



**Public  
organisations  
in Wales**





**The Welsh Language Measure 2011** and the **Welsh Language Commissioner** >> **most public organisations** in Wales are required to **provide opportunities to use Welsh** (opportunities for Welsh speakers to **see, hear and use Welsh** within or with those organisations, **in written form, over the phone, on-line or face to face**).





According to the **Welsh Language Commissioner**, it is essential that organisations **make it clear** that they **offer Welsh language services** and **encourage people to use them**:

**“ Promoting Welsh language ”**  
*services requires more than simply providing them; organisations must **highlight** Welsh language services.*



## This includes:

- providing **assurance** that a **Welsh language service** is available;
- ensuring that Welsh language services can be accessed **at least** as **quickly** and as **easily** as English services;
- ensuring that the **initial contact** is in **Welsh** by **default**, or making a **proactive offer** to use Welsh;
- ensuring that **using Welsh will not place users under any disadvantage** in terms of the **result** or **speed** of the process; and
- ensuring that the **language of the service** is **easy to understand**.





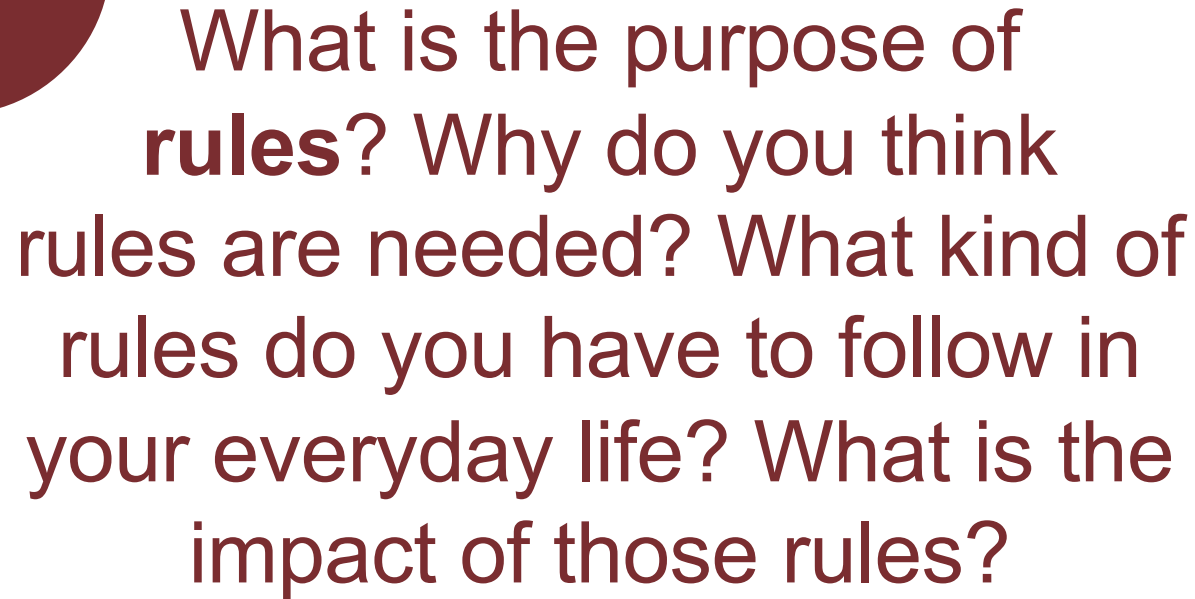
Most **public organisations** in Wales are required to fulfil **duties** in relation to the Welsh language, namely the **Welsh Language Standards**, that are imposed on them by the **Welsh Language Commissioner**.

The **Welsh Language Standards** are similar to **rules** or **instructions** that require organisations to **conduct themselves in a particular way** or **take particular action**, in relation to the Welsh language.





**Discussion  
work**



What is the purpose of **rules**? Why do you think rules are needed? What kind of rules do you have to follow in your everyday life? What is the impact of those rules?





# The purpose of the **Welsh Language Standards** is:

- to make it **clearer** to people in Wales **what they can expect from organisations** in relation to the Welsh language, and to enable them **to use Welsh** in their **dealings with organisations**;
- to make it **clear** to **organisations** what their **duties** are in relation to the Welsh language;





# The purpose of the **Welsh Language Standards** is:

- to **improve the quality of Welsh language services** in Wales so that they are **just as good** as English services;
- to create **more opportunities** to use Welsh;
- to **promote** and **facilitate** the use of Welsh and to ensure that the Welsh language is treated **no less favourably** than the English language.







# Who implements the Welsh Language Standards?

Over **120 public organisations** implement the **Welsh Language Standards**, including:

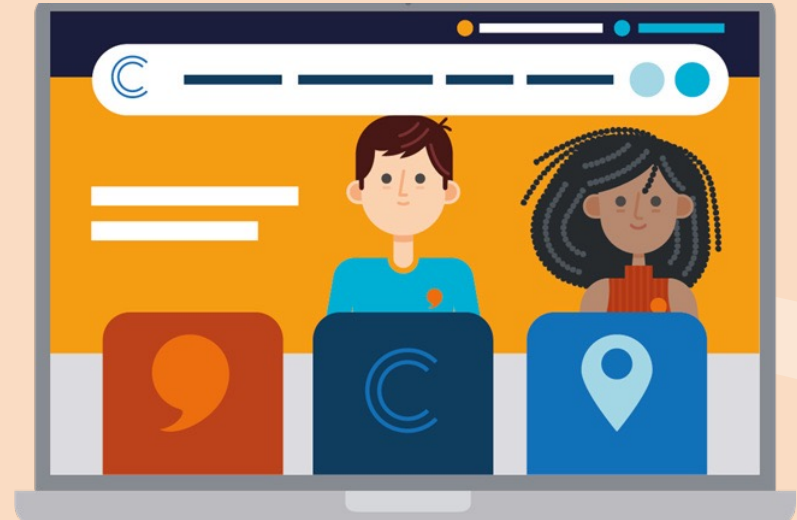
- Local Authorities (including schools)
- National Parks
- Welsh Government Ministers
- The National Museum
- S4C
- the National Lottery Community Fund
- Tribunals
- Police forces
- The Fire and Rescue Service
- Higher and further education colleges
- Universities
- Health Boards and more.

Over time, **more and more organisations** will be covered by the **Welsh Language Standards**.



The **Welsh Language Commissioner**, through the **Welsh Language Standards**, promotes the **Welsh language** and ensures that **Welsh is treated no less favourably** than **English**.

The **leaders and managers of public organisations** need to ensure that they are **using the Welsh language** and **supporting others** to use the language as much as possible **in their daily work**.





According to the **Welsh Language Commissioner**:

“ Organisations need to ”  
create more **purposeful**  
**opportunities** to enable  
**workforce members to use**  
**the Welsh language.**

# Organisations should use the Welsh language:



in **written formats**  
(e.g. correspondence  
– letters, emails, forms,  
posters, leaflets,  
websites, on social  
media etc.);



**over the phone;**



**face to face;**



in **information  
technology**



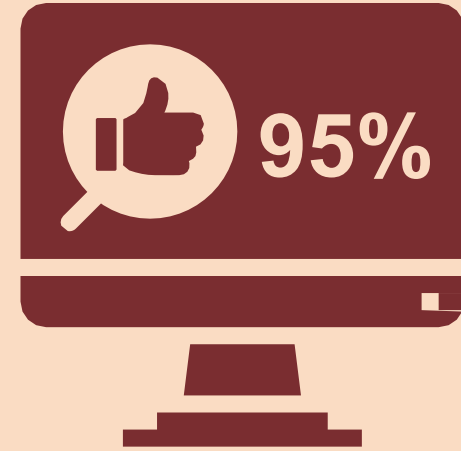
and ensuring that  
**documents** and  
**meetings** are **fully  
bilingual**, and so on.



According to the **Welsh Language Commissioner**:

*“ As more services move **online** and as organisations promote **digital** person to person contact, it must be ensured that **the Welsh language is treated no less favourably than the English language.** Organisations must ensure that a **Welsh digital service is available** which is just as easy to use. ”*

By now, a **large number of public organisations** that are **required to meet the Welsh Language Standards** provide **over 95%** of their **web pages** in Welsh.



There is a **year on year increase** in the use of **Welsh language posts on social media**, and by now **90%** of organisations' **X (Twitter) and Facebook posts** are available in Welsh.



But there is still room  
for improvement:

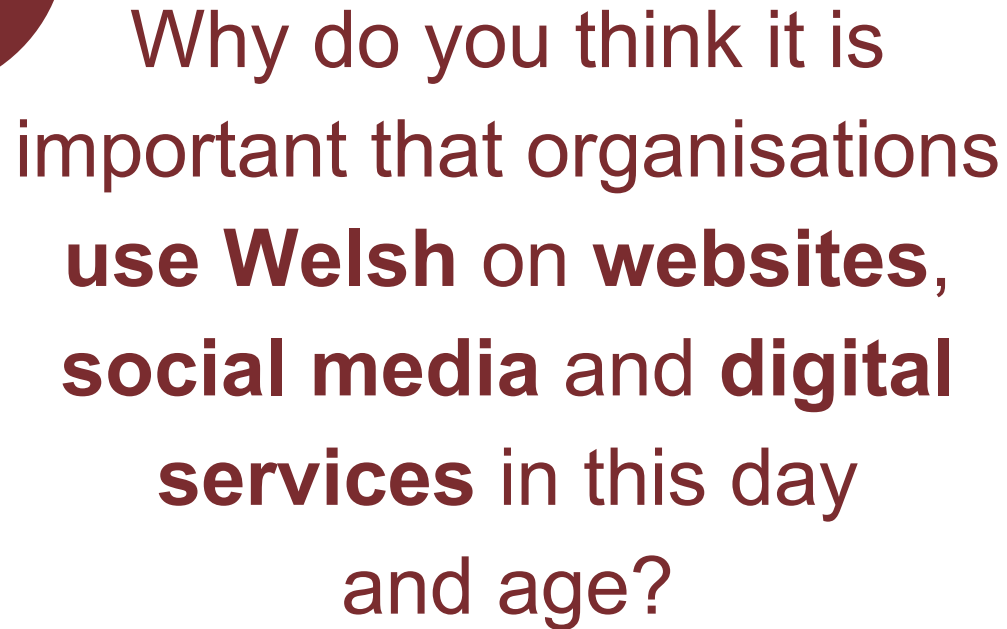
The Welsh  
language is treated  
less favourably  
than the English  
language in **33%** of  
website pages  
reviewed during  
the year.



**33%**



**Discussion  
work**



Why do you think it is important that organisations **use Welsh on websites, social media and digital services** in this day and age?







The **Welsh Language Standards** also encourage **public organisations** to:



ensure that **as many members of the workforce as possible** can **speak Welsh**, and are **encouraged to do so** – by:



placing **more value on Welsh** as an **important skill** in the **world of work**;



**advertising posts** and **recruiting and appointing** more **Welsh speakers** where possible;



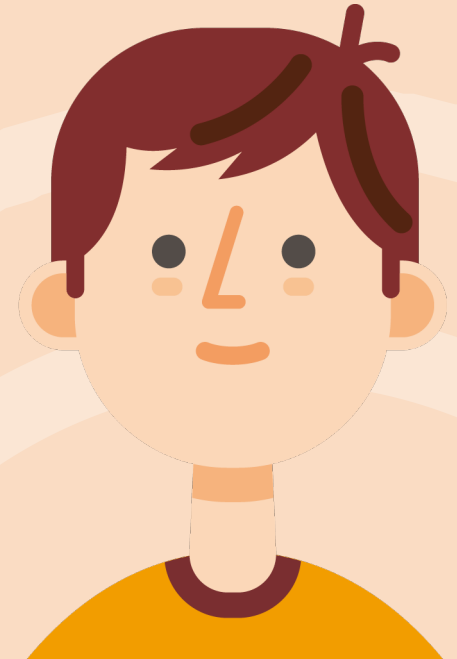
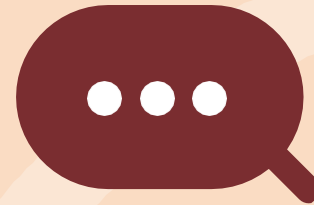
conducting **job interviews** in Welsh;



**increasing opportunities** for workers to **use Welsh** at work;



offering **Welsh language lessons** to workers who cannot speak Welsh.



Across those **public bodies** who are required to meet the **Welsh Language Standards**, **69%** of **job advertisements** are available **in Welsh**.



**69%**



According to the **Welsh Language Commissioner**:

“ Employers need **bilingual workforces** in Wales as services need to be **delivered bilingually**. ”



**Discussion  
work**

Why do you think that Welsh is now such an **important skill** in the world of work?



The **Welsh Language Standards** also encourage **public organisations** to:

- **Promote the use of Welsh** within their organisation, and make it as easy as possible to use Welsh:
  - by **increasing opportunities to use Welsh within the organisation;**
  - making people within the organisation **aware of the Welsh language,**
  - and **encouraging them to use it.**



# The impact of the **Welsh Language Standards**:



**82%** agree that they can usually deal with public organisations in Welsh if they wish to do so.



**72%** agree that the Welsh language services provided by public organisations are improving.

# The impact of the **Welsh Language Standards**:



**95%** receive a greeting in Welsh when they call a public organisation.



Over **95%** of public organisations' websites are available in Welsh.



**90%** of public organisations' X (Twitter) and Facebook messages are available in Welsh.



# The impact of the **Welsh Language Standards**:



Nearly **75%** of Welsh speakers see that there is an opportunity for them to use Welsh in their everyday lives.



**26%** believe that the opportunity to use the Welsh language in their everyday lives is increasing.



**Discussion  
work**

**Do you think that the  
Welsh Language  
Standards are  
important to encourage  
more people to use their  
Welsh every day?**



# Iaith Gwaith (Working Welsh) Scheme

- In place for almost **20 years**.
- Workers who can **provide a service in Welsh to the public** wear **badges or lanyards** bearing the **Iaith Gwaith logo** (an **orange speech bubble**) to encourage people to use **Welsh** with them.
- Organisations offering services through the medium of **Welsh** can display **Iaith Gwaith posters** to make the public aware of this.





# laith Gwaith (Working Welsh) Scheme

- The **laith Gwaith** scheme's main purpose **>>** encourage users to speak **Welsh first**, and to **make it obvious** if there is a **Welsh speaker** or **service** available.
- Since its launch in **2005**, the speech bubble has been used in a myriad of ways – e.g. **sewn onto the clothing of hospital workers**, on the **helmets of engineers**, and as **temporary tattoos for children**.
- On average, around **50,000 badges, lanyards** and **posters** are distributed to **public organisations, businesses, charities** and **members of the public** each year.





**[Use Your Welsh bilingual video](#)**



## Discussion work

If you saw a worker for a public organisation in Wales wearing a **laith Gwaith** badge or lanyard, would you be likely to speak some Welsh with them, if you're able to? Why/ why not? Do you think that this is important?

# Quiz



# What are the **Welsh Language Standards**?



Rules or directions that require organisations to conduct themselves in a particular way or take particular action, in relation to the Welsh language.



**Shwmae?**

**Helô**



# What is the purpose of the Welsh Language Standards?

See the information on slides 7 and 8.

Defnyddiwch eich  
Cymraeg pan welwch  
yr arwydd hwn

Use your Welsh  
whenever you  
see this sign



# How many public organisations implement the **Welsh Language Standards?**

Over 120



**What percentage of  
social media posts  
are now available in  
Welsh?**

**90%**





# What is the purpose of the Welsh Language Commissioner's **laith Gwaith** scheme?

The main purpose of the laith Gwaith scheme is to encourage users to speak Welsh first and to make it clear that Welsh speakers or services are available.



