

Report To: Welsh Language Steering Committee

Date of Meeting: 9 October 2018

Lead Member / Officer: Huw Hilditch Roberts / Gareth Watson

Report Author: Gareth Watson, Team Leader- Communications and Campaign Management

Title: Welsh Language Champions

1. What is the report about?
The Council's Welsh Language Champions

2. What is the reason for making this report?

To outline the approach to the Welsh Language Champions and associated work plan.

3. What are the Recommendations?
To agree the approach and the work plan for 2018/2019

4. Report details

There are currently ten Welsh Language Champions representing the main Council services.

These roles were created in response to the Welsh Language Standards and the direct Standards relating to Welsh in the workplace.

All Champions meet on a quarterly basis and have made a firm commitment to promoting the Welsh Language within the service and assisting the corporate efforts.

The Welsh Language Champions roles are:

- Promote, support and encourage greater use of the Welsh Language in the workplace.
- Mentor staff who are learning Welsh
- Support internal campaigns and initiatives to make the Welsh Language more visible
- Create a bilingual culture within the organisation
- To encourage and support more use of the Welsh Language as an internal business language

- Support and facilitate bilingual services in their own workplaces.
- Assist to raise awareness of the Welsh Language and its importance when planning and delivering services.
- To work closely with the Welsh Language Officer
- To be a natural leader who leads by example and looking at different ways of raising the profile of the Welsh Language within the workplace.

Listed below are some initiatives already undertaken:

- Introduction of the Welsh Language lanyards for Welsh speakers and learners.
- Beginning conversations in Welsh with colleagues
- Providing support for learners during their courses through mentoring /informal conversations.
- Audit signage/ posters in their own buildings.
- Assist staff to have bilingual e-mail signatures and telephone greeting messages
- Contribute items for the Welsh Language pages on Linc.

The proposed programme for 2019:

- Audit of compliance with telephone answering policy.
- Audit of buildings to identify further opportunities for a visual Welsh Language presence.
- Assist with supporting Eisteddfod yr Urdd through regular activities and messages to colleagues.
- Take the lead on initiatives that support the bilingual culture of the organisation, including a Council Eisteddfod.
- Lead on social activities at lunchtimes, eg sesiwn paned a sgwrs, assist the Welsh Language Officer with.
- Arrange interviews/ case studies for Linc with Welsh learners.

5. How does the decision contribute to the Corporate Priorities?

The decision contributes to the development of the Welsh Language and culture, which underpins the Council's Corporate Plan. It also contributes greatly to the Welsh Language Strategy which highlights the intention to attract major events that promote the Welsh Language to the county.

6. What will it cost and how will it affect other services?

There is no budget in place for the Welsh Language. Any costs are expected to be absorbed into existing budgets.

7. What are the main conclusions of the Well-being Impact Assessment?

Whilst no formal Well-being Impact Assessment is needed for this report, it is worth noting some of the key benefits in relation to the Well-Being and Future Generations (Wales) Act 2015 and the Welsh Language Standards.

One of the key components of the well-being and Future Generations (Wales) Act 2015 is having: “A Wales of vibrant culture and thriving Welsh Language : A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation”.

The Council also has a role, through its Welsh Language Standards, to promote opportunities for local communities to get involved in Welsh Language activities.

8. What consultations have been carried out with Scrutiny and others?

Consultations have taken place with the Senior Leadership Team.

9. What risks are there and is there anything we can do to reduce them?

The main risk is to the reputation of the authority, as we have already made a commitment in our Welsh Language Strategy and through the Welsh Language Standards to increase the use of Welsh in the workplace and in communities.