

SHAW TRUST (CYMRU)



WELSH LANGUAGE SCHEME

Prepared in accordance with the Welsh
Language Act 1993

This voluntary language scheme was approved by the Welsh Language Board in accordance with section 14 (1) of the Welsh Language Act 1993 on ** ** 200*



BWRDD YR IAITH
GYMRAEG • WELSH
LANGUAGE BOARD

AIM

Shaw Trust (Cymru) has adopted the principle that in the conduct of public business in Wales, it will treat the English and Welsh languages on a basis of equality. This Scheme sets out how Shaw Trust (Cymru) will give provide our services to the public in Wales, and other agencies or organisations with whom Shaw Trust (Cymru) interacts. This policy will ensure that the company's services are delivered effectively to all who choose to communicate in Welsh.

Contents

Page	Description
4	Foreword and Introduction
6	Contact Details
7	Service Planning and Delivery <ul style="list-style-type: none">• Policies and Initiatives• Delivery of Services• Standard of Service in Welsh
10	Communications with the Welsh Speaking Public <ul style="list-style-type: none">• Written Correspondence• Telephone Communications• Public Meetings• Face to Face Meetings• Other Communications with the Public
13	Public Image <ul style="list-style-type: none">• Corporate Identity• Signage• Published and Printed Materials and Documents• Forms and Explanatory Materials• Press Releases• Advertising and Publicity Activities• Official Public Notices and Recruitment Advertising
17	Implementation and Monitoring of the Scheme <ul style="list-style-type: none">• Staffing• Learning Welsh• Recruitment

- Vocation Training
- Administrative Arrangements
- Services Delivered on behalf of Shaw Trust (Cymru)
- Partnering within Local Community
- Monitoring
- Targets
- Publishing Information

25 Publicising the Scheme

25 Staff Guidance

26 Implementation Plan

1. Foreword

1.1 Shaw Trust is a national charity that provides training and work opportunities for people who are disadvantaged in the labour market due to disability, ill health or other social circumstances. We are the largest UK provider of employment services for disabled people.

1.2 Shaw Trust supports thousands of disabled and disadvantaged people across the UK to achieve their personal development and employment aims. We do this through: -

- Government-funded employment services to support people moving from benefits to work, with guidance on finding jobs, training and benefits
- Pre-employment activities in a supportive environment
- Work-related, accredited training
- Support for increased independence for disabled people
- Creating jobs through social enterprise
- Working in partnership with employers, local authorities and health trusts

1.3 Many of our services are tailored to the specific requirements of people with issues such as mental ill health, substance misuse problems or learning disabilities. We are particularly proud of the services that we offer, and the equal and diverse manner in which we provide those services.

1.4 The Welsh Language Act 1993 places a duty on the public sector to treat Welsh and English on an equal basis when providing services in Wales. All public bodies are required by law to have in operation a Welsh Language Scheme. This ensures that Welsh speakers are able to access public services in their own language as a matter of course.

1.5 The Welsh Language Act 1993 does not place a direct legal obligation on voluntary organisations to offer services in Welsh. However the decision has been taken to develop a Welsh Language Scheme as a mark of Shaw Trust's dedicated commitment to the principle of equality for the Welsh and English languages. Furthermore, it will enable Shaw Trust's services to become accessible to an even wider audience - a principle that is at the core of Shaw Trust's work. To demonstrate this commitment, the regional team within Wales will be referred to as Shaw Trust (Cymru).

1.6 Shaw Trust (Cymru) has a small percentage of Welsh speakers, but this is growing quickly. The scale of the Welsh speaking population will influence the pace and extent of the company's scheme for the Welsh language.

According to the 2001 census, there are approximately 560,000 Welsh speakers living in Wales today. With one in six members of the UK population being disabled, a Welsh Language Scheme could potentially enable Shaw Trust (Cymru)'s services to be made fully accessible in the individual's own language to a much wider audience. In recent years, the Welsh language has seen a growth in popularity. More and more children are learning Welsh at school and receiving their education through Welsh, and bilingualism in Wales is returning to become accepted as being a completely natural and normal way of everyday life.

As part of the company's commitment, we acknowledge and support the purpose of the Welsh Language Scheme in promoting a rebirth of Welsh throughout Wales.

Shaw Trust (Cymru) hopes to achieve our aim of achieving equality for disabled people in all our activities. We aim to achieve our objectives of achieving equality for all through the following local and national priorities: -

- Independent Living Services
- Employment Services
- Communications and Campaigns
- Disability Awareness
- Social Enterprise

Our Welsh Language Scheme will have an impact on all the above activities within Wales including supporting services such as Human Resources, Marketing, Fundraising and Trading. Shaw Trust (Cymru) recognises that service users feel more comfortable and able to communicate their views and needs and receive support in their first

language. Services and activity are located in all parts of Wales; our Welsh Language Scheme hopes to acknowledge and embrace the cultural and language diversity across the country.

- 1.7** Further information on this Welsh Language Scheme can be obtained from:

Marilyn Morgan
Quality & Performance Manager
Regional Office Wales
Disability Action Centre
The Courtyard
D'arcy Business Park
Llandarcy
Neath
SA10 6EJ

Tel: 01792 321006
Fax: 01792 325380
Text Phone: 01792 325379

A PDF version of this Welsh Language Scheme is available on the Shaw Trust website, www.shaw-trust.org.uk

If you require a copy of the Welsh Language Scheme in another format, please contact Marilyn Morgan on the above details.

2. SERVICE PLANNING AND DELIVERY

2.1 New Policies and Initiatives

2.1.1 When Shaw Trust plans and formulates new policies or initiatives, it will assess the linguistic consequences to make sure that they meet the commitments given in this scheme. Shaw Trust will use new policies and initiatives to facilitate the use of Welsh and to move the organisation closer to implementing the principle of equality where practicable. Shaw Trust will ensure that the measures contained in this scheme are applied to new policies and initiatives in accordance with this principle.

2.1.2 If any new policies or initiatives are proposed which would affect the company's Welsh Language Scheme, or the scheme of another organisation, The Welsh Language Board will be consulted. The scheme will not be altered without the Board's agreement.

2.1.3 Staff involved in formulating and implementing new policies and initiatives will be made aware of the requirements of the Welsh Language Act 1993 and the Welsh Language Scheme. Guidance, including Awareness Training, will be issued to staff on how to assess the likely impacts of new proposals on the scheme and the steps required to ensure that these measures are complied with.

2.2 Delivery of Services

2.2.1 The services provided by Shaw Trust for the public are very wide-ranging and are under the management of the Managing Director and the Strategic Management Team.

2.2.2 Not all services are provided directly from the offices of Shaw Trust. Some are provided on behalf of the Shaw Trust by agencies or bodies contracted to the Shaw Trust or controlled through regulatory functions. These agencies will be made aware of the requirements of our Welsh Language Scheme and will receive written guidelines based on the scheme.

2.2.3 Key areas of responsibility include: -

- Engaging with disabled and disadvantaged people in Wales
- Employment Services to support people moving from benefits to work
- Facilitating learning, development and work/life skills that are accessible to all
- To work with the business community to raise awareness and ensure equality of opportunity
- To work towards an inclusive community in Wales through partnership working, regeneration and sustainability
- Cultivating our Welsh language and cultural heritage

2.2.4 The way in which a service is delivered to the public varies according to its nature and size. Some services are provided from Shaw Trust's main offices, whilst others operate through externally sourced centres, Officer's homes, institutions and other workplaces.

2.2.5 It is Shaw Trust's intention to provide a consistent and systematic service for Welsh speakers within its services to the public. This will apply to all services provided from the Regional Office's headquarters and main offices.

2.2.6 Those clients that reside in areas within Wales where a service in Welsh is likely to be infrequent will generally have the means to have access to a service in Welsh if required.

2.2.7 Whereas it will not be practicable to provide for all services to be fully available in Welsh, the intention is to provide as good a service as possible. Officers who do not speak Welsh will be provided with information on the services that are available, the contact details of relevant Welsh Speaking Officers, and how they can be contacted.

All Employees will be made aware of the scheme, the commitments contained within it, and the systems, procedures and services in place to meet those commitments.

2.2.8 Some local services are provided by other public organisations and bodies. The Shaw Trust works in partnership with such organisations, or may have some responsibilities for their work. Through its relationship with these organisations, Shaw Trust will encourage, enable, facilitate or support the use of Welsh by publicising its scheme and offering advice and assistance.

2.2.9 In fact, many of the bodies that Shaw Trust (Cymru) works with also have Welsh language schemes. In such a case, an agreement between organisations would be established to ensure that each body is complying with their respective schemes.

2.2.10 In such circumstances where Shaw Trust (Cymru) are delivering services, projects and initiatives on behalf of a public body, such services will be required to be delivered in accordance with the Welsh Language Scheme of that particular body. In such circumstances, delivery will be monitored against Shaw Trust (Cymru)'s own Welsh Language Scheme to ensure consistency as far as Welsh Language provision.

2.3 The Standard of Service in Welsh

2.3.1 Shaw Trust (Cymru) welcomes communications in Welsh or English and aims to provide an equally effective standard of service in both languages. The principle of delivering an appropriate service in both languages will be stated in key documents such as service plans and policy documents.

2.3.2 The aim will be to provide a high standard of service in every aspect of Shaw Trust (Cymru)'s work, in writing and orally, in accordance with the commitments of this scheme. The standard of this service will be subject to regular review and monitoring with the aim of continually improving the standard.

2.3.3 It is Shaw Trust's aim to ensure consistency in the standard of services in Welsh provided throughout its services within the region.

3. COMMUNICATIONS WITH THE WELSH SPEAKING PUBLIC

3.1 Written Correspondence

3.1.1 The public will be welcome to communicate with Shaw Trust (Cymru) in writing in either Welsh or English. Shaw Trust (Cymru) will publicise the fact that service users and the general public are welcome to contact Shaw Trust (Cymru) through written, verbal or electronic means in Welsh or English. A standard line will be incorporated on headed paper stating that Shaw Trust (Cymru) welcomes communication in either Welsh or English.

3.1.2 Shaw Trust (Cymru) welcomes correspondence in Welsh or English. All replies, whether in the form of a letter, fax or e-mail will be replied to in the language of the initial correspondence / query.

Where a member of staff receives Welsh language correspondence and is unable to understand Welsh, a bilingual colleague will translate.

3.1.3 Response times will be the same when replying to Welsh letters as they are for replying to English letters. The issue of translation will not justify a delay in a response to the communication.

3.1.4 If Shaw Trust is aware that an individual, group or organisation prefers to receive letters in Welsh, then the language of letters instigated by Shaw Trust will be Welsh. Shaw Trust will set up a database of persons and organisations that wish to correspond or deal in Welsh. The database will comply with the Data Protection Act 1998.

3.1.5 Circular and standard letters to the public will normally be issued bilingually wherever practical.

3.1.6 Wherever possible, translation will be provided in-house by Shaw Trust (Cymru) staff. However, for larger, more complex pieces of work, an external translation service may be used.

3.2 Telephone Communications

3.2.1 People are welcome to speak Welsh or English when dealing with Shaw Trust (Cymru) by telephone, also calls through English or Welsh are welcome on the text phone.

3.2.2 The initial switchboard greeting will be bilingual subject to ongoing training, where Shaw Trust (Cymru) staff will respond to all external telephone calls with the bilingual greeting,

‘Bore da / Good morning, Shaw Trust (Cymru)’
or ‘Prynhawn da / Good afternoon, Shaw Trust (Cymru)’

3.2.3 If a caller speaks Welsh and the Officer who answers is unable to speak Welsh, the Officer will explain that he/she is unable to speak Welsh and will transfer the call to a Welsh speaker. The call will be transferred to a Welsh speaker who is able to deal with the matter or, if there is no one available, the caller will be informed that a Welsh speaker will return the call as soon as possible. Calls of a technical nature in either Welsh or English may necessitate this action.

3.2.4 The recorded message on Shaw Trust (Cymru)’s main answer-phone machine will be bilingual. Callers will be welcome to leave messages in either Welsh or English. Any messages left on the answer-phone will be replied to in the language used by the caller.

3.2.5 Following a Welsh language telephone conversation, all subsequent correspondence, either written or spoken, will be in the language choice preferred by the caller.

3.3 Public Meetings

3.3.1 Those attending public meetings arranged by Shaw Trust (Cymru), at which the public are allowed to speak, will be able and welcome to use the language of their choice. Shaw Trust (Cymru) will require prior

notice of the language preference of those proposing to attend in order to provide appropriate translation facilities.

3.3.2 Operational guidelines on making provision for the use of Welsh will be issued to staff involved in organising public meetings, in light of the commitment made in **3.3.1** and will have Welsh speakers present as necessary.

3.3.3 Shaw Trust (Cymru) arranges and conducts many meetings in addition to those open to the public generally. Members of the public who wish to use Welsh at such meetings are welcome to do so, informing language choice beforehand to ensure officers prepare the meetings with equality of choice. Without such notice, delays may occur. The initial letter of invitation or form of communication will provide a language choice, however in reasonable and practical terms, this must be conveyed to Shaw Trust beforehand to ensure that Welsh-speaking members of staff are present or a translator with professional equipment is in attendance.

3.3.4 All publicity regarding conferences and open meetings will be bilingual.

3.3.5 Arrangements will be made for Shaw Trust Offices without Welsh speakers to have access to Welsh-speaking staff in order to respond to requests for meetings in Welsh. The principle of equality in offering language choice is therefore met.

3.4 Face-to-Face Meetings

3.4.1 At those offices where Welsh speaking members of the public visit regularly, wherever possible, Shaw Trust (Cymru) will have Welsh speaking staff present to enable the visitor to communicate in either Welsh or English.

3.4.2 At offices where few Welsh-speaking visitors call, Welsh speaking staff may not be immediately available for Welsh speaking members of the public. In such circumstances, Shaw Trust (Cymru) will arrange a Welsh-speaking member of staff to contact the individual and a visit to be re-arranged if necessary.

3.5 Other Communications with the Public

3.5.1 The measures set out in **3.4.1** to **3.4.2** above will apply to other methods of communicating with the public such as computerised communications, televised links or public address systems. All material

relating to Shaw Trust (Cymru) on the Shaw Trust website will be bilingual.

4. SHAW TRUST (CYMRU)'S PUBLIC IMAGE

4.1 Corporate Identity

4.1.1 Shaw Trust (Cymru)'s public image and corporate identity within Wales, including its address, logo, visual identity and any other standard information, will be bilingual wherever possible and appropriate. On all Shaw Trust (Cymru) corporate materials including letterheads, compliment slips, fax sheets, business cards, identity badges, displays and publications, and in other circumstances such as on signs, vehicles and buildings wherever appropriate and possible.

4.2 Signs

4.2.1 All internal and external signs giving information to the public in areas to which the public has open access within Shaw Trust (Cymru)'s property will be bilingual.

4.2.2 Other signs for which Shaw Trust (Cymru) is responsible will become bilingual in due course. As new and replacement signs are provided in the course of maintenance and improvement works, they will become bilingual.

4.2.3 New and replacement signs on Shaw Trust (Cymru)'s vehicles will be bilingual or in corresponding Welsh and English versions.

4.2.4 Any new or replacement signs, including external signage, for which Shaw Trust (Cymru) is responsible, will be bilingual. However any indigenous names will remain in the 'known' language, except where Anglicisation has taken place.

4.2.5 Where bilingual or separate Welsh and English signs are provided, the size, quality, legibility and prominence of text will respect the principle of equality.

4.2.6 Guidance will be issued to staff and others involved in the design,

production and erection of signs to ensure that Shaw Trust (Cymru)'s policy is adhered to.

- 4.2.7** Shaw Trust will encourage external companies to also employ equality to the Welsh language.

4.3 Published and Printed Public Materials and Documents

- 4.3.1** General documents intended for public use will be commissioned bilingually, and where appropriate and financially viable, other material will be produced in either Welsh or English separately.
- 4.3.2** For documents which are directed at particular sections or groups of the public, whether publication is bilingual or in one language, Welsh or English, will be determined by the nature of the material and the target audience.
- 4.3.3** Where a charge is made, the price of bilingual documents will be no greater than that of a single language format. If separate Welsh and English versions are issued; the charges will be the same for each.
- 4.3.4** Guidance on the policies and procedures for dealing with bilingual publications will be produced for staff, external designers and publishers. This will include confirmation of the types and categories of publications that will be bilingual, those that may be published in separate versions, and those that will be a matter for consideration, together with advice.
- 4.3.5** All translated material shall be proofread by a member of staff with the appropriate skills, or by appropriate external verifiers before publishing.

4.4 Forms and Explanatory Materials

- 4.4.1** Shaw Trust (Cymru) produces forms for use by the public and our clients. In cases where separate Welsh and English versions are considered appropriate, both versions will be published and distributed simultaneously, and will be equally available, normally carrying a message stating that the form is also available in the other language. These will be prioritised as in **4.3.1**.
- 4.4.2** A phased programme for the induction of bilingualism on forms and printed materials will be adopted. Written guidance will be issued to

staff and others involved in designing and producing forms. Examples of such forms include:

- Invitations
- Public Notices
- Fact sheets
- Procedures
- Receipts
- Invoices

4.5 Press Releases

4.5.1 Press releases to the press and media in Wales will normally be issued in English only. A Welsh version will be issued to the Welsh language media if considered appropriate and certainly with regard to Welsh medium vocational courses, local Eisteddfod and the Act itself. However, with ongoing training we will increase the level of the service.

4.5.2 Media requests will be directed to our Public Relations department based within our Head Office in England. However, upon request, Shaw Trust (Cymru) will ensure that a bilingual spokesperson is available for media interviews.

4.6 Advertising and Publicity Activities

4.6.1 Where Shaw Trust (Cymru) publicises its services and activities within Wales by means of exhibitions, displays and presentations it will do so bilingually as required. Displays may, however, include items of literature that are not available in Welsh, or not yet produced.

4.6.2 Local exhibitions, public information stands and displays will be arranged from time to time by Shaw Trust (Cymru)'s services or agents in which case the presentation will be bilingual but the extent may vary according to the area, the nature of the displays and the availability of material.

4.6.3 Any literature, such as brochures, booklets and leaflets designed for instance to promote, publicise or explain schemes, policies, procedures, legislation or services within the region, will be produced bilingually.

4.6.4 If Shaw Trust (Cymru) conducts an advertising or promotional campaign in Wales through the medium of press, television, radio, cinema, posters, hoardings, electronic messages or public address systems, we will decide the arrangements for bilingualism according to the subject material, the means to be used, and the target audience.

4.6.5 Staff and others involved in planning, designing and conducting advertising, publicity or market research campaigns will be made aware of the requirements of the scheme and issued with guidance on its implementation.

4.7 Official Public Notices and Recruitment Advertising

4.7.1 Official notices, public notices and staff recruitment advertisements that appear nationally in Wales will appear in English.

4.7.2 Notices and advertisements published in local newspapers and journals will normally be published in the language of the publication.

4.7.3 Notices and advertisements in Welsh language newspapers and journals will normally be in Welsh only and those published in the major United Kingdom newspapers and journals will normally be in English only.

4.7.4 Recruitment advertisements for posts which Welsh is an essential requirement will be in Welsh (with an English summary). Advertisements for posts for which knowledge of Welsh is desirable will appear bilingually in English publications circulated mainly in Wales, in Welsh language publications or in English only in English publications circulating throughout the UK.

With respect to posts that include Welsh as Essential, Desirable or a non-applicable quality within the person specification, the relevant persons will provide guidance on the production of recruitment advertisements and public notices

5. IMPLEMENTING AND MONITORING THE SCHEME

5.1 Staffing

- 5.1.1** Shaw Trust (Cymru) is committed to providing as high a quality of service through the medium of Welsh as it currently does in English. In order to ensure that over a period of time, Shaw Trust (Cymru) is able to deliver its services in Welsh to a high quality, it will adopt the measures stated within 5.1.2 to 5.1.10.
- 5.1.2** Shaw Trust (Cymru) will establish whether there are specific posts where proficiency in Welsh is essential or desirable.
- 5.1.3** Shaw Trust (Cymru) will carry out surveys to establish the number of staff who speak Welsh or who are learning Welsh and their location within the organisation. Shaw Trust (Cymru) will also carry out a Linguistic Skills Strategy on all new and existing posts as part of its human resources planning. This will enable the organisation to identify those posts and office locations where the ability to speak Welsh is essential or desirable and will formulate job descriptions accordingly
- 5.1.4** As a result of paragraphs **5.1.2** and **5.1.3** if it is established that Welsh speakers are required in some posts, a strategy will be devised to meet these requirements.
- 5.1.5** Staff will not be pressurised to move post or to engage in training against their will simply because of their linguistic ability. All appointments will be made on merit and in accordance with equal opportunity policies and employment legislation, subject to consultation and agreement by any staff that may be so involved. Measures included in such a strategy will include those set out below.
- Re-arrangement of duties and responsibilities of staff;

- Recruitment of Welsh speakers to specific posts where it is essential on the occurrence of a vacancy or establishment of a new post;
- Shaw Trust (Cymru) operates a bilingual policy and welcomes applications from Welsh and English speakers;
- Welsh language training for staff.

5.1.6 A programme will be prepared which identifies priorities in implementing the Welsh Language Scheme. Managers will be responsible for the introduction and monitoring of the programme within their sections and for taking action should the number of Welsh speakers in key service areas not be sufficient.

5.1.7 Shaw Trust (Cymru) is responsible for a wide range of services, many of which require specialised professional and technical skills for their operation. It will not be practicable for every aspect of each service to be provided through the medium of Welsh but the staff will do their best to assist the public to receive a good quality service. The aim, over time and as opportunities arises; will be to build a complement of Officers who can help the Welsh-speaking public within an integrated service. Shaw Trust (Cymru) will maintain a database of those staff that have sufficient skills to deal with the public through the medium of Welsh. This database will be made available to staff at offices in Shaw Trust (Cymru) and Shaw Trust. This team of Welsh speaking staff and volunteers may be asked to

- Translate and respond to Welsh correspondence
- Proof-read translated material
- Respond to Welsh telephone inquiries
- Hold face-to-face conversations in Welsh
- Give media interviews through the medium of Welsh
- General translation work
- Encourage and support other staff and volunteers to learn Welsh and improve their language skills

These roles however are purely voluntary and they will be carried out as extra duties to the individual's own workload. Staff members and volunteers will not be forced to accept any work they are not prepared or able to undertake in relation to the Welsh language. Translation, in particular, is a specialist skill and should not be expected of any member of staff, unless employed to do so. The database will continuously be monitored.

5.1.8 Shaw Trust (Cymru) will ensure that the Welsh Language Scheme is mainstreamed with the organisation's other equal opportunities legislation. The Regional Manager of Shaw Trust (Cymru) will work with Shaw Trust's head office to ensure that the Welsh Language Scheme is accepted as an integral part of Shaw Trust's corporate policies.

5.2.1 Learning Welsh

5.2.1 Shaw Trust (Cymru) will encourage and support members of staff, and volunteers, who wish to learn Welsh or improve their Welsh. This, however, is not compulsory – staff members and volunteers will not be pressurised to take part in any training against their will. Non-Welsh speakers will not feel threatened or disadvantaged because of their linguistic ability.

5.2.2 Training priority will encourage and support members of staff and volunteers who wish to learn Welsh or improve their Welsh.

5.2.3. A Welsh language training programme which meets the needs of Shaw Trust (Cymru) in implementing the scheme will be developed by the Regional Manager in consultation with other managers on the needs of their departments. Training provision will be continuously monitored and priorities re-assessed where necessary.

5.2.4 Steps will be taken to ascertain the training needs and objectives of each service and the interest of individual employees and their views of their Welsh language training requirements. Managers will assess the specific needs for learning and improving Welsh language skills amongst their staff, in consultation with the Human Resources Department. Where a need is identified, suitable training will be offered and arranged according to the requirements of the service and the availability of resources.

5.3 Recruitment

5.3.1 Linguistic ability will be considered as one of the many relevant skills when appointing staff.

5.3.2 Shaw Trust (Cymru)'s managers will examine service needs and ascertain the areas of priority for recruiting bilingual speakers in order to meet the requirements of the scheme. In so doing, they will consider the situations where the recruitment of Bilingual Officers is essential or desirable in order to provide as full a service as possible. Where linguistic ability is considered to be essential or desirable, this will be stated in job advertisements.

5.3.3 In circumstances where it proves difficult to appoint suitable Welsh-speaking staff to posts where the ability to speak Welsh is considered essential, the practice will be either:

- To make an appointment that carries an undertaking to learn Welsh with the support of the organisation; or
- To re-arrange the service or identify alternative arrangements within departments to provide the skill in the workplace by using the linguistic skills of existing staff in other service areas.

5.3.4 Shaw Trust has adopted a reserved posts policy in relation to recruiting disabled people where it is anticipated that 20% of the workforce have an impairment or could define himself or herself as a disabled person. Shaw Trust's reserved posts policy and the Welsh Language Scheme's commitment to develop a bilingual workforce will complement each other – they will both ensure that Shaw Trust's aim of equality is achieved.

5.4 Vocation Training

5.4.1 Managers, in consultation with the Human Resources Section will assess the need for specific vocational training through the medium of Welsh for identified Welsh-speaking staff in their Departments.

5.4.2 Where a need for vocational training to facilitate implementation of the scheme is identified, and suitable training can be made available, it will be provided or supported according to the requirements of the service.

5.4.3 Training provision will include courses in particular skills, induction courses in certain specialist subjects and providing resource materials and distance-learning materials where appropriate.

5.5 Administrative Arrangements

5.5.1 The approved scheme will carry the full authority of Shaw Trust, in its' implementation.

5.5.2 A Senior Officer nominated by the Managing Director will be responsible for ensuring that this scheme is implemented throughout Shaw Trust (Cymru)'s Services and will advise Managers on the steps required to implement the scheme.

5.5.3 Responsibility: The Regional Manager of Shaw Trust (Cymru) will have overall responsibility for the monitoring and implementation of this Welsh Language Scheme. Each manager of individual service areas within Shaw Trust (Cymru) will be given responsibility for implementing

those aspects of the scheme relevant to their own departments. All staff and volunteers will have a responsibility to ensure that the measures outlined in this scheme relevant to their post and office location are met and will be proactive in enforcing them.

- 5.5.4** The commitments and measures laid down in the Welsh Language Scheme will form part of the induction process for all new staff and volunteers. All current staff will be made aware of the Scheme. Written guidelines will be issued to all new and existing staff and volunteers to ensure they are aware of the objectives of the scheme, how to implement them and what is expected of them.
- 5.5.5** A Welsh Language Liaison Group will be established on which every Department is represented to seek to ensure that the implementation of the scheme is co-ordinated, with consistency of practice, and kept under review.
- 5.5.6** The need to produce bilingual material will be a consideration in the planning and purchasing of computer software. Where existing computer systems cannot be adapted to meet the requirements of the scheme, the need will be met, finance permitting, on renewal and replacement.
- 5.5.7** Shaw Trust (Cymru) will ensure that any translators employed are suitably qualified with public liability insurance and able to provide a high quality service. Guidance will be issued to staff on the use of translation services, both employed by Shaw Trust (Cymru) and outside agencies.
- 5.6 Services Delivered on Behalf of Shaw Trust (Cymru) by Other Parties**
- 5.6.1** It is often necessary for Shaw Trust (Cymru) to contract services out to other agencies, organisations or individual, e.g. care agencies, catering staff. On such occasions, the contracted body will be made aware of Shaw Trust (Cymru)'s commitment to this Welsh Language Scheme and will receive written guidelines on the measures most relevant to the activity or service being undertaken. All staff working with contracted bodies will be given written procedures when dealing with contractors in relation to this scheme. Shaw Trust (Cymru) will expect any bodies or organisations carrying out services on its behalf to comply with this scheme, in accordance with priorities already identified. The implementation of this scheme by contracted parties will be monitored using the same method as outlined in section **5.8** of this Scheme.
- 5.6.2** Any new agreement or arrangement concerned with the provision of services for the public in Wales entered into with a third party will conform to the terms of this scheme. This will include services which

are contracted out.

5.6.3 Where the public have no direct access to the contractor, in terms of complaints or requests for information, they would be expected to deal directly with Shaw Trust (Cymru) as the Client Officer.

5.6.4 There may be contracts or arrangements of short duration and for a specific task or activity where it is not practicable to require full compliance with the scheme, which will be defined to staff, in which case as full compliance as possible in the circumstances will be sought. Shaw Trust (Cymru) will monitor any such contracts or arrangements to ensure that as full a compliance as possible with the scheme is achieved in all cases. Examples of such could be van hire, production of guides etc.

5.7 Partnering within the local Community

5.7.1 Shaw Trust (Cymru) will endeavour to make provision for opportunities for social language use by its clients, and will, with the aid of partner organisations, create awareness of the use of Welsh within the community and nationally.

5.8 Monitoring

5.8.1 Shaw Trust (Cymru) will monitor how well it is meeting the commitments in this scheme. In particular, the following matters will be kept under review:

- Future planning and procurement – ensuring that any new policies, procedures or publications and relevant computer programmes are consistent with providing a bilingual service.
- Organising and delivering services – monitoring the implementation of arrangements made to deliver Shaw Trust (Cymru)'s services in Welsh, and their effectiveness; monitoring how well the organisation is encouraging and facilitating the use of Welsh by other parties.
- Dealing with the Welsh-speaking public – monitoring times for responding to Welsh correspondence, the quality of translation services and the arrangements for meetings.
- Public face of Shaw Trust (Cymru)– monitoring the implementation of Shaw Trust (Cymru)'s public image and the introduction of bilingual publications, forms, signs, notices and other printed materials.
- Staffing – monitoring the implementation of staffing and training measures included in the scheme.

- Agencies and contractors – with the relevant Manager monitoring the provision and administration of services by Shaw Trust (Cymru)'s agents and contractors to ensure compliance with the Welsh language terms of their agreements.
- Timetable – monitoring achievement in implementation of measures against the timetable in the scheme.
- Complaints – monitoring the incidence and nature of complaints relating to Shaw Trust (Cymru)'s Welsh language service. Each Manager will be responsible for dealing with complaints from the public as they relate to his or her section's services in accordance with Shaw Trust (Cymru)'s complaints procedure.
- A system should be established to indicate the demand/use of the scheme.
- Periodic opinion surveys of Welsh speaking service users will be sought about the range and quality of services provided in Welsh by Shaw Trust (Cymru).

5.8.2 Shaw Trust (Cymru)'s Monitoring Officer who will have ultimate responsibility for monitoring the compliance of this scheme:

Marilyn Morgan
Quality & Performance Manager
Shaw Trust, Disability Action Centre
The Courtyard
D'Arcy Business Park
Llandarcy, Neath
SA10 6EJ

The Monitoring Officer's identity will be made known to other staff, to contractors and agents employed by Shaw Trust (Cymru) and to the public.

5.8.3 Monitoring of the scheme will be a structured and continuing activity for the above-mentioned Officer and will extend to those who provide or administer services on behalf of Shaw Trust (Cymru).

5.8.4 Shaw Trust (Cymru) will welcome and record suggestions for improvements and advise the public how they should make their views on the services provided in Welsh known, to whom and how they will be dealt with.

5.8.5 Shaw Trust (Cymru) will provide the Welsh Language Board with an annual report in a form approved by the Board, which describes progress in implementing the measures in the scheme against the approved timetable and standards, and which analyses the number and nature of any complaints and suggestions received from the public.

5.8.6 The Officer responsible for monitoring the scheme will make arrangements to secure specific reports annually on performance from service departments, agents and others who administer services on behalf of Shaw Trust (Cymru), and will prepare a report on Shaw Trust's performance in meeting its commitments. This report will be submitted to the appropriate members of staff and made available for members of the public to inspect at main Shaw Trust (Cymru) offices.

5.9 Targets

5.9.1 Shaw Trust (Cymru) will measure the implementation of the scheme against targets set within the stated timetable. In addition, the standard targets for replying to correspondence and in arranging meetings will be monitored. Shaw Trust (Cymru) will review targets annually in the light of changing financial and statutory circumstances.

5.10 Publishing Information

5.10.1 In addition to the Senior Officer's report, which will be available for public inspection, Shaw Trust (Cymru) will publish information comparing performance with standards and targets set out in this scheme. The information will be published as a specific periodic stand-alone report and will include:

- The percentage of responses to Welsh correspondence achieved within stated deadlines.
- The percentage of appropriate publications issued bilingually.
- Performance in meeting deadlines for processing claims and applications made in Welsh.
- Response times for arranging meetings in Welsh.
- The percentage of Welsh speakers in posts where the ability to speak Welsh is specified.
- Newsletters.

Please refer to **6.2** also.

5.10.2 If published standards are not being met, the report will explain the reasons why and what steps Shaw Trust (Cymru) is taking to address the issue.

6. PUBLICISING THE SCHEME

6.1 Shaw Trust (Cymru) will publicise its Welsh Language Scheme to the public and its employees and agents on an initial and continuing basis. It will ensure that people who engage with Shaw Trust (Cymru) are aware of the scheme and its contents and how they are able to deal with and access the services available in Welsh. The public will be informed of the services available in Welsh.

6.2 The following methods of publicity will be used:

- Notices in public offices, reception areas etc.
- Press releases
- Items in Shaw Trust' Newsletters "Shaw Thing", "Connect" and "Network" and Shaw Trust (Cymru)'s internal staff bulletin and other publications such as posters and leaflets
- Circulating information and guidance to employees
- Distributing copies of the scheme to Shaw Trust (Cymru)'s agents and contractors
- Distributing copies of the scheme to other interested bodies

6.3 Advice on publicising the scheme and Shaw Trust (Cymru)'s Welsh language services will be issued to staff involved in publicity and communications and liaison with contractors, agents and other organisations that Shaw Trust (Cymru) deals with.

7. STAFF GUIDANCE

Guidance will be issued to staff on how to meet Shaw Trust (Cymru)'s commitments made within this Welsh Language Scheme. Guidance will be provided to staff on all aspects contained, including, but not restricted to:

Guidance on communicating with the Welsh Speaking Public, either by telephone, correspondence, electronic means, or face-to-face meetings.

Guidance on the use of the bilingual corporate identity

Guidance on the production of printed material, including public notices, advertisements, marketing material and signage

8. Implementation Plan

- 8.1** The implementation of this scheme will be measured against target dates. A three-year timetable will be set for implementation. This will allow Shaw Trust to consider the budget implications of any measures that require additional funding for their implementation. The timetable will be reviewed, and approval and consultation will be sought from the Welsh Language Board for any alterations proposed to the timetable.
- 8.2** The tables within the timetable document attached sets out Shaw Trust (Cymru)'s timetable for achieving the targets for implementation of this scheme. In most cases the targets relate to the financial year in which it is planned to implement the measure. The nominated Senior Officer will be responsible for reviewing annually the implementation of the scheme according to the timetable and targets. Where targets are not met, an explanation of the reasons why and amended timetable will be submitted to the Managing Director and the Welsh Language Board.