full) 585
Welsh 2nd Language (Short) 784

June 2017 Pupils entered into Welsh language GCSE (short course and full)
Welsh 1st Language 99
Welsh 2nd Language (Full) 877
Welsh 2nd Language (Short) 769

- These figures demonstrate an increase in learners engaged in Welsh language GCSEs

Progress on **Outcome 4: More learners' aged 16-19 studying subjects through the medium of Welsh** include:

- There is a close working partnership and collaboration with YGG Llanhari in Rhondda Cynon Taff
- Currently there are 8 collaborative AS courses in Year 12 and 10 collaborative A2 courses in Year 13.
- YGGL in collaboration with YGG Llanhari is able to meet the requirements of the Learning & Skills Measure by offering 30 Level 3 courses including five vocational courses along with the Welsh Baccalaureate. Following choices made by students, the school timetables 23 courses in Year 12 and 26 courses in Year 13 plus the Welsh Baccalaureate.
- We use the results of schools data to improve the provision of Welsh medium education, BCBC undertakes an annual review of Post 16 provision with each sixth form including YGGL

June 2016 Pupils entered into Welsh language A level
Welsh 1st Language 9. Welsh 2nd Language 22

June 2017 Pupils entered into Welsh language A level
Welsh 1st Language 10. Welsh 2nd Language 29

- These figures demonstrate an increase in learners engaged in Welsh language A Levels
- Central South Consortium is delivering training to upskill teachers in Welsh language skills to improve learning.
- There is a sabbatical scheme on offer which is funded by Welsh Government.

Progress on **increasing capacity within the Welsh medium sector implemented through school 21st Century Schools and Education programme** includes:

- The authority is currently undertaking a strategic review of education. There are four work streams within the review; the school modernisation (Band B) work stream has a project which is focusing on Welsh-medium provision, considering the immediate, short and long term needs of the sector.
- A feasibility study of Welsh-medium provision across the county is currently underway and, when published, it will recommend potential options regarding how best to increase and retain the numbers of pupils learning through the medium of Welsh up to 2030. It will take into consideration the results of the learner demand survey, locations of primary schools, their proximity to the Welsh-medium secondary school and the organisation of schools – including current collaborative arrangements – and it will also factor in the reasons for the lack of continuity in Welsh-medium education as identified by the Growth and Retention Strategy.
- Cabinet have approved the recommendations to take forward to Band B options appraisals for feasibility and more detailed designs (3 October 2017). The schemes included with Bridgend's 21st Century Schools and Education Strategic Outline Programme submitted to Welsh Government make a commitment to increasing existing provision

Progress on **supporting Flying Start settings** include:

- Within Bridgend there are 18 Flying Start childcare providers, seven of which are Cylch Meithrin offering Welsh language provision
- Mudiad Meithrin data related to the transition from these settings to Welsh-medium primary schools is analysed to ensure effective transition as a means of maintaining linguistic continuity.
- The LA childcare team work to investigate the reasons for some parents not continuing with Welsh-medium education and to improve the transfer rates where they are not already 100%.
- Welsh-medium head teachers have developed a leaflet in consultation with Mudiad Meithrin and RhAG.
- At the 18 month visit all Flying Start children's parents are given information regarding the opportunity to receive provision at two years via the medium of Welsh if they so wish.
- Within Flying Start areas, parents are regularly made aware from the earliest opportunity of the benefits that are available to them from the Flying Start programme, including the opportunity for their child to benefit from Welsh language childcare provision.
- All antenatal parents in the borough benefit from information regarding Welsh language benefits for their child with Cymraeg I blant sponsoring information at both the scan and the child health record books that all children receive.

4.3.3 **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.

In addition to the changes in section 4.1 we have had further discussions with Menter Bro Ogwr (MBO) on partnership opportunities and as result:

- the council has attended two Fforwm Iaith meetings in June and September presenting an update on strategy work during the 16/17. The council is now a regular attendee to this meeting.

- agreed to sponsor MBO's Ras y Iaith (race for the language) event in July 2018.
- gained a better understanding of other council departments that MBO is working with such as the inclusion service and supporting playscheme activities.
- during the next period we will look at ways to centrally gather data on partnership activities so they can be reported on as part of this strategy.

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. Well-being of Future Generations (Wales) Act 2015 Assessment

- 8.1 This is an update report, therefore a Well-being of Future Generations Act (2015) assessment has not taken place in order to prepare this report.

9. Recommendation

That the Cabinet Equalities Committee receives and considers this report.

Darren Mephram

Chief Executive – Chief Executive's Directorate.

Date: 19 November 2018

10. Contact officers:

Emma Blandon

Communications, Marketing and Engagement Manager

Email: emma.blandon@bridgend.gov.uk

Telephone: 642047

Nicola Bunston

Consultation, Engagement and Equalities Manager

Email: nicola.bunston@bridgend.gov.uk

Telephone: 643664

Background papers: None



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:**

- *More seven-year-old children being taught through the medium of Welsh*
- *More learners continuing to improve their language skills on transfer from primary to secondary school*
- *More learners aged 16-19 studying subjects through the medium of Welsh*

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.