

# Bridgend County Borough Council

## Welsh Language Scheme Annual Monitoring Report 2013/14

### Introduction

This report outlines the council's progress in implementing its Welsh Language Scheme during 2013/14. It has been prepared in accordance with the monitoring and reporting framework outlined in the scheme and responds to the requirements of the former Welsh Language Board.

### 1. Compliance with the Welsh Language Scheme

Appendix 1 provides a full progress report against targets within the 2013/14 action plan. It also considers any outstanding issues from earlier reports. Cabinet Equalities Committee scrutinises progress through half-yearly reports and approves the annual monitoring report before it is submitted to the Welsh Language Commissioner. Implementation of the scheme is also an objective within the council's Corporate Plan.

### 2. Frontline services

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

#### 2a) Youth Services

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

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

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

In summary, from September 2013 to February 2014:

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

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

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

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

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

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

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

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

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

### **Joint working with partners**

The Duke of Edinburgh Award Scheme continues to be very popular with young people in Bridgend. The online provision enables young people to complete the entire award in Welsh.

The service works collaboratively with Menter Bro Ogor to support the development of training for the workforce. This training expands opportunities for young people to participate in workshops and activities with Welsh as the focus. In collaboration with other South Central Regions, a workforce conference is held annually. All marketing material is produced bilingually. Simultaneous translation for key note speakers and workshops encourages participation of Welsh speaking youth workers, both from statutory and third sector organisations across the region.

### **Staff skills**

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

A recent workforce skills audit identified three fluent Welsh speakers in key service provision posts. This enabled verbal interaction with service providers via the telephone to be undertaken in Welsh when required. Through the development of a new skills audit form, Bridgend Youth Service is now able to identify Welsh speakers within full time projects and the part time service. In addition it will identify those employees who wish to participate in, or further their training, through the medium of Welsh.

### **Consultation**

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

The participation strategy within the Children and Young People's Plan sets out how young people are involved in the development of services in Bridgend. In September 2013, the Youth Service Curriculum team undertook a full consultation with young people accessing provision through the Youth Service. This included group discussion and consultation forms both available through the medium of Welsh. This information identified gaps in Welsh delivery throughout the service and provided data on the needs of young people in relation to Welsh delivery within clubs and projects. In addition, all information is stored on the Youth Service QES system, providing the service with accurate information on numbers of Welsh speakers accessing provision and their needs.

## Finance

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

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

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

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

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

### **2b) Reception areas and contact centres**

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

**The number and percentage of posts in the main reception area, contact centre or one-stop-shop designated as ones where Welsh is essential and the percentage of those filled by bilingual speakers.**

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

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

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

The Customer Service Centre displays signs advertising the availability of Welsh speaking advisors, with those advisors wearing 'iath gwaith' badges. Whilst the take up of the Welsh language service in the Customer Service Centre is low, the demand on the telephone system is greater.

Between 1 April 2013 and 31 March 2014:

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

If after two minutes a Welsh speaking advisor is not available, callers are asked to give their details to an English speaking advisor so that a Welsh call back can be arranged. Alternatively, callers can continue their call in English.

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

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

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

The customer records management system (CRM) is currently in use by the Waste Management team as well as by the Customer Service team. The Customer Services team use this system on behalf of a number of service areas including council tax, benefits and public protection. Advisors use the system to record the customer's language preference, which helps us monitor and respond to demand for Welsh language services in the future.

### **3. Management and administration of the scheme**

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

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

- Evidence of arrangements for ensuring the quality of Welsh language content on the corporate website / plans for increasing and improving Welsh language content.

### 3a) Procurement

#### 2007: Performance indicator WLI1: Procurement

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

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

#### Adult Social Care

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

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

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

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

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

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

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

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

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

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

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

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

## Children's Services

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

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

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

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

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



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

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

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

### **3b) Complaints**

#### **Performance indicator WLI 6: Standard of Service**

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

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

The ongoing complaint refers to signage which was incorrectly translated (when translation was unnecessary) from English to Welsh, and was therefore grammatically wrong. The service area involved acknowledged that due process was not followed and has refined its internal processes to ensure that such instances will not reoccur. The council has also developed additional guidance on bilingual signage to work alongside the Welsh Language Scheme which aims to ensure this doesn't happen again in the future. However, since the original complaint was resolved, the council has received ongoing complaints from the complainant relating to further examples of signage which they consider to be contrary to the council's Welsh Language Scheme. The council continues to work closely with the Welsh Language Commissioner with a view to achieving a resolution to the complaint.

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

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

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

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

## **4. Welsh Language Skills**

**Included in this section is:**

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

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

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

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

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

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

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

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

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

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

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

Our current records show that on 31 March 2014, the council employed 385 Welsh speaking employees in services other than schools. This figure comprises a range of linguistic ability and compares with 368 Welsh speakers in other services as at 31 March 13. Action is being taken to improve our data collection regarding our number of Welsh speaking employees via a council-wide employee data collection exercise which will conclude March 2015. The service division breakdown for 31 March 2014 according to service division is:

**Wellbeing (Adult Social Care)**

Assessment and case management:

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

**Wellbeing (Healthy Living)**

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

**Childrens (Business strategy and support)**

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

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

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

### **Resources**

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

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

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

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

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

### **Legal and Regulatory Services**

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

**Overall total = 389**

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

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

**Overall total = 389**

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

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

**Overall total = 389**

## **5. Mainstreaming the Welsh language**

**Included in this section is information on**

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

### **5a) Impact Assessment**

The authority has adopted the principle that it will treat the English and Welsh languages on a basis of equality. An Equality Impact Assessment is required for policy and proposals developed by the authority. An Equality Impact Assessment should be undertaken at the earliest possible stage of policy making/revision.

To help managers undertake the assessment we have provided a toolkit and guidance. The toolkit asks managers to consider whether the policy will have an impact on furthering the commitments set out in the authority's Welsh Language Scheme 2012 – 2015.

### **5b) Other approaches to mainstreaming**

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

The council's corporate plan sets out the most important objectives for the authority across all services. Our commitment to implement the Welsh Language Scheme is part of our theme to make Bridgend County Borough a great place to live, work and visit.

#### **ii. Website**

See Appendix 2 (Website Development Project update).

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

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

## **6. Performance analysis**

Included in this section is information on:

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

Appendix 1 (Updated Action Plan 2013 – 2014) provides a summary of performance during the year, highlighting progress and good practice and identifying shortfalls and mitigating actions proposed. Our half-yearly progress reports are published on our website when they are submitted to the Cabinet Equalities Committee. Our annual report is also published on our website and circulated to key partners including Menter Bro Ogwr.