



Welsh Language Scheme



Comisiynydd y
Gymraeg
Welsh Language
Commissioner

This Welsh Language Scheme was approved by the
Welsh Language Commissioner on dd/mm/yyyy.

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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 Michael Dix on the above details.

1 Introduction

1.1 Who we are

Shaw Trust is a National Charity and the UK's largest Third Sector provider of employment services for disabled and disadvantaged people. We work in partnership with Public Sector organisations and provide diverse services for businesses.

We help people facing disadvantage into work, gain skills and take control of their futures.

Over the past thirty years, the Shaw Trust has striven to combine its charitable heart with its commercial brain to provide the very best support to the people it was set up to serve.

Shaw Trust is the largest third sector contractor for Department for Work and Pensions.

We deliver both mainstream (Work Programme) and specialist (Work Choice) employment support schemes across Britain and help over 50,000 people per year. It also helps people gain skills and into work via a wide range of other activities including education and skills contracts, 49 shops and a national volunteering programme as well as health and social enterprise projects.

Shaw Trust is also an Approved Sponsor for Academies, and sponsors Shaw Education Trust, a multi-academy trust which focuses on supporting special schools and mainstream schools serving disadvantaged communities.

Shaw Trust employs nearly 1,600 people across over 200-plus locations. We are supported by over 600 volunteers and deliver contracts for eight major funding agencies including the European Social Fund, the Department of Work and Pensions and the Big Lottery Fund. It has a range of international partners in Australia (Interwork), Poland (Intergracja Foundation) and Romania (Motivation Romania).

1.2 About Shaw Trust

- ✓ Shaw Trust has been a registered charity since 1982. We are one of the largest third sector providers of employment services for people with a disability or at disadvantage in the UK
- ✓ We work with over 12,000 employers and many public sector organisations
- ✓ Shaw Trust is an Investor in People and vice-chairs the Council of Reference for the UK Council for Access and Equality (UKCAE)
- ✓ We are a member of UK networks such as the Employment Related Services Association (ERSA) and the British Association for Supported Employment (BASE)
- ✓ We are also a member of several international networks including Workability Europe, Workability International and Rehabilitation International
- ✓ We believe everyone has the right to employment, inclusion and independence
- ✓ Shaw Trust merged with The Careers Development Group (CDG) in September 2012, and the new charity will build upon the successes of both organisations

1.3 Our vision is for:

A society in which everyone has the opportunity for employment, inclusion and independence.

1.4 Our mission is to:

Deliver services for people at disadvantage so they can gain life and employability skills in order to live more independently, secure sustainable employment and actively contribute to family and community life.

To educate and influence society to remove barriers and create opportunities for those at disadvantage; to build supportive communities and ultimately, a more inclusive society.

1.5 Shaw Trust values

Our values underpin everything we do. They shape the way we work with each other, with customers and with partners.

Our values are as follows:

To be people-centred

To ensure that everything we do is to realise the full potential of the people we are here to help.

To act with integrity

To be an organisation that is open and transparent, actively embraces equality and diversity and has an honest, inclusive and respectful culture which everyone trusts.

To be innovative

To be a creative, forward-thinking organisation which finds new ways of doing things to break down barriers to independent living and sustainable employment.

To be best-in-class

To be a top-performing provider of employment and independent living services, that helps as many people as possible into work, or on the journey towards independent living.

To be an employer of choice that leads by example, creating a best-in-class working environment and recruits and invests in the best people.

To be accountable

To encourage everyone to take personal responsibility for their actions.

For clients to understand their role in working towards employment or a more independent way of living.

For staff to be empowered to do their jobs and take personal responsibility for carrying out their roles, in line with our values and code of conduct.

To be people-centred

To ensure that everything we do is to realise the full potential of the people we are here to help.

1.6 Our Commitment

Our Welsh Language Scheme will have an impact on all of our activities within Wales, including our corporate services, such as Human Resources, Marketing, Fundraising and Training and Retail. Shaw Trust recognises that our Welsh Language Scheme must be integral to every aspect of our service delivery in Wales. It must be inclusive to the development of new business ideas and to existing activity with our established services. We are committed to an environment where our staff, service delivery partners and clients feel comfortable and able to communicate their views and needs receive support in their first language within Wales.

2 Statement

We acknowledge the fact that under the Welsh Language (Wales) Measure 2011 the Welsh Language has official status, and should be treated no less favourably than the English Language.

We fully believe that it is good business practice to provide services in the language of choice of our customers. We also believe that it shows respect to our workforce to encourage and facilitate the use of their chosen language in the workplace. We will ensure that we make constant progress towards achieving this ambition, and this Welsh Language Scheme sets out our current commitments in relation to using Welsh and where appropriate, sets targets to help us develop our use of Welsh. The scope of our commitments in this policy should be interpreted reasonably, are limited to activities and services in Wales or which are delivered to people living in Wales, and also limited to activities and services which we are able to control or influence.

Shaw Trust has adopted the principle that in carrying out its work in Wales it will treat the English and Welsh languages on the basis of equality so far as is both appropriate in the circumstances and reasonably practical. Although there is no statutory requirement for Shaw Trust to prepare a Welsh Language Scheme under the Welsh Language Act 1993, we feel strongly that bilingual services should be provided for the public in order to uphold the following principles:

- ✓ That members of the public can express their opinions and convey their needs better in their preferred language
- ✓ The importance of providing services in the preferred language of the service user
- ✓ That enabling the public to use their preferred language is an important part of good practice
- ✓ That denying them the right to use their preferred language could put members of the public at a disadvantage.

This Scheme explains how Shaw Trust will put into effect these principles in the provision of services for the public in Wales, wherever practical and appropriate. Although the Scheme will be implemented in Wales, it will be approved at a UK level. All members of staff will be aware of their duty to operate the Scheme where relevant. If we are unable to provide the required service initially we will work towards providing it in future.

3 Planning and delivering services

3.1 New policies and initiatives

By considering the Welsh language and the needs of individuals when developing new and revised policies and initiatives, Shaw Trust will move towards achieving the objectives within this Scheme. We will endeavour to make the most of such opportunities in order to move closer to the principle of equality between the English and Welsh languages.

In planning new policies and initiatives which affect the provision of public services in Wales, Shaw Trust will ensure that all developments comply with the commitments made in this Scheme. Shaw trust will assess the language needs of the target audience in order to offer the most effective service and make the best use of resources.

As an organisation with a head office outside Wales we will ensure that all departments within or outside Wales, are aware of the requirements of the Scheme. Shaw Trusts directors will be responsible for ensuring the implementation of the Scheme. Staff will comply with the commitment made within this scheme when identifying matters to be considered when developing new policies and initiatives. Our Welsh language Steering Group will monitor the compliance of new policies and initiatives with this Scheme.

This Welsh Language Scheme will not be altered without the agreement of the Welsh Language Commissioner.

3.2 Delivery of services

Shaw Trusts aim is to provide a consistent and reliable service for Welsh speakers throughout Wales. We will endeavor to provide enough staff/volunteers to meet demand and the requirements of customers who wish to communicate in Welsh.

We will work with corporate support services such as HR, the Marketing, Public Relations and any other departments which influence our services in Wales.

We will work towards the provision of a comprehensive service to the same high standard in English and Welsh by:

- ✓ Ensuring that clients are aware of which staff/volunteers speak Welsh by using the *Working Welsh* badges and posters
- ✓ Providing training and guidance for staff/volunteers where required to facilitate the implementation of the Scheme.
- ✓ Using reliable translation services of a high standard to ensure that all relevant material is translated quickly and reliably.

4 Communicating with the Welsh-speaking public

4.1 Written communication

Shaw Trust welcomes correspondence in English and Welsh.

We will always write to people in their preferred language where they state a preference.

All letters received in Welsh will be answered in Welsh.

Any correspondence from the public and clients received in Welsh will be answered in Welsh.

We will endeavor to ensure that the timescale for responding to correspondence in Welsh will be the same as in English. However there may be times that we need to employ the services of a professional translator which may delay response times beyond our control.

Once it is known that a member of the public prefers to use Welsh, that person will receive all future correspondence in Welsh.

Shaw trust will maintain a record of customers who prefer to receive correspondence in Welsh or bilingually.

When we have no staff available to answer correspondence in Welsh to a sufficiently high standard, we will use a professional translation service.

Where a member of staff is able to write in Welsh we will encourage them to include a note at the bottom welcoming correspondence in English or Welsh.

We will encourage staff able to write in Welsh use a *Working Welsh* logo on their correspondence.

4.2 Telephone communications

Guidelines will be issued to staff on the steps to be taken when answering the telephone. All external calls will be answered with a standard bilingual greeting:

'Bore da, Good Morning Shaw Trust or 'Prynhawn da, Good Afternoon Shaw Trust

If a member of staff is unable to provide a Welsh Language service, they will explain the situation to the individual and offer a Welsh language service from another volunteer/member of staff. If no Welsh speakers are available the caller may choose to have a Welsh speaker phone them back, submit the request in writing (hard copy/e-mail) or continue the conversation in English. Shaw Trust will provide an internal directory of Welsh speakers in the organisation to whom calls may be transferred.

Following a telephone conversation in Welsh, all subsequent communications, whether written or verbal, will be in Welsh or bilingually at the request of the caller.

Answer machine messages will be bilingual in our offices in Wales.

4.3 Face-to-Face

Shaw Trust has undertaken to ensure that those who wish to have face-to-face contact with a Welsh-speaking member of staff/volunteer will be able to do so when reasonably practicable or by prior appointment.

Every effort will be made to ensure that a Welsh-speaking member of staff is located in the offices and projects of Shaw Trust in Wales where Welsh-speaking members of the public call in. Where no Welsh speaking member of staff is available we will offer the opportunity to speak to a Welsh speaker over the telephone, or an alternative appointment will be made. Every effort will be made to establish teams which include Welsh speakers or which are able to have access to Welsh speakers as required.

We will encourage staff who are able to speak Welsh to wear the *Working Welsh* badge when they are at work.

We will actively promote the scheme by providing staff with both the *Working Welsh* scheme badges and lanyards .

4.4 Public Meetings and Events

All publicity material for events in Wales will be published bilingually, including exhibitions and presentations to the media.

We will ensure that prior to any National and regional conferences organised by Shaw Trust that any attendee's would be welcome to contribute in either the English or Welsh languages. We will then provide professional translation services to ensure that all Welsh language contributions are efficiently dealt with.

Badges denoting Welsh speakers will be worn to show which members of staff or volunteers speak Welsh.

5 Corporate image

5.1 Corporate identity

The public image and corporate identity of Shaw Trust in Wales, including its address, logo, visual identity and any other standard information will be bilingual. This will include headed paper, compliment slips, fax sheets, business cards, name badges, exhibitions and Wales specific publications, signage, and premises.

Both languages will be equal in terms of size, format, quality, clarity and prominence.

5.2 Signage

In Wales, when replacing signage, all external and internal signage in public places at the premises of Shaw Trust will be bilingual and equal in terms of form, size, quality and prominence. The Welsh version will be placed above or in front of the English version. Where it is necessary to use separate English and Welsh signage, they will be equal.

6 Publications

Shaw Trust aims to publish all its relevant information material bilingually in one document. If it is necessary for whatever reason, e.g. the size of the document, for Shaw Trust to publish English and Welsh versions separately, we will publish them at the same time.

Bilingual documents will include those distributed to or provided for the public in general, and which:

- ✓ provide information on the services of Shaw Trust

7 Press releases

We are committed to issuing bilingual statements and notices to the press/media in Wales whenever possible.

- ✓ Press releases for the press and media in Wales will be issued bilingually. It is understood that occasionally, in an emergency, it will be necessary to issue press releases in English only, but in all other circumstances the translation process will be incorporated into the planning timescales.
- ✓ All press releases will include contact details of a Welsh-speaking representative of Shaw Trust (where appropriate). This person will be authorised to fully represent Shaw Trust within the boundaries of their knowledge. We will keep a list of suitable contact names.

8 Websites and Information Technology

Sections or webpages on the external website of Shaw Trust which relate specifically to activities in Wales will appear bilingually.

The Wales regional pages on the main website will be translated using the Google translate tool which is the facility of choice within Shaw Trust as it is used to accommodate the diverse range of service-users that we service. Any information that is translated using the tool will be proof-read by a first-language Welsh speaker prior to posting and this process will be implemented whenever any updates should occur.

English text which has been placed on the Shaw Trust website by an external party will not be translated.

When planning and/or redeveloping websites, or any other Information Technology service, we will comply with our Welsh Language Scheme.

9 Implementing the Scheme

9.1 Staffing

Shaw Trust will work towards ensuring that sufficient Welsh-speaking staff are available to develop a bilingual service in all its offices in Wales. Shaw Trust recognises that the ability to speak Welsh is a valuable and relevant skill.

An up-to-date list of Welsh-speaking staff and volunteers will be circulated and readily available to all staff.

Language awareness training will be offered to all employees, directors and volunteers. Shaw Trust will look to source all learning opportunities and the undertaking of the study of the Welsh language will be promoted by the business managers wherever practicable.

Whenever a new post is established, or an existing post becomes vacant, an objective assessment will be made by the recruiting manager in consultation with the Head of the Welsh language steering group within Shaw Trust to establish whether or not to designate the post as Welsh essential.

Where a post is designated as Welsh essential or where a short-listed candidate has indicated that they are fluent in the Welsh language, their oral and written fluency in Welsh will be tested.

All posts, which are not designated Welsh essential, will have 'fluent Welsh' as a desirable attribute. This will mean that those interviewed will receive additional weighting if they are fluent Welsh speakers.

Staff recruitment for all Wales based posts will be advertised bilingually as a means of demonstrating our commitment to the Welsh Language Scheme and as a means of creating greater appeal to Welsh speakers.

Support in the use of the Welsh language will be provided to staff and volunteers who want to extend their use of the language where that is appropriate to their role profile or part of their personal development plan.

9.2 Learning Welsh

Shaw Trust will encourage and support staff who wish to learn or improve their Welsh and encourage Welsh speakers to use the language wherever practical.

The use of Welsh by learners and fluent speakers in the office will be encourage and supported.

Regular audits of the language profile of service users, staff and volunteers will be held to ensure that the Welsh language needs of the organisation continue to be met by our Welsh Language Scheme.

This audit process will identify those posts where Welsh speaking skills are essential and the precise level of skills required.

The organisation's approach to allocating spending and resources will be adapted to reflect this. The aim is to normalise spending and use of resources on Welsh language services, such that it is entirely natural for services to be provided in the two official languages of Wales and to organise resources to meet that objective.

9.3 Services by contractors on behalf of the organisation

Shaw Trust regularly undertakes to contract services to other agencies, organisations or individuals as part of our service delivery offer. All organisations contracted with Shaw Trust will be notified of our commitment to our Welsh Language Scheme and will receive written guidelines on how to best comply with the measures recommended for the activity or service they will be undertaking.

Staff who work with our service providers will receive guidelines on what will need to be considered to fully support our Welsh Language Scheme. The implementation of this Scheme by all contracted parties will be monitored using the same methodology as outlined in the monitoring section of this Scheme.

Where the public does not have direct access to the contractor, in terms of complaints, they will communicate directly with Shaw Trust

10 Implementation and monitoring

10.1 Monitoring

A monitoring and evaluation report will be provided to the Chief Executive of Shaw Trust and a copy will be sent to the Welsh Language Commissioner for feedback on an annual basis.

Based on the Welsh Language Commissioner's reporting template the following points will be monitored and will form part of the report:

- ✓ Implementing the Scheme
- ✓ Forward planning
- ✓ Awareness
- ✓ Bilingual Skills
- ✓ Putting the User First
- ✓ Complaints
- ✓ Data Collection
- ✓ Reporting
- ✓ Timescales for Implementation

Shaw Trust will review and revise the Scheme every three years in consultation with the Welsh Language Commissioner.

10.2 Complaints and feedback

All complaints and feedback regarding the implementation of the Scheme will be submitted to our customer care process which is the first point of contact for all Comments, Complaints, Compliments and enquiries, and additionally monitored by Michael Dix-Williams the Head of our Welsh Language Steering Group.

Shaw Trust welcomes enquiries, comments, complaints and suggestions from the public and staff for improving its Welsh Language Scheme and service.

All comments, compliments, complaints & suggestions should be sent to Customer Care at:

Customer Care
Freepost SN60
Shaw Trust
Holloway House
Epsom Square
White Horse Business Park
Trowbridge
Wiltshire BA14 0XJ

Phone: 01225 779468

E-mail: stfeedback@shaw-trust.org.uk

11 Advertising the Scheme and raising public awareness

Shaw Trust will provide copies of the Scheme for customers on demand. A copy of the Shaw Trust Welsh language scheme will also be available on the company website.

Shaw Trust welcomes suggestions to improve the Scheme by customers and employees.

All suggestions should be sent to Michael Dix-Williams at:

Shaw Trust
The Disability Action Centre
The Courtyard
D'Arcy Business park
Llandarcy
Neath
SA10 6EJ

Phone: 01792 321006

Mobile: 07967-160753

E-mail: Michael.dix-williams@shaw-trust.org.uk

Appendix 1

Timescales and Implementation Plan

AREA OF ACTIVITY	IMPLEMENTATION	BY WHOM	TIMESCALES
3.1 New policies and initiatives	Shaw Trust currently conducts its business across Wales in line with its existing Welsh Language policy. Following final approval of this document we will continue to deliver our services but in accordance with the guidelines detailed here-in.	Michael Dix-Williams	Target Sign-off : Friday 13th February 2015
3.2 Delivery of services	Shaw Trust currently offers all of its delivery to service-users through the Welsh Language. We will continue to provide these service options to all users in line with the guidelines within the scheme document.	Michael Dix-Williams	Service ongoing and as requested.
4. Communicating with the Welsh-speaking public	Shaw Trust already delivers services to its customers through the Welsh Language in line with its current policy commitments. We fully intend that these services remain available at all times in the future.	Michael Dix-Williams	Service ongoing and as requested
4.1 Written communication	Shaw Trust welcomes written communication in the Welsh Language and provides full and appropriate responses in the same timescales as any other written communication received wherever possible. It is fully intended that this standard will be maintained under the new scheme guidelines.	Michael Dix-Williams	Service ongoing and as requested

<p>4.2 Telephone communications</p>	<p>Shaw Trust has a number of staff that are able to conduct telephone conversations in the Welsh Language. A member of staff can therefore be identified to conduct telephone communications upon request. The new scheme policy will ensure that this service continues to be available at all times. All Shaw Trust offices are equipped with Welsh Language answer phone message facilities.</p>	<p>Michael Dix-Williams</p>	<p>Service ongoing and as requested</p>
<p>4.3 Face-to-face communications</p>	<p>Shaw Trust has a number of staff that can conduct face to face conversations in the Welsh Language. A member of staff can therefore be identified to conduct face to face communications upon request. Any corporate events or customer interventions can be facilitated through the Welsh Language The new scheme policy will ensure that this service continues to be available at all times.</p>	<p>Michael Dix-Williams</p>	<p>Service ongoing and as requested</p>
<p>4.4 Public meetings and events</p>	<p>Shaw Trust currently has a Welsh Language policy that ensures that all public meetings and seminars can accommodate anyone wishing to communicate in the Welsh Language. Shaw Trust will ensure that this service is continued under the new scheme document guidelines</p>	<p>Michael Dix-Williams</p>	<p>Service ongoing and as requested.</p>
<p>5. Corporate image</p>	<p>Shaw Trust is a national charity with a significant footprint within Wales for providing services to people disadvantaged by economic or social circumstance. We have and operate a Welsh Language policy which gives service users the chance to conduct their business with us in their language of choice. We will continue providing this service to stakeholders and service-users in the future and will look to enhance our welsh language services in line with our corporate image moving forward.</p>	<p>Michael Dix-Williams</p>	<p>Service ongoing and as requested.</p>

5.1 Corporate identity	Shaw Trust is proud to be a leading voluntary sector provider across Wales and our corporate identity is very important to us. We have operated a Welsh Language policy for a number of years and our ability to be able to conduct business with customers and stakeholders in the Welsh Language is fundamental to our success and reputation with commissioners and partners alike. We foresee the updating of our Welsh Language operating document as an enhancement of our services in Wales.	Michael Dix-Williams	Immediate following sign-off : 13.2.2015
5.2 Signage	Shaw Trust has dual-language signage in all customer facing areas of its offices across Wales. In addition, any signage in offices that requires replacing will be done so in a dual-language format with both languages of equal size and prominence	Michael Dix-Williams	Action ongoing
6. Publications	All Shaw Trust documentation in Wales is produced in a dual-language format in line with our current Welsh Language policy. This process will continue in the future under the new Welsh Language scheme guidelines.	Michael Dix-Williams	Service ongoing and where required.
7. Press release	All Shaw Trust press releases within Wales are co-ordinated through the Shaw Trust media team and are done so in both the English and Welsh languages in line with current policy guidelines. This process will continue under the new Welsh Language scheme guidelines.	Michael Dix-Williams	Service ongoing and where required.
8. Websites and Information Technology	Shaw Trust currently has a Welsh Language page on its website holding details of our existing policy within Wales. It is planned that under the new Welsh Language scheme we will provide full 'all-Wales' service information in both the Welsh and English languages on our website. Plans for upgrading this Welsh	Michael Dix-Williams	31 st January 2015

	Language Web Page will be fully completed before proposed sign-off.		
9. Implementation of the Scheme	Shaw Trust is currently operating a Welsh Language policy and delivering dual-language services to customers and stakeholders across Wales. The detail outlined in the new scheme will be incorporated into our existing delivery immediately following document sign-off.	Michael Dix-Williams	31 st January 2015
9.1 Staffing	Shaw Trust currently have a number of Welsh Language speaking staff that are able to conduct both written or oral communications with service-users and stakeholders under the terms of our existing Welsh Language policy. The organisation will look to increase the numbers of Welsh Language speakers it has available in the future through both learning and recruitment.	Michael Dix-Williams	Ongoing action
9.2 Learning Welsh	Shaw Trust currently has a number of staff that are able to speak in the Welsh Language but as part of our future commitment to the Welsh Language scheme we will look to increase these numbers through identifying Welsh Language learning opportunities for our staff and supporting the learning process in whatever way possible.	Michael Dix-Williams	31 st January 2015
9.3 Services by contractors on behalf of the organisation	All supply chain organisations engaged by Shaw Trust are required to have a Welsh Language policy or where no approved policy exists they are required to work within the guidelines of the Shaw Trust policy. This will continue as a stipulation that all future partners will need to satisfy also. Adherence to policy will be checked as part of the Shaw Trust compliance audits.	Michael Dix-Williams	Ongoing action.

10. Implementation and Monitoring	Shaw Trust is currently operating a Welsh Language policy and delivering dual-language services to customers and stakeholders across Wales. The detail outlined in the new scheme will be incorporated into our existing delivery immediately following document sign-off.	Michael Dix-Williams	31 st January 2015
10.1 Monitoring and review	Shaw Trust has a Welsh Language Steering group who will take responsibility for ensuring the ongoing monitoring and review of the policy. An official review will be undertaken every three years in conjunction with the Welsh Language Commissioner. The steering group will also work with the Shaw Trust compliance team who will audit individual departments within Wales for compliance with policy guidance.	Michael Dix-Williams	Process ongoing
10.2 Complaints and Feedback	The Shaw Trust Welsh Language scheme document holds full details of where any complaints or feedback should be directed. The company has a structured policy for dealing with complaints and this will be fully applied at all times to complaints or comments received as is the current process.	Michael Dix-Williams	Process ongoing
11. Advertising the Scheme	A copy of the existing Welsh Language policy is available on the Shaw Trust website and in the reception area of our regional office. We are also able to provide copies of the Welsh Language policy document upon request. The scheme will be advertised in the same way upon approval of the new document.	Michael Dix-Williams	Process ongoing

