



Sustrans Welsh Language Scheme

April 2009

1. About Sustrans

Sustrans is the UK's leading sustainable transport charity.

Our vision is a world in which people choose to travel in ways that benefit their health and the environment. We work on practical, innovative solutions to the transport challenges facing us all.

Our aim is to transform the UK's transport system and culture, so that:

- the environmental impacts of transport, including its contribution to climate change and resource depletion, are significantly reduced
- people can choose more often to travel in ways that benefit their health
- people have access to essential local services without the need to use a car
- local streets and public spaces become places for people to enjoy.

Sustrans is the charity behind the award winning National Cycle Network, Safe Routes to Schools, Bike It, TravelSmart, Active Travel, Connect2 and Liveable Neighbourhoods, all projects that are changing our world one mile at a time.

To find out more visit: www.sustrans.org.uk

Or contact:

Lee Waters, National Director
Sustrans Cymru
107 Bute Street
Cardiff
CF10 5AD

Phone : 029 2065 0602

Fax : 029 2065 0603

www.sustrans.org.uk

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Introduction

This voluntary scheme has been prepared in accordance with the Welsh Language Board's Guidelines under the Welsh Language Act 1993. This Welsh Language Scheme was approved by the Welsh Language Board on 01/07/2009

The Scheme sets out how Sustrans will operate in Wales using two languages. Sustrans Cymru has adopted the principle that in the conduct of public business in Wales, the English and Welsh languages will be treated on a basis of equality.

The Welsh Language Scheme forms part of Sustrans' commitment to high quality communications within Wales, and has been developed to enable Sustrans Cymru to make sustained progress towards its objectives.

This scheme applies to Sustrans Cymru's operations in Wales, all Sustrans Cymru staff and volunteers who work in Wales, and to those Sustrans UK staff whose work focuses on Wales. Nothing in this scheme conflicts with, or compromises Sustrans' charitable objectives.

In the text that follows, the numbered paragraphs describe the objectives and principles that we will endeavour to work towards.

1. General Principles

1.1 In the conduct of public business in Wales, the English and Welsh languages will be treated on an equal basis.

1.2 Welsh and English print will appear in the same size on all public material originated by Sustrans Cymru.

1.3 Welsh will always appear first (i.e. on top or to the left of any English text).

1.4 Materials specific to the work of Sustrans' Cymru will be produced bilingually (ie in both languages in the same document) as far as is reasonably practicable. Where this is not possible, documents will be made available in English and in Welsh separately.

1.5 Exhibition material will always appear in both languages, one alongside the other.

1.6 Material will always be of the same professional standard whether in Welsh or in English.

1.7 All sign specifications and guidance will follow Sustrans bilingual policy.

1.8 This Scheme will be supported by training, which will be made available to all staff for which a higher level of Welsh language communication is considered necessary.

1.9 This scheme will not be altered without firstly consulting with the Welsh Language Board.

2. Delivery of Services

2.1 Policies, projects and Initiatives

2.1.1 When Sustrans plans and formulates new policies or initiatives, it will assess the linguistic consequences, ensuring they meet the commitments of this scheme. New policies, projects and initiatives will promote and facilitate the use of Welsh whenever possible and move the organisation closer to implementing the principle of

equality at every opportunity. Examples of these projects will include the National Cycle Network, Safe Routes to Schools, Bike It and TravelSmart.

- A Welsh Language Scheme checklist will be issued to staff to guide decision making.

3 External Contacts

3.1 Written Communication

3.1.1 All written correspondence will be answered in the language of the original correspondence.

3.1.2 Response times for both languages will be the same.

3.1.3 Individuals and organisations will be encouraged to think of us as a bilingual organisation that can correspond in both languages.

- The following materials available bilingually: headed paper, fax sheets, business cards, compliment slips and email footer.

3.1.4 On Sustrans Contacts databases (Cyclops) a note will be made on all contacts who prefer to correspond in Welsh. Staff will be encouraged to use the contacts database as a source of information to ensure the correct language is used.

- Ensure Office Contacts database regularly updated and used by all Wales staff

3.2 Verbal Communication

3.2.1 Telephones will be answered with a bilingual greeting and answer-phone messages will carry the same message in both languages.

3.2.2 All staff will be trained to answer with a bilingual greeting and to deal appropriately with calls from speakers of either language.

- Arrange tailor made course with Welsh language tutor. All relevant staff to attend.

3.3 Meetings (Private)

3.3.1 Given notice and whenever practical we will accommodate any requests to hold private meetings in the language chosen by the visitor.

3.4 Meetings (Public)

3.4.1 We will, wherever practicable, offer a language choice at meetings. An assessment of translation needs will be carried out for any large-scale meetings or gathering with Sustrans members or the public, registration forms will include a section for denoting language choice, facilities provided based on this assessment. If,

based on the assessment, translation facilities are not provided this fact will be made clear in advance.

3.4.2 Simultaneous translation facilities will be provided at meetings of 50 or more people if the assessment reveals a need.

3.5 Printed Materials

3.5.1 All public displays, such as signs and exhibitions, will be bilingual and all leaflets, forms and fundraising materials specifically intended for Wales will, as far as practicable, be available in both languages.

3.5.2 Any single-language materials such as signs, forms, and leaflets originated in Wales will be produced bilingually on replacement.

3.5.3 All publications originating from Sustrans Cymru will be available bilingually wherever practicable or separately in both languages if this is not possible.

3.5.4. When there is a specific section of a Sustrans UK publication aimed at the general public relating to Wales, it will be bilingual.

3.5.5 All material will be translated by professional translators. We will not normally expect Welsh speaking staff and volunteers to undertake translation work, unless specifically employed to do so.

3.6 Media

3.6.1 Sustrans Cymru will offer a bilingual service to the media where practical. We will provide information to the media in Wales in the language that it is requested e.g. Welsh for Radio Cymru and English for Radio Wales.

3.6.2 We will use Welsh speaking staff and volunteers as spokespeople where appropriate for Welsh language media, ensuring that they have the information and the authority to speak on behalf of Sustrans.

- Training in Welsh or in media work to be given where appropriate.

4 Internal Administration

4.1 Staff and recruitment

4.1.1 An annual audit of the language profile of posts and staff will be carried out to ensure that the Welsh language needs of Sustrans Cymru are met. The audit will identify posts where Welsh language skills are essential and the level of skills needed by staff. Any deficiencies will be met training of existing staff or recruitment of new staff as appropriate.

- Conduct a Welsh Language Audit and score all posts and current staff.

4.1.2 Contracts of employment for all Sustrans Cymru posts to be bilingual.

- Guidelines produced and circulated to all Wales staff and Personnel Department at the Sustrans UK Headquarters.

4.1.3 All adverts published in Wales for posts in Sustrans Cymru will be bilingual.

- Guidelines produced and circulated to all Wales staff and Personnel Department at the Sustrans UK Headquarters.

4.2 Training and development

4.2.1 This Scheme will form an integral part of induction for new members of staff in Wales, and staff elsewhere in the UK for whom contact with Wales is an integral part of their work. The free Language Awareness DVD and Pack supplied by the Welsh Language Board will be utilised.

4.2.2 For new posts, Welsh language training needs will be identified as part of the induction process, and any training started within the probationary period of each post.

4.2.3 For existing posts, line managers will identify Welsh language training needs as part of their annual appraisal.

- Welsh Language training to reach the standards set out in the Scheme will commence, where operationally pragmatic, within six months of the adoption of this Scheme.

4.3 Finances

4.3.1 Delivering the Scheme will be achieved by incorporating expenditure and use of resources on Welsh language services in the core work of Sustrans Cymru, so that it becomes natural to deliver services in the two official languages, and to organise resources to attain this objective.

- The true cost of providing bilingual services to be incorporated in applications for grants.

5 Implementation and monitoring

5.1 Actions

5.1.1 The Scheme will be made integral to planning and project activities.

- Line Managers to ensure all staff are aware of and understand the implications of the Scheme for their work.
- Sustrans' Director Wales will have overall responsibility for the implementation of the Scheme.

5.1.2 Scheme will be included as a regular item on Wales Senior Management Team agendas.

- Director to include the Scheme on agenda annually, with additional items if the need arises.

5.2 Monitoring

5.2.1 The following indicators will be used annually to measure implementation:

- percentage of Wales originated publications produced bilingually (target 100%)
- percentage of Welsh correspondence dealt with in Welsh within the timescale allowed (recorded by support staff) (target 100%)
- number of staff who received training (target 100% of those in need whose posts fall in the 'essential' category)

5.2.2 The indicators above, as well as the actions in the timetable at 4.2 will be used in an annual review and evaluation conducted by the Communications Director.

- National Director to present an annual report to the Wales Management Team and to the Welsh Language Board.

5.2.4 This Welsh Language Scheme itself and the timetable for action will be reviewed after a period of 3 years for their appropriateness.

5.3 Timetable for actions

Where guidelines are referred to within this scheme, the implementation date will be the same as for the associated action.

1.2 Welsh print will appear in the same size as English print on all public material originated in Wales.

Ongoing

1.8 This Scheme will be supported by training, which will be made available for all staff for whom a higher level of Welsh language communication is considered necessary.

October 2009

2.1.1 A Welsh Language Scheme checklist will be issued to staff to guide decision making.

October 2009

3.1.1 All written correspondence will be answered in the language of the original correspondence.

Ongoing

3.1.2 Response times for both languages will be the same.

Ongoing

3.1.4 On Sustrans Contacts databases (Cyclops) a note will be made on all contacts who prefer to correspond in Welsh. Staff will be encouraged to use the contacts database as a source of information to ensure the correct language is used.

October 2009

3.2.1 Telephones will be answered with a bilingual greeting and answer phone messages will carry the same message in both languages.

Ongoing

3.2.2 All staff will be trained in how to answer the phone with a bilingual greeting and how to deal appropriately with calls from Welsh language speakers.

October 2009

3.3.1 Given notice and whenever practical we will accommodate any requests to hold private meetings in the language chosen by the visitor.

Ongoing

3.4.1 We will offer a language choice at meetings. An assessment of translation needs will be carried out for any large-scale meetings or gathering with Sustrans members or the public, and facilities provided based on that assessment. If, based on the assessment, translation facilities are not provided this fact will be made clear in advance. An Assessment Template will be drawn up.

October 2009

3.4.2 Simultaneous or consecutive translation facilities will be provided at meetings of 50 plus if an assessment reveals a need.

October 2009

3.5.1 All public displays, such as signs and exhibitions, will be bilingual and all leaflets, forms and fundraising materials specifically intended for Wales will be published in both languages.

Ongoing

3.5.2 Any single language signs, forms, or leaflets originated in Wales will be produced bilingually on replacement.

On replacement

3.5.3 All publications originated from Sustrans Cymru will be available in both languages or bilingually whenever practicable.

Ongoing

3.5.5 All material to be translated by a professional translator.

Ongoing

3.6.1 Sustrans Cymru will offer a bilingual service to the media. We will provide information to the media in Wales in the language that it is requested e.g. Welsh for Radio Cymru and English for Radio Wales.

Ongoing

3.6.2 We will use Welsh speaking staff and volunteers as spokespeople for Welsh language media, ensuring that they have the information and the authority to speak on behalf of the Sustrans. Training in Welsh or in media work to be given where appropriate.

Ongoing

4.1.1 Conduct a Welsh Language Audit and score all posts and current staff. Line managers to undertake a Welsh Language Audit of their staff as part of the Sustrans Annual Appraisal.

March 2009

4.1.2 Contracts of employment will be offered in both languages.

October 2009

4.1.3 All adverts in Wales for posts in Sustrans Cymru will be bilingual.

Ongoing

4.2.1 This scheme will form an integral part of the induction of new members of staff in Wales, and staff elsewhere in the UK for whom contact with Wales is an integral part of their work.

March 2009

4.2.2 For new posts, Welsh language training needs will be identified, and any training commenced within the probationary period for each post.

March 2009

4.2.3 For existing posts, line managers will identify Welsh language training needs, and ensure training has commenced

Already or by end 2009	Desirable when relevant and/or
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within six months of approval of this scheme.

March 2009

4.3.1 The Scheme will be incorporated in the expenditure and use of resources of the core work of Sustrans Cymru. The cost of bilingual services will be incorporated in grant applications. Annual expenditure based on the Scheme's requirements will be included in annual budget proposals.

Ongoing

5.1.1 Director Wales to have overall responsibility for implementing the Scheme. Line Managers to ensure all staff are aware of and understand the implications of the Scheme for their work.

Ongoing

5.1.2 Place the Scheme as a regular item on SMT agendas.

Ongoing

5.2.1 National Director to review and evaluate the Scheme every three years against indicators and action timetable, and present a report annually to WMT and the Welsh Language Board.

By then annually

	practicable
Sustrans' Annual Review Cymru	The Network
Sustrans' Information Sheets	Free your Bike campaign materials
Sustrans' supporter recruitment materials	Campaign microsites
Sustrans' Cymru web pages and map	Change your World website
The Hub Cymru edition	
The Movement Cymru pages	
DIY Streets Cymru publications	
Active Travel Cymru publications	
Routes2Action Cymru publications	
Bike It Cymru publications	
National Cycle Network monitoring report Cymru or relevant pages	
Routes2Ride Wales	
Press Releases – as timing allows	