



**Private  
businesses/  
organisations and  
charities in Wales**



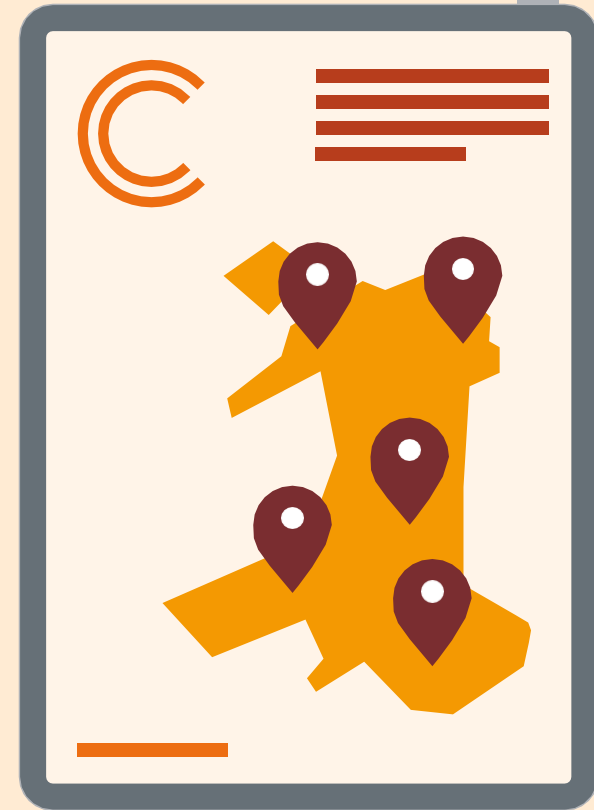
In contrast to **public sector organisations, private organisations/ businesses and charities** in Wales are not required to meet the **Welsh Language Standards** but the **Welsh Language Commissioner strongly encourages them to provide services in Welsh.**





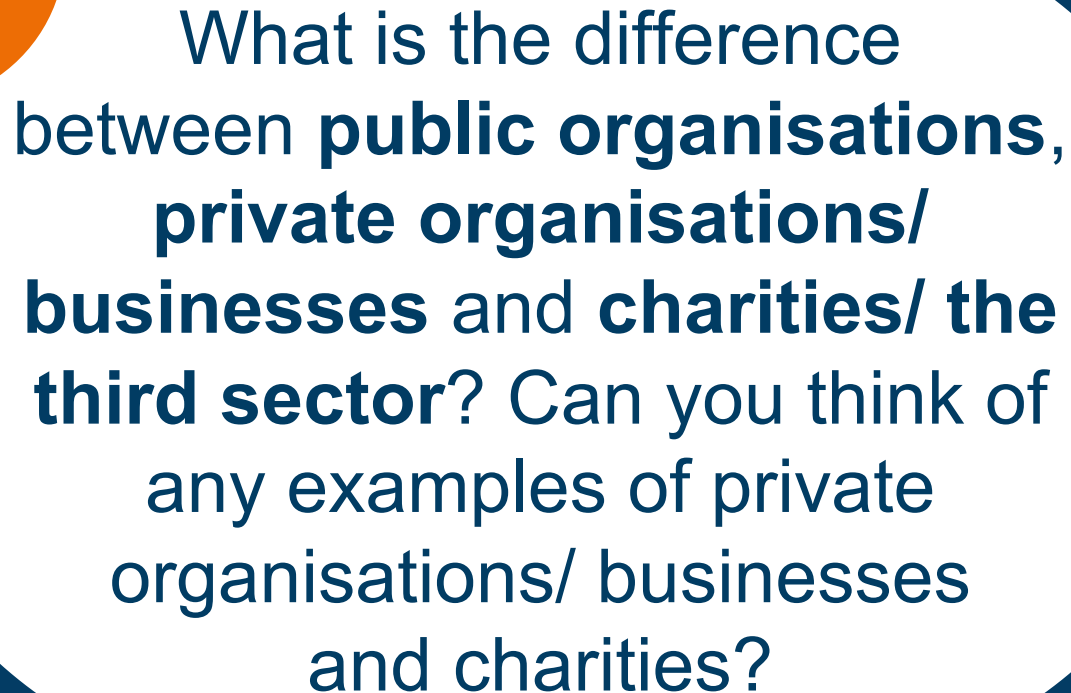
This can include:

- **encouraging them to use Welsh along with English** (e.g. when dealing with customers, on signs, in marketing material and correspondence, on social media);
- **recruiting bilingual staff** and
- using Welsh **internally** within their organisation/ business or charity.





Discussion  
work



What is the difference between **public organisations**, **private organisations/ businesses** and **charities/ the third sector**? Can you think of any examples of private organisations/ businesses and charities?





**Discussion  
work**

Do you have any **personal experience of using some Welsh with private organisations/ businesses or charities** (e.g. in a shop/ cafe), or have you **experienced others** do so?



Part of the **Welsh Language Commissioner's** work is to show these **organisations, businesses** and **charities** the **advantages** of providing their services **bilingually**.



[Welsh - an everyday language](#)



**Discussion  
work**

What do you think  
would be the **advantages**  
of using Welsh for **private**  
**organisations/**  
**businesses** and  
**charities** in Wales?



Here are some possible advantages:

**It would make the organisation/  
business/ charity more  
accessible to more people and  
would therefore attract more  
customers.**







**It would signify that the organisation/ business/ charity is showing respect to the Welsh language and Welsh culture.**





**It would differentiate the organisation/ business/ charity from others and make it more unique.**





Discussion  
work

Can you think  
of some more  
**advantages?**



If they are **keen** to do so, the **Welsh Language Commissioner** will work with **private organisations/ businesses** and **charities** to create their **Welsh Language Development Plan**, and provide **training** for them on how to **develop bilingual services**.

They can then gain **recognition** from the **Commissioner** under the **Welsh Offer (Cynnig Cymraeg)**, to show their users that they **take pride** in the Welsh language and are **prepared to use it**.



Today, over 100 organisations have been recognised by the **Welsh Language Commissioner**, benefiting from working with the **Commissioner** on their **Welsh Language Development Plans** and receiving recognition under the **Cynnig Cymraeg**, which promotes and develops the **bilingualism** of their business.



Examples of  
businesses  
include:



Lidl supermarket



Aldi supermarket



Principality



Boots



Welsh Rugby  
Union



Xplore  
(science centre in the  
Wrexham area)



Examples  
of **charities**  
include:



**WWF Cymru**



**NSPCC Cymru**



**RSPB Cymru**



**Macmillan Cymru**



**The Duke of  
Edinburgh's Award**





Here are the opinions of a few **organisations/ businesses** and charities in Wales on **using the Welsh language** under the **Cynnig Cymraeg**:

“ It is particularly important for us as an educational charity that our beneficiaries, including young learners, can access our products in Welsh and hear and experience scientific terminology in context. ”

Katie Williams,  
Business Development  
Officer Xplore!







“ The **Cynnig Cymraeg** makes our commitment to the Welsh Language credible. It also helps us to develop the Welsh language provision we offer. ”

Brân Devey,  
Ramblers Cymru  
Communications and  
Engagement Manager





**“ Our main aim is to ensure that we do as much as possible to support young Welsh speakers and learners to enjoy new experiences by taking part in the Duke of Edinburgh’s Award. ”**

**Jessica Rumble,  
Operating Officer with the Duke  
of Edinburgh’s Award in Wales**





“ By supporting food bank clients bilingually, we can provide the necessary resources to support them in the long term. ”

Joanna Hillier,  
Arfon Foodbank Programme  
Assistant

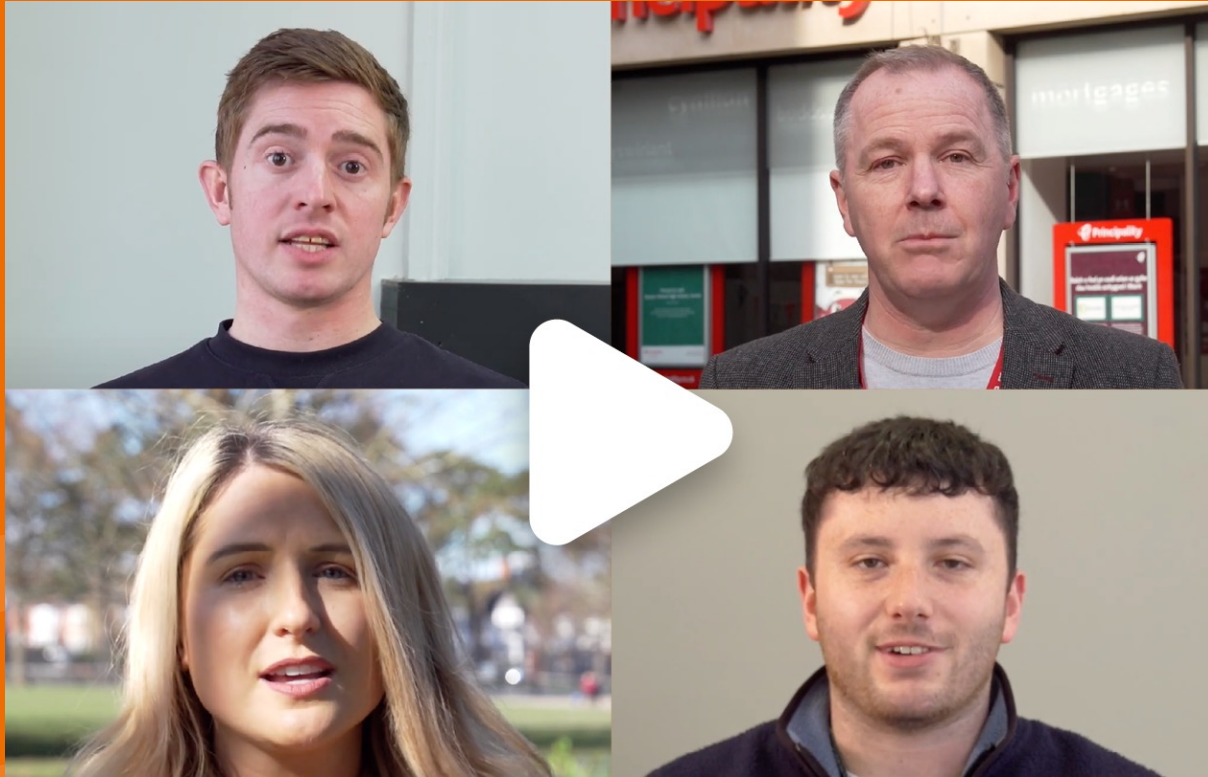




“ At Lidl, we’re committed to being an inclusive retailer, for our customers, communities and colleagues. In Wales, protecting and promoting the Welsh language is a huge part of what it means to be inclusive. ”

Ute Thomas,  
Lidl Wales Regional  
Manager





Watch this short video clip which summarises the **Cynnig Cymraeg**:

[Cynnig Cymraeg \(bilingual\)](#)



**Discussion  
work**

Do you think that it is important that **private organisations/ businesses** and charities in Wales **take pride** in the Welsh language and show users that they are **willing to use it**, even though they are not required to do so under the Welsh Language Measure 2011?

