
Welsh language scheme



NSPCC ™

Dim mwy o greulondeb i blant. DIM.
Cruelty to children must stop. FULL STOP.

Welsh language scheme

The NSPCC has adopted the principle that in the conduct of public business in Wales it will treat the English and Welsh languages on the basis of equality. This language scheme sets out how the Society will give effect to that principle. The NSPCC will take into account the guidance of the Welsh Language Board in determining measures, which are appropriate and practicable.

Language schemes are closely related to the broader aims of the European Union concerning the promotion of equal opportunities; valuing cultural and linguistic diversity; supporting languages and facilitating access to public services. The Welsh Language Act also relates to the same family of legislation promoting equality as the Race Relation Act 1976, and the Human Rights Act 1998. Offering members of the public language choice is part of the NSPCC's broader equality and diversity policy as well as a reflection of its specific Welsh language scheme. The NSPCC recognises that language is an essential part of a person's identity and that people can express their views and needs better in their preferred language. Accordingly, the NSPCC aims to ensure that members of the public in Wales can receive its services in Welsh if that is their chosen language.

This scheme refers to all NSPCC work within Wales recognising the diversity of the organisation.



Contents	Page No
1. Introduction	4
2. Statement of intent	5
3. New policies and initiatives	5
4. Delivery and standard of services	
4.1 Third parties	7
4.2 Complaints	7
4.3 Written communication	7
4.4 Telephone communication	8
4.5 Face-to-face meetings	9
4.6 Public meetings	9
4.7 NSPCC website	10
4.8 General	10
5. The NSPCC's public face	
5.1 Corporate identity	10
5.2 Signs	10
5.3 Advertising and publicity material directed at the public in Wales	10
5.4 Bilingual design of advertising and publicity materials	11
5.5 Press notices	12
6. Recruitment	12
7. Training and staff support	13
8. Monitoring	13
9. Implementation	14
9.1 Translation	14

1. Introduction

The NSPCC is a registered charity. The NSPCC's purpose is to end cruelty to children.

Our vision is of a society where all children are loved, valued and able to fulfil their full potential.

Such a challenging aspiration requires a major shift in society. While recognising the need to provide vision and leadership, the NSPCC cannot end cruelty to children on our own and we seek to work in partnership with other agencies and individuals.

We seek to achieve cultural, social and political change – influencing legislation, policy, practice, attitudes and behaviours for the benefit of children and young people. This is achieved through the combination of service provision, lobbying, campaigning and public education.

Our services form the cornerstone of this approach, they are developed to be consistent with our cultural change programme and to demonstrate what is needed by children and young people. This in turn informs and illustrates our campaigning and public education activity.

Some of our services cover England, Wales, Northern Ireland and the Channel Islands. The majority of our services, however, are designed to demonstrate best practice and, where necessary, satisfy unmet needs in a local area.

Our activity is both supported and made possible by our fundraising programmes and the contributions of all our partners. The head office for the NSPCC in Wales is in Cardiff with bases located across the country. The NSPCC's main source of income is from voluntary donations and fundraising, so this is a vital activity which is supported by a network of active volunteers and donors. Substantial fundraising and marketing activities are undertaken in Wales. These do not come within the scope of the current legislation but are included in the scheme because of the NSPCC's wish for internal consistency of approach.

The scheme is based on legislation set out by the Welsh Language Act 1993, which aims to make new provision to promote and facilitate the language in Wales, in particular, in the conduct of public business and the administration of justice on the basis of equality with English. As a charity, the NSPCC is not a public body as defined by the Welsh Language Act 1993 and does not have a statutory obligation to have a Welsh language scheme, however, the decision has been taken to develop the Welsh language scheme as a mark of the

NSPCC's commitment to the principle of equality of the English and Welsh languages.

The scheme relates to the organisation as a whole, but the specific measures will be implemented in relation to the public in Wales and not to all NSPCC activities in England, Northern Ireland and the Channel Islands.

2. Statement of intent

The NSPCC wishes:

- a. To ensure delivery of a linguistically sensitive service that aims to safeguard children and young people.
- b. To ensure that due regard is given to the issue of the Welsh language in the design and delivery of all activities in Wales.
- c. To ensure the same level of service will be provided whether it is provided through Welsh or English.
- d. To show respect for the Welsh language through all its activities and be able to offer an appropriate responsive service to Welsh-speaking service users and supporters.

3. New policies and initiatives

- a. When formulating new policies and planning new initiatives affecting the provision of services to members of the public in Wales, the NSPCC will assess the linguistic consequences and will ensure that new policies and initiatives conform with the commitments given in this scheme. Heads of all departments within the NSPCC will be made aware of the scheme and should be responsible for the way in which the NSPCC proposes to meet the needs of service users, supporters and the public which will be reaffirmed in project plans, business plans and service level agreements.
- b. Current work will be appraised in the same way at service reviews and service level agreement reviews.
- c. All work in Wales will profile the linguistic needs of the community/project through the annual project business planning process. This information will be submitted to the Welsh language monitoring group (WLMG) to enable decisions to be made about the appropriateness of communication and provision and to identify gaps and resource implications.

-
- d. Through their managers, all NSPCC staff in Wales will examine arrangements for delivering communications and services to the public in Welsh as part of the annual business planning process, to ensure that the services delivered are meeting the linguistic needs of service users, supporters and the public.

Resources to enhance services will be targeted at those areas where requests for information and services in Welsh are higher and/or the proportion of Welsh speakers according to the census data is known to be high.

- e. The language preference of potential service users, supporters and target audiences will be established at the first point of contact in order that the most appropriate language provision can be put in place. This will be recorded as part of the referral engagement process and every effort will be made to comply with this preference. Information will be collated via the SCYP Performance Planning Unit and Appeals Information Unit on a quarterly basis and referred to the (WLMG).
- f. Language skills audits will be conducted for all staff, volunteers and campaigners working in Wales. This will be ongoing for new staff, volunteers and campaigners and will be repeated bi-annually.

4. Delivery and standard of service

- a. The internal administrative and written language of the NSPCC is English. All standards and policies apply on the basis that records are completed in English. Any information recorded in Welsh should be accompanied by an English translation and individuals must be aware of this.
- b. The NSPCC recognises that members of the public and children and young people can express their views and needs better in their preferred language and is committed to delivering a service of equally high standard in Welsh and English. It is therefore the NSPCC's intention to:
- build a responsive and consistent service for Welsh speakers who use its services, campaign and raise funds and to make this known
 - establish at the first point of contact, the language preference of the potential service user, supporter or campaigner, record the language preference on the database and make every effort to ensure that the preference is complied with. As detailed above, information that is recorded in Welsh to meet the needs of the service user, supporter

or campaigner must be accompanied by an English translation to ensure appropriate sharing of information and scrutiny of practice.

- c. Each office will examine its arrangements for delivering services and communications to the public in order to determine the best means of meeting needs in Welsh and English. These arrangements will be kept under review to take account of changes in demand, the distribution of Welsh-speaking supporters and target audiences. Not all services and activities will be immediately and fully available in Welsh and arrangements will be made to establish a network of staff with the appropriate linguistic skills who can offer assistance beyond their own workplace.
- d. Where this is not possible and/or it is deemed to be more appropriate, the NSPCC will employ the services of a professional translation service. This decision will be recorded for monitoring purposes.
- e. The use of translation services will be appraised annually by the Welsh language monitoring group.

4.1 Third parties

When contracting any third party in Wales, the NSPCC will provide a copy of this scheme and the specific areas that are applicable to that third party.

4.2 Complaints

The existing NSPCC complaints procedure should be followed. The NSPCC welcomes suggestions from the public and staff for improvements to its Welsh language scheme and service. All suggestions will be considered by the Welsh language monitoring group.

4.3 Written communication

- a. The NSPCC welcomes written communication in Welsh and English.
- b. Correspondence received from the public in Welsh should be answered in Welsh and will be signed.
- c. The response time for correspondence in Welsh should be the same as the response for correspondence in English. A translation service will be used.
- d. Once it is known that a member of the public, a child or young person normally uses Welsh or prefers to do so, future correspondence with that person will be in Welsh.
- e. Language preference will be recorded for future correspondence.

-
- f. A standard statement will be shown bilingually on NSPCC notepaper in Wales indicating that correspondence in Welsh and English is welcomed. This will be overprinted on existing stationery until such time as new supplies are needed when it will appear officially.
 - g. Electronic materials and standard print materials produced for external audiences in Wales should be bilingual.
 - h. Staff will be given written guidelines regarding the appropriate translation arrangements.
 - i. Email signatures and email disclaimers will be bilingual

4.4 Telephone communication

- a. NSPCC Cymru/Wales welcomes telephone calls in Welsh and English.
- b. In Wales all external calls will be answered with a bilingual greeting and the name of the organisation and the specific service/function. All staff whose main duties include answering the telephone will be trained to use a bilingual greeting. All other members of staff will be offered training to enable them to use a bilingual greeting.
- c. If the caller wishes to proceed with the call in Welsh the member of staff will either direct the call to a Welsh-speaking member of staff in the appropriate team, or to an available Welsh-speaking member of staff who will facilitate contact with the right person to assist the enquiry. If there is no Welsh-speaking member of staff immediately available, the caller will be given the choice of being called back (within one working day) or continuing the conversation in English. However, in circumstances where there are concerns about the safety of a child and a Welsh-speaking member of staff is not available, then priority must be given to ensuring the safety of the child.
- d. In situations where an enquiry of a particularly urgent, complex or specialised nature is received and available Welsh-speaking staff cannot deal adequately with it, the choice will be given to continue the conversation in English or to present the query in writing in Welsh. A written reply will be sent in Welsh.
- e. The NSPCC will ensure that members of staff are aware of the procedures to be followed if they do not understand the language of the caller. A database of staff that are able to deal with Welsh calls will be established and a list will be available to staff carrying out telephone duties.

-
- f. Answerphone recordings should carry a bilingual greeting where appropriate.
 - g. The NSPCC Cymru/Wales Helpline operates bilingually.
 - h. During inductions all new staff will receive guidelines on telephone communication including bilingual greetings.

4.5 Face-to-face meetings

- a. The NSPCC is committed to ensuring that those people who wish to have face-to-face contact with a Welsh-speaking member of staff are able to do so.
- b. Every effort will be made to ensure that a Welsh-speaking member of staff is located at NSPCC Cymru/Wales offices and projects where members of the Welsh-speaking public often call. By using knowledge of the community and requests previously recorded from the public, priority areas will be highlighted.
- c. Every effort will be made to establish teams which include a Welsh speaker or which have access to a translator.

4.6 Public meetings

- a. The NSPCC recognises that it is not always straightforward to determine whether translation and other Welsh language facilities will be needed at a public meeting. It will be necessary to make judgements and arrive at satisfactory practice in the light of experience.
- b. Notices of public meetings and public conferences in Wales will be bilingual and will include an invitation to those intending to attend to make known in advance whether they prefer to speak in Welsh or English.
- c. Translation needs will be assessed before any public meeting or conference is held with appropriate translation facilities provided on the basis of the assessment. If translation is provided it will be made clear in advance that the use of Welsh will be welcomed. If assessment indicates the need for translation not to be practical or advisable, this will be conveyed. This information will be submitted to the Welsh language monitoring group.
- d. People are welcome to contribute in Welsh and English and the NSPCC will endeavour to provide Welsh-speaking staff at public meetings.

4.7 NSPCC website

Web pages or sections of the external website relating specifically to work in Wales will appear bilingually.

4.8 General

Not all services and activities for the public can currently be provided fully in Welsh. NSPCC's staff are sensitive to language preference and will do their best to provide as full a service as possible to the public, whether by personal contact or by correspondence.

5. NSPCC's public face

5.1 Corporate identity

NSPCC Cymru/Wales is the name of the organisation in Wales. The published brand guidelines will include a section on the Welsh language scheme. This name will appear on all correspondence, business cards, fax paper, internal and external signs, forms, posters and any other information relating to the corporate identity of the organisation, services for children and young people, appeals, marketing and communication activities in Wales. The address and any other standard information will appear bilingually on all corporate materials for exclusive use in Wales.

5.2 Signs

All external and internal signs in NSPCC offices in Wales will be bilingual. Where this is not in place, this will occur when new signage is required.

5.3 Advertising and publicity material directed at members of the public, policy makers and professionals in Wales

- a. All centrally produced stationery for use within Wales should be bilingual.
- b. Printed materials aimed at the wider public, policy-makers and professionals across all parts of Wales should be produced bilingually in a single document. The NSPCC recognises that it will not always be practical or cost-effective to produce fundraising and training material in bilingual format or separate Welsh and English formats, but will wherever reasonably possible endeavour to do so. Initially, specific fundraising and training material that is time-limited and for a particular

area of Wales will be appraised at the time and a decision reached regarding translation. The decision will be recorded with the reason why, if the decision was reached not to produce bilingually. In such circumstances the NSPCC will endeavour to produce an online version in Welsh. This information will be forwarded to the Welsh Language Monitoring Group.

- c. Media advertising campaigns in Wales will be run in Welsh and English.
- d. Public surveys in Wales, whether conducted through the post, from door-to-door, or on the street or otherwise will be conducted bilingually.

5.4 Bilingual design of advertising and publicity materials

- a. In order to create the most effective products, all materials should ideally be designed as bilingual from the start, meaning that English and Welsh can be presented alongside each other. As the Welsh language is naturally longer than English, this is the best way to ensure the content is allowed the correct amount of space.
- b. The alternative for multi-page documents is to use a “tilt-and-turn” style, where Welsh and English content are inverted to each other and bound back to back.
- c. Colour-coding each language (for example, Welsh in green and English in black) helps your reader to digest the information they need, quicker and in the language they speak.
- d. For any piece of information, the font size must always be the same in both languages.
- e. All bilingual materials must be written with a simple, clear information hierarchy to make them digestible to readers or viewers.
- f. In mass mailings for fundraising, campaigning or any other purpose, the mailing address and the personalisation information should be printed in Welsh.
- g. All materials distributed in Wales must use the Cymru/Wales FULL STOP logo, and where appropriate, both English and Welsh language versions of the NSPCC Helpline logo.

5.5 Press notices and media interviews

- a. The NSPCC will endeavour to provide information to the media in Wales in both Welsh and English. On occasions when there is insufficient time to secure translation for a simultaneous release and if the information is of public interest, it will be translated as soon as practicable and issued to the Welsh media.
- b. Bilingual arrangements will be made for press conferences in Wales.
- c. The NSPCC is committed to increasing the number of Welsh-speaking staff available for contact with the press. Current Welsh speakers, who are knowledgeable on the given subject and are willing, will be available for media interviews where this is appropriate. Relevant training will be provided.
- d. Press releases concerning work in Wales should be issued to the Welsh language media.

6. Recruitment of staff

- a. Application forms will be produced bilingually and offer applicants the opportunity to apply in Welsh and English.
- b. All new posts should be appraised as to whether Welsh is an essential or necessary requirement. Where Welsh is essential, the specific requirements must appear, ie, written and/or oral skills and will be specified when recruiting to that post. Information about the level of Welsh competence will be specified in all applications for posts in Wales.
- c. If the ability to speak Welsh is an essential requirement for a salaried post, the advertisement will be in Welsh only with a brief description provided in English. All other posts in Wales will be advertised bilingually.
- d. All adverts will include the sentence “applications are welcomed by Welsh speakers” (“Croesawir ceisiadau gan siaradwyr Cymraeg”).
- e. Where the ability to speak Welsh is an essential requirement for a salaried post, it should be clear that there will be a requirement to be able to use both English and Welsh rather than Welsh exclusively.

7. Training and staff support

- a. The NSPCC is committed to ensuring the success of the scheme and therefore recognises the importance of Welsh language training for its staff.
- b. The scheme will be supported by a training strategy that will specify the priorities and conditions that will be used to weigh up an individual's training needs against the requirements of the organisation.
- c. Welsh language awareness training will be part of the induction process for all staff in Wales.
- d. Frontline staff should receive training to enable them to deliver bilingual greetings.
- e. Further training for Welsh speakers identified through the language skills audit and project profiles will be made available.
- f. Priority for resources to implement training will be given to teams where Welsh is used regularly to communicate with members of the public.

8. Monitoring

The NSPCC will ensure that monitoring of the scheme will be a structured and ongoing activity through the Welsh Language Monitoring Group. Managers will monitor through their annual business plans.

The aspects of the scheme to be monitored specifically are currently:

- New policies and procedures and new publications to ensure compatibility with the delivery of Welsh/English services and activities on the basis of equality.
- Public and media who speak Welsh to monitor response times for dealing with correspondence in Welsh and Welsh language media requests. The quality of translation work and the arrangements for public meetings.
- The NSPCC's public face to monitor the organisation's corporate identity; monitor that publications, forms, signs, notices and other published material are available bilingually.

-
- Staff, carers and volunteers to monitor the implementation of recruitment and training measures included in this scheme.
 - Level of satisfaction to monitor the frequency and nature of complaints relating to NSPCC's Welsh language scheme.
 - Service users, supporters and the public to monitor service users language preference, staff activity and relevance of the scheme to current activity.

A cross-functional Welsh language monitoring group will be established. The group will meet quarterly and will produce an annual monitoring report with recommendations for key priorities.

9. Implementation

- a. The scheme relates to the organisation as a whole but the specific measures will be implemented in relation to the public in Wales and not to all NSPCC activities throughout the United Kingdom.
- b. The timetable for specific measures and action will be drawn up with the knowledge that ongoing learning will be a feature of implementation. Some targets and timescales may be varied and new ones may be introduced as circumstances and requirements unfold. These will be reported in each annual review.
- c. Staff and volunteers will be made aware of the scheme and their responsibilities within it through their line managers or Community Fundraising Managers. Guidance will be issued to staff and volunteers on all aspects of the scheme.

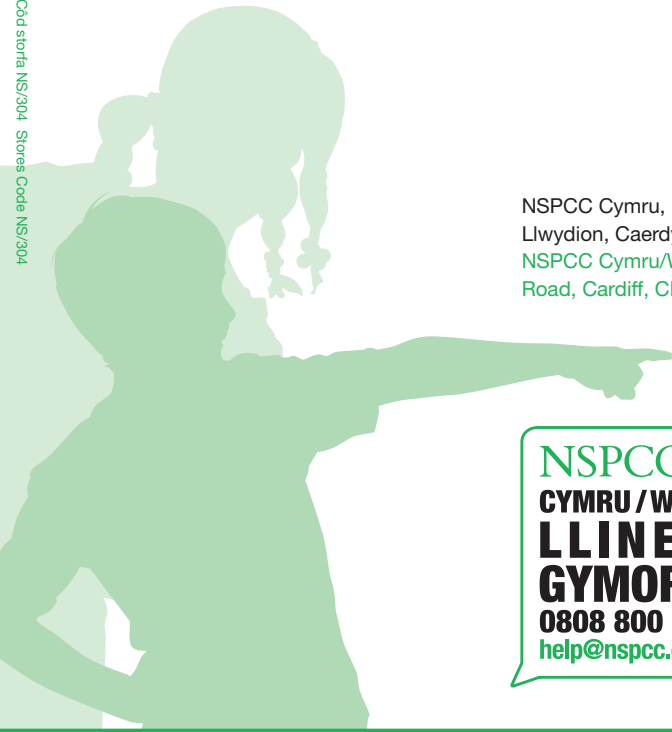
9.1 Translation

- a. Cymen is the NSPCC's Welsh translation provider.
- b. Welsh language translation guidance is available on First Stop to help establish the need for Welsh language translation. This is intended as a guide only and careful judgement is required to ensure the correct decision is made. If children and young people in Wales are the target audience, documents will always be bilingual.

-
- c.** If translation is required, staff must complete the NSPCC's translation request form and send this to Cymen together with the request. Requests should be emailed to cymen@cymen.co.uk

 - d.** Where a decision is taken not to translate (with the agreement of the line managers), these instances must be reported to the Welsh language monitoring group by emailing the completed translation request form to welshlanguage@nspcc.org.uk

 - e.** Any concerns about the quality of a translation should be emailed to the Welsh language monitoring group: welshlanguage@nspcc.org.uk



NSPCC Cymru, Llawr 13 Twry Ddinas, Heol y Brodyr
Llwydion, Caerdydd, CF10 3AG Ffôn: 02920 267 000
NSPCC Cymru/Wales, Floor 13 Capital Tower, Greyfriars
Road, Cardiff, CF10 3AG Tel: 02920 267 000

NSPCC 
CYMRU / WALES
LLINELL
GYMORTH
0808 800 5000
help@nspcc.org.uk

NSPCC 
HELPLINE
0808 800 5000
help@nspcc.org.uk