

# WELSH LANGUAGE SCHEME

(Prepared under the Welsh Language Act 1993)

# BBC

BWRDD YR IAITH  
GYMRAEG • WELSH  
LANGUAGE BOARD



**The BBC adopts 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 the BBC gives effect to that principle when dealing with the public in Wales.**

## INTRODUCTION

This revised version of the British Broadcasting Corporation's Welsh Language Scheme is a continuation of the original Scheme, and reflects the current situation of the Corporation.

**The BBC recognises the principle of equality between the English and Welsh languages. Regard for both languages has been integral to the administration of the BBC in Wales for many years. This document is a revision of the Welsh Language Scheme originally published in 1998.**

BBC operates as a bilingual organisation and is committed to communicating with the public in Wales bilingually. This publication of a Welsh Language Scheme by the British Broadcasting Corporation incorporates many of the current working practices of BBC, and formalises language policies, as required by the Welsh Language Board.

Within Wales, the Board of Management of BBC Cymru Wales is responsible for ensuring the successful administration of the Scheme, and for communicating its policies to each department and its broadcasting centres in Wales. On a wider Corporate basis, the BBC's General Counsel is responsible for the Scheme. The Scheme itself is published on the Corporate website and a report on its operation is included each year in the *BBC Cymru Wales Annual Review*.

The full and effective implementation of the Scheme is monitored by BBC Cymru Wales' Head of Marketing, Communications and Audiences, who is also responsible for investigating any complaints from the public about the Scheme.

## SUMMARY OF MEASURES

- BBC departments planning direct communication projects with the public in Wales will be required to consult with BBC Cymru Wales' Head of Communication, Marketing and Audiences to assess compliance with the Language Scheme.
- All members of staff involved with relevant policy formulation will be made aware of the BBC's Welsh language policies and Language Scheme, and its responsibilities under the Welsh Language Act 1993.
- The BBC will strive to ensure that its dealings with the public are of an equally high standard in Welsh and English and this commitment will be published annually.
- BBC Cymru Wales will ensure that staff providing public services are trained to supply a quality of service in Welsh and English that is of an equal standard, and standards will be monitored.
- All letters received by the BBC will receive signed replies in the language of the originating correspondence.
- When BBC Cymru Wales initiates correspondence, the preferred language of the addressee will be used if known, and if not, the communication will be issued bilingually.
- Telephone callers to the main BBC Cymru Wales number will receive a bilingual greeting.
- When it is not possible to respond in Welsh immediately to telephone calls made in Welsh callers will be given the choice of being transferred to a Welsh speaker, of continuing the conversation in English, or being called back by a Welsh speaker.
- At all BBC public meetings held in Wales, people attending will be able to contribute in Welsh or English.
- Staff retained to welcome the public at the front desk of all BBC Cymru Wales premises will be expected to greet visitors bilingually and either to be able to deal with them in the language of their choice or to direct them to a member of staff who is able to do so.
- BBC Cymru Wales adopts a bilingual public image and Corporate identity.
- The BBC is committed to providing print aimed at licence fee payers in Wales, in both Welsh and English.

- Publicity details of English language programmes will be provided in English; those of Welsh language programmes will be provided in Welsh, but with an English language translation appended. Corporate announcements will be made in both languages.
- Marketing, advertising and promotional materials for programmes, including banners and leaflets, will be produced in the language of the programmes and broadcast services that are to be promoted.
- The BBC is committed to presenting official and public notices in Wales, with Welsh and English versions shown together, with equality in terms of format, size, legibility and prominence.
- Core Corporate information online will be available in Welsh and BBC Cymru Wales' Corporate information website is bilingual.
- BBC Cymru Wales is fully committed to supporting those members of staff who want to learn Welsh, or to improve their ability to use Welsh.
- BBC Cymru Wales requires external contractors to implement relevant parts of the BBC's Welsh Language policy when facilities are visible to the public e.g. at outside broadcasts and major events.
- BBC Cymru Wales will publish an internal briefing document which will highlight the key features of the Scheme, and how it relates to individual members of staff, confirming the role and status of the language within the organisation.
- The BBC will prepare, and continuously update, a detailed implementation plan, which will be approved by the Board, that will outline the way in which the Corporation will operate in compliance with this Scheme.
- A small monitoring group will monitor the implementation of the Scheme, and ensure that there is compliance with the measures, as approved by the Welsh Language Board.
- The BBC will annually publish a report on the progress of its Scheme within the *BBC Cymru Wales Annual Review*.
- The BBC formally adopted this revised Scheme on 17 November 2006, upon its endorsement by the Welsh Language Board. All of the measures outlined in this statement are capable of being implemented.

## **I. SERVICE PLANNING AND DELIVERY**

### **Policies and Initiatives**

The BBC, at a Corporate (UK) and National (Wales) level is fully aware of its responsibilities under the requirements of the Welsh Language Act, and has established at the Corporate centre and in Cardiff, procedures which will take into account the linguistic implications of this Scheme as they apply to the BBC's work in Wales. It will therefore be incumbent upon all departments and related companies of the BBC intending to conduct initiatives or communication exercises directly with licence fee payers in Wales, or indirectly through other public relations schemes, to consult with the BBC Cymru Wales Head of Communication, Marketing and Audiences to assess compliance with the approved Welsh Language Scheme of the Corporation.

These procedures will promote and facilitate the use of Welsh by the Corporation and BBC Cymru Wales, and will confirm the BBC's commitment to the implementation of the principle of equality for both Welsh and English at every opportunity. All members of staff will be made aware of the BBC's Welsh language policies, and its responsibilities under the Act, on a regular basis through staff meetings.

The BBC will consult with the Welsh Language Board in advance about: -

- any proposals which will affect the Scheme, or any alterations to its policies;
- any activities that could impinge on the Welsh language schemes of related organisations;
- any proposed alterations to the Scheme.

### **Steps to be taken to deliver services through the medium of Welsh**

At a Corporate (UK) level a referral system will ensure that there are mechanisms in place to ensure that BBC Cymru Wales will be consulted over the use of the Welsh language in new communications initiatives, and in responding to Welsh language correspondence.

## **The standard of service in Welsh**

The BBC will ensure that its dealings with the public are of an equally high standard in Welsh and English, and this commitment will be published annually in the *BBC Cymru Wales Annual Review*. Where provision in Welsh is not immediately available the BBC will ensure that members of the public are dealt with in Welsh as soon as is practically possible.

Wherever necessary, BBC Cymru Wales will ensure that staff providing public services are trained to supply services in Welsh and in English which are of an equal standard and that such standard will be monitored by supervising managers to ensure that the quality of English and Welsh used in written and spoken services is accurate and clear.

## **II. DEALING WITH THE PUBLIC IN WELSH**

### **Written and Electronic Communication**

The BBC welcomes correspondence in either English or Welsh, and letters received by the BBC at the Corporate Centre and at BBC Cymru Wales, will receive signed replies in the same language as the originating correspondence. Should a BBC recipient of a letter not be able to correspond in Welsh, translations will be provided, or it will be referred to a line manager who will be able to arrange for a reply to be issued. All replies issued following the receipt of telephone calls in the Welsh language, will be issued in Welsh, and any correspondence following a face-to-face meeting in Welsh will also be in Welsh. Electronic correspondence will be answered in the same way as a standard letter.

BBC Cymru Wales will initiate correspondence in the preferred language of the addressee if known, and if not known the communication will be issued bilingually.

### **Telephone Communication**

The BBC welcomes telephone calls in English and Welsh. Enquiries to BBC Cymru Wales on weekdays between the hours of 0800 - 1900 receive a bilingual greeting. Arrangements are in place to ensure that callers' requirements may be dealt with in Welsh whenever necessary, and so that calls may be directed to the appropriate department.

All calls made about the BBC's services will be answered at BBC Information Wales in English or Welsh, according to the language of the caller. Outside peak hours, calls are transferred to the UK BBC Call Centre and Welsh language calls are answered on the next working day.

Training will also be offered to all staff involved with handling telephone calls, to facilitate a minimum of basic greetings and courtesy in the Welsh language, so that callers are offered a choice of use of language.

A Welsh language training scheme for front-of-house staff and telephone receptionists will be implemented regularly.

BBC Information Wales handles correspondence, faxes, and e-mails, in the relevant language.

## **Public Meetings**

People attending all BBC / BBC Cymru Wales public meetings held in Wales are able to contribute through the medium of Welsh. Information and publicity about meetings, such as advertisements, posters, leaflets etc. are published bilingually, indicating that participants are welcome to use either language. Welsh speaking staff are always available to greet the public and to assist them with any queries, through the medium of Welsh.

## **Reception Services**

Staff retained to welcome the public at the front desk of all BBC Cymru Wales premises are expected to greet visitors bilingually and either to be able to deal with them in the language of their choice or to direct them to a member of staff who is able to do so.

### **III. THE PUBLIC FACE OF THE BBC IN WALES**

#### **Corporate Identity and Image**

The BBC adopts a bilingual public image and Corporate identity as reflected in its publications and other direct communication with the public in Wales.

The identification of BBC Cymru Wales on its vehicles, on displays at exhibitions, promotions and outside broadcasts, and in its Corporate information online, is presented bilingually.

#### **Signs**

BBC Cymru Wales is committed to the provision of bilingual information signs within the curtilage of its properties, including internal and external signage schemes, respecting the equality of both languages at all times, so that English and Welsh are granted equal prominence in terms of the format, size, quality, and prominence of signs.

#### **Publishing and Printing Material directed at the public in Wales**

The BBC is committed to providing print aimed at licence fee payers in Wales, in both Welsh and English, and it will endeavour to publish single bilingual documents. Should it be necessary to publish separate language versions of the same title the BBC will ensure that they are issued simultaneously, distributed together, and be equally accessible to the public.

Should a charge be made for a publication, the cost of a Welsh or bilingual version will be no greater than an English-only version.

There will be consultation between the Corporate Centre of the BBC and BBC Cymru Wales over the arrangements for the publication of printed material prepared on behalf of the Corporation and intended for distribution in Wales, so as to ensure the simultaneous publication of English and Welsh language versions. Written instructions about the BBC's Scheme are also issued to external designers, publishers and consultants.

## **Research**

Surveys and other research undertaken on behalf of the BBC in Wales will usually be conducted in the language that relates to the broadcasting service that is being researched.

## **Press Notices**

One of the main responsibilities of the BBC Cymru Wales Press Office is to target newspapers, magazines, radio and television outlets in Wales and the UK with press releases, bulletins and feature articles which promote BBC Cymru Wales. Details of English language programmes are written in English and those of Welsh Language programmes are written in Welsh, but with an English language translation appended.

Corporate announcements are made in both languages.

## **Public notices, Official notices, and staff recruitment advertising**

The BBC is committed to presenting official and public notices in Wales with Welsh and English versions shown together, with equality in terms of format, size, and prominence.

Recruitment undertaken by BBC Cymru Wales Human Resources Department is bilingual and advertisements for all positions are presented in the Welsh press in both languages, or Welsh only. All posts advertised where Welsh is a requirement are handled in Welsh, including the issuing of application forms, calls for interview, responses and the interviews themselves. Contracts and other paperwork relevant to these appointments are also issued in Welsh if requested. If an applicant wishes to apply in Welsh for a post where Welsh isn't required then application forms and relevant paperwork are provided in order for them to be able to apply through the medium of Welsh.

Marketing, advertising and promotional materials for programmes, including banners and leaflets, are produced in the language of the programmes and broadcast services that are to be promoted. Bilingual promotional material is produced for other public events.

Corporate BBC Cymru Wales exhibitions and information stands in public locations are presented bilingually and are staffed by bilingual staff.

## **Corporate Information Online**

Core Corporate information online will be available in Welsh and the BBC Cymru Wales' Corporate information website is bilingual.

## **IV. IMPLEMENTING AND MONITORING THE SCHEME**

### **Staffing**

The BBC Cymru Wales Human Resources Department retains a database of those posts which are designated as requiring post holders to be able to speak Welsh. Any additional posts identified as requiring Welsh as a result of this Scheme will also be identified, but those post holders currently holding these positions and not being able to speak or communicate in Welsh must not be threatened by the language policies. Training will be offered and the replacement of a member of staff leaving a designated position will be used as an opportunity to fill that post with a bilingual person.

All managers and other supervisory staff with responsibilities for recruitment and training will be made fully aware of the need to implement these requirements.

### **Learning Welsh**

BBC Cymru Wales is fully committed to supporting those members of staff who want to learn Welsh, or to improve their ability to use Welsh, either through encouraging attendance at relevant external courses, or by means of courses that are arranged in the work-place, and which staff are encouraged to attend. Training funds are available to support staff who wish to attend Welsh courses.

### **Recruitment / Vocational Training**

Primarily because of the particular needs of the distinctive broadcasting services operated by BBC Cymru Wales, in two languages, recruitment advertising often has to be drafted so as to be precise about the linguistic abilities of members of staff, and BBC Cymru Wales will continue to apply this policy in respect of all posts that are advertised externally.

The BBC will assess the need for vocational training through the medium of Welsh to facilitate the implementation of this Scheme.

### **Administrative Arrangements**

The commitments and arrangements for the implementation of this BBC Welsh Language Scheme have been endorsed by the BBC's Board of Management and the BBC Cymru Wales Board of Management, and have been accepted as the policy of the British Broadcasting Corporation.

The Head of Communication, Marketing and Audiences, BBC Cymru Wales, will have overall responsibility for the implementation of the Scheme at a Corporate level in association with the BBC's General Counsel, and at a National (Wales) level in association with the Board of Management, the members of which will assume responsibilities for aspects of the Scheme which relate to their own departments. Members of the Board and Heads of Department will be expected to communicate the BBC's policies to members of staff, and they will be held accountable for the successful application of the Scheme in their Department.

BBC Cymru Wales will publish an internal briefing document which will highlight the key features of the Scheme, and how it relates to individual members of staff, confirming the role and status of the language within the organisation. At a Corporate level key departments will be briefed on the responsibilities of the BBC for the Welsh language.

The BBC will prepare, and continuously update, a detailed implementation plan, which will be approved by the Board of Management. It will outline the way in which the Corporation will operate in compliance with this Scheme. The implementation plan will come into force on the same date as the Scheme, or as soon as practicable after that date. The plan will include targets, deadlines and timetables for progress against targets where these are appropriate. The general objective of the plan will be to ensure that the Scheme becomes fully operational as soon as is possible in those areas where it is not already in effect.

### **Services delivered on behalf of BBC Cymru Wales by other parties**

BBC Cymru Wales requires external contractors to take account of relevant clauses of the BBC's Welsh Language policy when undertaking work in Wales. Relevant clauses of the Scheme will be specified on a contract by contract basis.

Service contractors are required to conform to relative elements of the Scheme, and contractual agreements will be amended on review, to reflect the requirements of the Language Scheme and the BBC's Welsh language policies. Contractors will also be asked to co-operate with BBC Cymru Wales in the effective monitoring of elements of their work which is relevant to the Scheme.

### **TV Licensing**

TV Licensing is committed to providing a full bilingual service. Copies of its Welsh Language Scheme are available from its Welsh Language Centre (Tel: 0117-975-8706).

### **Monitoring**

A small monitoring group, drawn from various departments within BBC Cymru Wales and the wider BBC, will monitor the implementation of the Scheme, and ensure that there is compliance with the measures, as approved by the Welsh Language Board. The group will:-

- ensure that any new policies and procedures, or new publications, are compatible with the delivery of bilingual services on a basis of equality
- monitor the implementation of the arrangements made regarding the BBC's interface with the public in Welsh, and their effectiveness
- in association with operational departments, monitor any inconsistency in response times for English and Welsh correspondence, assess the quality of any simultaneous translation facilities, and the arrangements for meetings which involve the public
- monitor the implementation of the BBC / BBC Cymru Wales Corporate image, including the introduction of bilingual publications, forms, signs, notices and other published material
- monitor the implementation of staffing and training measures as set out in the Scheme
- monitor the provision and administration of services by BBC Cymru Wales' contractors
- monitor the incidence and nature of complaints relating to the provision of the BBC's public Welsh language (non-broadcast) services. Any complaints will be handled through the normal BBC Cymru Wales channels
- draft a biannual compliance report to be submitted to the BBC Cymru Wales Board of Management, copied to the Welsh Language Board. This report will allow the Corporation to achieve the following objectives:
  - measure whether the Corporation complies with the Scheme
  - measure the standard of its Welsh language service
  - identify any fundamental weaknesses and, having an operational scheme in place, to rectify any weaknesses, including a timetable.

The quality of the written service provided will be monitored, and maintained through the retention of the services of experienced, professional translators.

The Head of Communication, Marketing and Audiences, BBC Cymru Wales, will report to the BBC Cymru Wales Board of Management on the progress of the Scheme.

## **Targets**

The measures covered in this Scheme are already in force. The administrative structure for monitoring progress was established within a month of the initial Scheme, receiving the full approval of the Welsh Language Board, and the monitoring group will continue to set any new targets required to make any enhancements to the service.

The response times for answering correspondence/complaints will be no different to those already adopted by BBC Cymru Wales for all correspondence i.e. 10 working days.

## **Publishing Information**

BBC Cymru Wales will report on the implementation of its Scheme in its *Annual Review*. This report will also explain any reasons for not meeting published standards and targets, and explain any steps that may be needed to put things right.

## **PUBLICITY (Statutory requirement)**

Licence fee payers will be made aware of the BBC's Welsh language public service in the *BBC Cymru Wales Annual Review*, and on the Corporate website.

Members of staff will be made aware of the language policies by means of the Corporate intranet *Gateway*, future editions of the BBC's *Editorial Guidelines*, and departmental team briefings.

## **IMPLEMENTATION**

The BBC fully adopted this revised version of the Scheme on 17 November 2006. All of the measures outlined in this report are capable of being implemented.