



BTCV

Welsh Language Scheme

Prepared in accordance with the Welsh Language Board's guidelines
under the Welsh Language Act 1993

This revised Welsh Language Scheme was approved by the
Welsh Language Board on 28/07/2009.

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The scheme was approved by BTCV's Board of Trustees on 8th June, 2009 and carries the full authority of that Board. It forms part of BTCV's policies and procedures. However, the measures contained within the scheme relate to BTCV's contact with the public in Wales and not the United Kingdom as a whole. Therefore, the scheme applies to all BTCV Cymru staff and volunteer officers who work within Wales, and those Central Services staff whose area of work directly interfaces with that of Wales.

1. Introduction

BTCV is a practically and locally grounded organisation committed to delivering against its Vision of "a better environment where people are valued, included and involved"

BTCV wishes to revise and further develop its existing Welsh Language Scheme because of its commitment to the principle that in conducting its business in Wales, the English and Welsh languages will be treated on the basis of equality. We therefore recognise the following principles;

- Staff, volunteers and customers can express their views better in their preferred language of communication
- welcoming our volunteers and customers to use their preferred language is a matter of good practice and customer care
- in the spirit of equality as detailed in the Welsh Language Act, our customers and volunteers have the right to choose whether they wish to communicate with us in English or Welsh.

The Scheme will facilitate a unified Group approach to the use of the Welsh language in our activities. It also meets many of the objectives set out in BTCV's Strategic Plan 2009 – 2013 "Investing in Sustainable futures".

The development of the Welsh Language Scheme will promote the implementation of BTCV's equal opportunities policy in the following ways:

- It encourages the organisation to examine and review their activities, asking "Are we serving all our communities, volunteers and customers, and is there a way of improving our relationship with our present and potential users and supporters?"
- It promotes the practice of long term planning for language and cultural needs, which could encompass more than Welsh and English only.
- It gives everyone the chance to take part in the Welsh language, and aspects of Welsh culture, making it possible for everyone in Wales to appreciate and share in them if they wish
- Through involving staff, volunteers and members in its creation, it improves the understanding of the cultural and linguistic diversity that is in Wales and opens eyes and minds to other diversities.
- It strengthens equal opportunities policies in other aspects of the organisation's activities.

BTCV Cymru currently has a complement of approximately 77 staff of whom 8 have some ability in the Welsh language. We cannot, therefore, currently or in the near

future, provide all our services in all areas, in Welsh although this will be our goal. However, we will ensure that all our staff and volunteer officers are sensitive to the issue of language preference and that we strive to provide the maximum opportunity for our customers to use their preferred language wherever possible. If this is not immediately possible, the options open to the customer will be explained fully and politely.

This scheme applies to all BTCV Cymru staff and volunteer officers who work in Wales, and those Central Services staff whose area of work affects Wales

2. Direct Contact with the Public

First contact with the organisation creates a lasting impression; BTCV will deliver on the following commitments:

2.1 Written communication

- I. BTCV welcomes correspondence in either English or Welsh languages.
- II. Customers, volunteers and the general public, will have the right to communicate with the organisation in their chosen language, whether that is in English or Welsh.
- III. Where correspondence is intended for an individual who is known to either prefer to correspond through the medium of Welsh or English then the correspondence will be sent in the preferred language.
- IV. All standard letters, and letters used for mail-shots will be bilingual
- V. All headed stationary will be bilingual.
- VI. Future headed note paper will carry a statement that correspondence is welcome in either Welsh or English. This will include all standard e-mail signatures for those staff working within Wales.

2.2 Telephone Communication

- I. All telephone calls will answered with a bilingual greeting.
- II. If the person answering the call does not understand the language of the caller, the following procedure will be followed;
 - It will be explained to the caller that no-one is available to take their call in their chosen language at that time. They will be given the option of being called back by an appropriate person in Welsh within one working day (or informed when this would be possible) or continuing the conversation in English, Alternatively, the caller may make their query in written Welsh and will then receive a written response in Welsh.
- III. Answering machines will carry the same message in both languages.

- IV. Information on those staff who can deal with telephone calls made in Welsh will be available to all staff within Wales. This information will be included on the National Staff Contact List (Wales).

2.3 Private meetings

- I. Where possible, private meetings with customers, clients or volunteers will be held in that person's chosen language.

Every effort will be made to ensure that Welsh speakers are available to discuss any aspect of the organisation's work.

2.4 Public meetings

- I. Notices advertising public meetings will be bilingual. They will state that those attending can use Welsh or English. The degree to which bilingual services will be made available will be in line with the prior assessments outlined below (III).
- II. Bilingual reception facilities will be made available at these and all other public events held in Wales.
- III. Translation needs will be assessed before holding any public meeting. The appropriate translation facilities will then be provided on the basis of the assessment.
 - If translation facilities are provided, it will be made clear in advance that the use of Welsh will be welcomed. If on the basis of the assessment, translation facilities are not thought to be appropriate or practicable, this fact must be made clear in advance.
 - The assessment of translation needs will include the following:
 - How many Welsh speakers are likely to attend the meeting?
 - Will one of the contributors wish to speak in Welsh?
 - At whom is the meeting aimed?
 - Is the meeting national in intent?
- IV. All name badges will be bilingual and they will identify Welsh speaking staff, volunteers and guests.

3. Public Identity

3.1 General Principles

- I. BTCV's public identity in Wales will be bilingual, and the organisation will be

known as BTCV Cymru in Wales.

- II. The Welsh and English languages should be treated in the same manner, and with the same respect on the basis of equality.
- III. The bilingual corporate image of the organisation should be continually reinforced.
- IV. Public signage, displays, leaflets, posters etc. will be bilingual
- V. Welsh will be featured first or to the left of the English.
- VI. When material is made available in both languages, they shall be produced in the same format and be of the same quality. They shall be available at the same time.
- VII. Translation will be carried out by a professional translator. However, staff who are competent and willing will be encouraged to draft short bilingual publications. This will not be forced upon any member of staff and training will be offered to improve written ability and confidence.

3.2 Printed Materials

- I. All stationary e.g. letterheads, business cards, fax covers etc. will be bilingual.
- II. Forms/questionnaires which are aimed at volunteers, customers or the general public will be bilingual.
- III. All Wales-wide leaflets produced in Wales will be produced in a bilingual format.
- IV. All locally produced publicity materials in Wales will be bilingual.
- V. When the planning of UK-wide leaflets begins, Central Services staff will hold discussions with the Director for Wales to determine whether production of bilingual/Welsh version is appropriate.
- VI. Newsletters will be prepared with content in both Welsh and English.
- VII. BTCV reserves the right to produce material in a single language version when the item is produce for a limited or specialised audience.

3.3 Public displays

- I. All public displays, such as signs, exhibitions, etc. will be bilingual.
- II. All external and internal signs in public areas will be bilingual.
- III. All signs in public areas will be replaced with bilingual signs & plans will be made to replace signs in non-public areas.

4. Internal Administration

4.1 Procedures

- I. The internal administration of the organisation should promote the objectives of the scheme whenever practicable.
- II. A list of technical terms appropriate to BTCV's work will be developed and distributed throughout the organisation and to translators who work for us. We will also maintain a list of internal terms with guidance on which terms should be translated and how this should be done.

4.2 Finance

- I. Welsh language services will be treated as an integral part of the organisation's activities.
- II. The true cost of providing bilingual services will be included when applying for grants.
- III. All budgets will include expenditure related to the scheme.

4.3 Planning & Development

- I. The language scheme will be made integral to the organisation's planning in order to ensure that any new project, development or initiative acknowledges fully the implications of the scheme for its work.
- II. Any service which is contracted out to another body should be subject to all the relevant parts of the scheme. However, we will remain responsible for the scheme and will monitor the contractor to ensure the scheme is followed.
- III. We will encourage all our partners to follow the principles of our scheme.

4.4 Staff

- I. Welsh speakers are needed at various levels. Staff need to have access to Welsh speakers in the organisation and know who they are.
 - Information on which staff members are Welsh speakers will be included on the BTCV Cymru's Staff Contact List.
- II. The provisions of the Welsh Language Scheme are covered in the induction for new staff.

4.5 Staff - Recruitment

- I. Posts will be examined to identify the degree to which Welsh language skills are essential or desirable.
- II. Any requirement for Welsh Language skills and activity will be included in job descriptions and person specifications.
- III. Every effort will be made to attract Welsh speaking applicants when recruiting.
- IV. Recruitment advertising will be bilingual, remembering that such an advertisement strengthens the public image in the mind of the public.
- V. Recruitment advertisements will state whether Welsh language skills are essential or desirable. All posts based in Wales will have Welsh Language skills as a desirable within the person specification.
- VI. All the information sent out in recruitment packs will be bilingual.
- VII. Application forms will be bilingual and candidates will be able to complete them in Welsh.
- VIII. If candidates are Welsh speakers, then they will be informed that adequate provision will be made to conduct the interview or part of the interview in Welsh.

Should it prove impossible to recruit someone to a post deemed as Welsh essential, it may be necessary to recruit a person who is not fluent in the Welsh language on the condition that that individual improves their skills over a set time period. BTCV Cymru will offer every support to this individual. Whilst the person is improving their Welsh language skills, alternative arrangements will be made to cover the Welsh language elements of this post.

4.6 Staff - Training and Development

- I. The scheme will form an integral part of induction for new members of staff in Wales and those in Central Services for whom the scheme has implications, and will play a role in the personal development of each staff member wherever appropriate.
 - Any identified need for Welsh Language training will be included in an individual's Training Plan.

5. Implementation and Monitoring of the Scheme

I. The Director for Wales, in association with the Chief Executive of BTCV and the Group Operations Director, will have responsibility for ensuring that the measures outlined in the scheme are met.

- The scheme will be reviewed every 3 years, and this review will be reported to the Board.
- Most of the commitments made in this scheme are current practice and will be continually monitored as outlined below. However, certain key areas need to be developed upon over the coming 3 years. These targets are identified within Addendum 1.
- Progress in implementing the scheme will be monitored constantly by the Director of Wales the Welsh Language Working Group and an evaluation of the progress that has been made will be reported on an annual basis to the BTCV Board and to the Welsh Language Board.

II. All new policies and initiatives will conform to this scheme in Wales.

This scheme will not be altered without prior agreement with the Welsh Language Board.

III. The organisation's general procedures for monitoring and evaluating, such as operational plans, annual reports and performance reviews, will be used as much as possible to review and evaluate the scheme. As the scheme is an integral part of the organisation's activities, it naturally becomes part of the organisation's established review and evaluation process.

- Targets will be set and monitored. This will indicate the level of adherence to the Welsh language scheme.

IV. A leaflet on the scheme will be produced which will outline what those people interfacing with BTCV can expect to receive in terms of both languages.

- This will include information on how people can make complaints concerning the Welsh Language Scheme. Such complaints will be dealt with by BTCV's normal complaints procedure.
- Bilingual copies of the Welsh Language Scheme will be available, free of charge.

6. Addendum 1

Target:	Description:	By When:
Target 1	BTCV Board to sign off the Scheme	July 2009
Target 2	Communicate the revised Scheme to all staff within Wales, and to those staff outside of Wales who interface with customers, volunteers or the general public within Wales.	September 2009
Target 3	A baseline study conducted in order to understand current compliance against the revised Scheme	October 2009
Target 4	Ensure that all those points relating to "Communication" within the Scheme are actioned	November 2009
Target 5	Ensure that all staff within Wales who speak Welsh are identified on the Staff Contact List, and on the National Bulletin Board.	September
Target 5	All internal and external signage to be bi-lingual	September 2010
Target 6	Investigate, and where possible, include the need for speaking Welsh to be included on the National Staff Development Matrix.	June 2010
Target 7	All elements of Section 4.5 – Recruitment are addressed	July 2010
Target 8	Conduct a survey in order to measure compliance against those target areas	March 2010
Target 9	Set targets for 2010 in collaboration with the Welsh Language Board	March 2010
Target 10	Compile a report on progress against targets to BTCV's Board of Trustees	March 2010