



# ***Creative & Cultural Skills Welsh Language Scheme***

***Prepared in accordance with the  
1993 Welsh Language Act***

## **1. OPENING STATEMENT**

The Scheme received the Welsh Language Commissioner's full approval under Section 14 (1) of the Act 31 October 2014.

Creative & Cultural Skills has adopted the principle that in the conduct of public business in Wales it will treat Welsh and English on a basis of equality. This Scheme sets out how Creative & Cultural Skills will implement that principle in the provision of services to the public in Wales.

Creative & Cultural Skills recognises that individuals can express their views and needs better in their preferred language and that enabling them to use their preferred language is a matter of good practice rather than a concession and that the denial of that right could place them at a real disadvantage. Creative & Cultural Skills will therefore offer the public the right to choose which language to use in all dealings with it and will also apply this principle to its expectations of the bodies with whom it deals.

The Welsh Language (Wales) Measure 2011 transfers the functions of the Welsh Language Act 1993 which relate to Welsh Language Schemes to the Welsh Language Commissioner. The Measure also gives legal force to the official status of Welsh. Over a period of time, Welsh Language Schemes will be superseded by statutory standards which will place duties on institutions to promote and facilitate the use of the Welsh language and to ensure that Welsh is not treated less favourably than English. They will note how institutions are expected to provide services to the public and how they will treat and use the Welsh language. Creative & Cultural Skills is committed to taking positive steps to implement functions under the new Measure.

## **2. INTRODUCTION TO CREATIVE & CULTURAL SKILLS**

### **2.1. UK Context**

**Creative & Cultural Skills** gives young people opportunities to work and learn in the creative industries. We want to ensure that employers benefit from a skilled generation of talent and continue on a course of economic growth. Our network of industry and education supporters - the National Skills Academy for Creative & Cultural – is open to those who are committed to the provision of high quality creative education and training, apprenticeships and careers advice. Together, we've created over 3,000 Creative Apprenticeships in the UK since 2008, and we're delivering a further 6,500 jobs in the next two years. [www.ccskills.org.uk](http://www.ccskills.org.uk)

- We give young people opportunities to work and learn in the creative industries
- We provide employers with a skilled generation of talent
- We connect training providers to industry experts and enhance their offer to students

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- We champion youth employment and fair access
- We conduct authoritative research that sets the agenda for debate
- We set industry standards and improve operational practice

## 2.2. Welsh Context

In Wales the creative industries are identified as a key driver of business growth, as is the role of culture. Welsh Language plays an important role in culture and identity.

Creative & Cultural Skills works closely with the Welsh Government whose skills and employment strategy, Skills That Work for Wales, emphasised the need to integrate the economic development and skills agendas. Sector Skills Councils were charged to strengthen the employer voice in decisions on skills provision and to be the "strategic interface" between employers and the Welsh Government.

We have developed a comprehensive programme of activity for Wales which has been developed following a recent UK Commission for Employment and Skills project and substantial consultation with employers, providers and key partners in Wales and will deliver the priority areas outlined in the Creative Blueprint for Wales. These include:

- **Advocacy for Creative Apprenticeships**
- **Developing and running Continuing Professional Development programmes**
- **Qualifications Reform as part of specific projects**
- **Interventions to increase sectors diversity**
- **A programme of research derived from competitive bids for funding and larger, project-based funds which allow for a research component**
- **Creative Choices careers events**

Our programme of work is underpinned by robust labour market intelligence and addresses a number of the key activities in the Creative Blueprint for Wales (the Sector Skills Agreement for the creative and cultural industries).

### **3. SERVICE PLANNING AND DELIVERY**

#### **3.1. New Policies and Initiatives**

3.1.1 In devising new policies and initiatives, Creative & Cultural Skills will:

- assess the linguistic effect of any new policies and initiatives and ensure that they are consistent with the Welsh Language Scheme
- ensure that the measures contained in the Scheme are applied to new policies and initiatives when they are implemented
- ensure that no new policy or initiative undermines Creative & Cultural Skills Welsh Language Scheme or the Language Scheme of other providers
- promote and facilitate the use of Welsh wherever possible and will move closer to implementing the principle of equality fully at every opportunity
- consult with the Welsh Language Commissioner in advance regarding proposals that will affect the Scheme or the Scheme of any other public body. The Scheme will not be altered without the Commissioner's agreement
- ensure that not only those involved in formulating policy (in and outside Wales) will be aware of the Scheme and of Creative & Cultural Skills responsibilities under the Welsh Language Act 1993, but that all of Creative and Cultural Skills necessary and relevant staff will be made aware of the Scheme.
- Creative & Cultural Skills will raise awareness of the Scheme and of language sensitivity among its staff in Wales by:
  - i) Organising one-to-one meetings with all Creative & Cultural Skills Directors/Managers (*in and outside Wales*) to explain how the Scheme will affect their work
  - ii) Announcing to all staff in Team, Management and Director meetings (*in and outside Wales*) Wales that the Scheme will be implemented
  - iii) All (*Heads of Departments, Regional Business Managers e.t.c.*) will be expected to brief their staffing complement on the implications of the Scheme to themselves and more importantly Creative & Cultural Skills
  - iv) Conducting an annual update and revision of the Scheme with the relevant personnel (choose as applicable e.g. *Head of Policy and Development, Communications Director, Chief Executive, Departmental Managers, Regional Business Developers*) to ensure that they understand what is required and monitor effectiveness of the implementation of the Scheme

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- v) Including the Welsh Language Scheme as part of the induction training for each new member of staff appointed to Creative & Cultural Skills which will be based in Wales or will have direct or indirect dealings with the public in Wales
- vi) Devising an electronic briefing via the Creative & Cultural Skills Intranet on the Scheme and disseminating it to all staff in and outside Wales
- vii) Publishing the Scheme on the organisation's intranet and website

### **3.2. Standards of quality**

- 3.2.1. Services provided in English or Welsh will be of an equally high standard and equally prompt. When assessing and measuring the standards and effectiveness of its service in Welsh, Creative & Cultural Skills will employ exactly the same "performance indicators" as those utilised with regard to its services in English.
- 3.2.2. These standards and their implementation will be monitored as outlined in section 3.1.1.
- 3.2.3. The implementation of the Scheme and Creative & Cultural Skills' commitment to linguistic equality will be published in the organisation's annual or business or corporate plans, promotional material newsletters and on its website.
- 3.2.4. Creative & Cultural Skills will ensure consistency in the standards of services in Welsh provided by the organisation in different localities.

### **3.3. Provision of bilingual services**

- 3.3.1. Creative & Cultural Skills believes that it is fair and reasonable for the public to expect to receive its services in Welsh or English according to the choice of the individual. Although currently unable to offer this fair and reasonable choice at all times to the public, Creative & Cultural Skills is committed to putting in place arrangements which will eventually enable it to provide every service to the public equally, effectively, conveniently and comprehensively in Welsh and English.
- 3.3.2. To this end, Creative & Cultural Skills will undertake an audit of the way in which each of its services to the public is organised, in order to determine how it may best proceed towards implementing the principle of equality. It will accord initial priority to the need to ensure that those staff who have the greatest degree of contact with the public, whether face to face, by telephone, by correspondence or by other means, are able to communicate bilingually.

## **4. PROVISIONS**

- **We give young people opportunities to work and learn in the creative industries**

We've provided over 2 million people with careers advice through a combination of online resources and events.

- **We provide employers with a skilled generation of talent**

- 1 We've placed over 3,000 apprenticeships into creative businesses since 2008.

- 2 We built The Backstage Centre, a world-class training and rehearsal space for the music, theatre and live events industries that brings learners into contact with industry professionals and employers.

- **We connect training providers to industry experts and enhance their offer to students**

We lead the National Skills Academy for Creative & Cultural, a network of partners committed to improving the quality of vocational education in the creative industries. Through this network, we reach over 600,000 young people.

- **We champion youth employment and fair access**

1. We will create 6,500 jobs in the next two years.

2. Working with Arts Council England, we have published guidelines for employers wanting to employ interns in a fair and accessible way, promoting a shift in recruitment culture away from unpaid work.

- **We conduct authoritative research that sets the agenda for debate**

1. We have previously, as part of the core SSC role, published extensive research and analysis on an annual basis since 2008, establishing Creative & Cultural Skills as the authority on the creative and cultural industries' contribution to the British economy. Future research is determined through competitive funding bids with a research component.

2. We advise government on policy matters and have been widely cited in commissioned reports, from the Low Pay Commission to the Henley Review of Cultural Education.

- **We set industry standards and improve operational practice**

1. Creative & Cultural Skills works closely with employers to set National Occupational Standards, improve operational practice throughout industry and promote a commitment to fair access.

2. We run the Craft Skills Awards, an annual ceremony to celebrate excellence in teaching, maintaining and developing heritage and contemporary crafts.

## 4.2 The SSCs in Wales

In developing the sector's skills, workforce and business needs within Wales, Creative & Cultural Skills commits to actively researching and reacting to bilingual needs as an integral part of its work and specific projects in Wales. The results of the 2001 census show that one fifth of the population can speak the Welsh language. The increase can predominantly be attributed to the success of Welsh medium education. Creative & Cultural Skills recognises its role in ensuring that bilingual education and training opportunities continue to be available for the benefit of employees and individuals seeking employment within the creative and cultural sector.

The Welsh Government's national action plan for a bilingual Wales, *laith Pawb*, states clearly its policy of mainstreaming the Welsh language into all aspects of Wales. *laith Pawb* also stresses the importance of the Sector Skills Councils' role in addressing Welsh language skills needs in their particular sectors.

The results of *Future Skills Wales* research demonstrate clearly that bilingual skills are highly valued by employers. Findings also show a definite shortage of bilingually skilled people within certain sectors.

In all bids for research and project funding within Wales, Creative & Cultural Skills will ensure an ongoing commitment is made to actively research and assess the needs of Welsh language speakers. Creative & Cultural Skills will advise and lead Learning Providers to recognise and respond to the training needs of a bilingual Wales.

#### **4.4 Research**

##### *MEASURES*

Research is now conducted within Creative & Cultural Skills on an income-earning basis, or on a project-funded basis where the aims of the research significantly overlap with the role of the organisations. Key measures therefore include:

- Research outputs from funded projects will be published where relevant and acceptable to the funding organisation. There are currently no specific parameters around what this research needs to focus on – it is dependent on the tendering organisation.
- Project-funded work (e.g. through European Social Fund, Welsh Assembly Government etc) will examine in more detail areas of work related to skills, education and work within the creative and cultural industries.

##### *ACTION*

Creative & Cultural Skills will potentially conduct a range of qualitative and quantitative research in Wales over the next 5-10 of years. In attempting to secure funding for future projects, we will seek to secure funding to conduct work bilingually, in practice we will commit to:

- Where funding is available, we will provide the option for research participants to conduct research surveys, focus groups and other forms of direct contact with primary research in Welsh.

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- We will disseminate research communications (e.g. press releases, web updates etc) in both English and Welsh where research is directly focused on Wales, and where we have received specific funding for projects to be bilingual in scope.
- Research findings will be published bilingually for Welsh specific work, where funding is available through specific projects.

### **4.3 Information and Guidance**

#### *MEASURES*

- Provide information, advice and guidance to support recruits' and employees' lifelong learning
- Making available accurate information on sources of training, advice and guidance on skills issues in the sector

#### *ACTION*

- A careers advice and guidance service for young people and professionals working within the industry or those wishing to enter the industry will be developed. Bilingual webpages are being developed on a regular basis.
- Guidance on availability of Welsh medium/bilingual training opportunities will be made available through 'Creadigol'.

### **4.4 Sectoral Development and Partnership**

#### *MEASURES*

- Providing quality opportunities for existing employees and individuals seeking employment within the sector through our advocacy of Creative Apprenticeships and keeping our Creative Choices and Creadigol pages up to date
- Agreeing targets for the contributions of the mainstream work of key public agencies to meet the sector's priorities
- Influencing decisions about skills taken by the Welsh Government
- Promoting such investment in skills and talent as will help meet the sector's needs and encourage competitiveness.

#### *ACTION*

- Creative and Cultural Skills will actively promote the development of bilingual training opportunity whilst also recognising examples of good practice.

### **4.5 Training Frameworks**

#### *MEASURES*

- Defining and developing key national occupational standards and learning pathways through specific funded projects



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- Meeting the changing patterns of demand for skills and improving productivity
- Providing advice and guidance to employers and employees on specific skills and training practices
- Encouraging participation in collaborative approaches to skills, economic and labour market information in each nation and region

#### *ACTION*

- Standards and Qualifications, which will include Welsh versions where they exist, in this field will be made available via the UK wide NOS database and the Register of Regulated Qualifications.
- Through qualification consultations, identify job roles where bilingual skills are required or desirable and work with awarding bodies, employers and stakeholders to ensure that these are embedded within the appropriate standards, qualifications and training schemes.
- During the NOS consultation process, Creative & Cultural Skills will consult Welsh employers on the need for translations of these into Welsh.
- Creative & Cultural Skills will work closely with relevant Awarding Bodies to ensure that assessment opportunities are available, wherever possible, for the prioritised Welsh medium/bilingual standards and qualifications. A matrix will be developed outlining the standards and qualifications which are/will be available through the medium of Welsh.
- In identifying, prioritising and promoting bilingual training and assessment opportunities, Creative & Cultural Skills will encourage and support collaborative networks at national and regional level.

## **5. DEALING WITH WELSH SPEAKING PUBLIC**

### **5.1. Written Communication**

- 5.1.1. Creative & Cultural Skills will welcome correspondence in either English or Welsh. Creative & Cultural Skills' official headed paper to be used in Wales will include a statement in both languages making it clear that correspondence is welcome in either Welsh or English.
- 5.1.2. The time target (set at 10 working days) will be the same when replying to Welsh letters as for replying to English letters. Correspondence through the medium of Welsh will not in itself lead to any delay.
- 5.1.3. Every letter received in Welsh will be given a signed reply in Welsh.
- 5.1.4. All correspondence following a telephone or face-to-face conversation in Welsh or a meeting where it was established that Welsh is the preferred language of the person, although the discussion may not have been held through the medium of Welsh, will be in Welsh.

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- 5.1.5. All correspondence with a member of the public will be initiated in his/her preferred language if known.
- If preferred language of the recipient is unknown, initial correspondence from Creative & Cultural Skills will be bilingual.
  - Creative & Cultural Skills will compile a database of those wishing to receive correspondence through the medium of Welsh through our CRM system. It will also be possible to select a language preference on our site.
- 5.1.6 All circular and standard letters distributed by Creative & Cultural Skills to the public in Wales will be bilingual.
- 5.1.7 Arrangements will be made to translate correspondence as needed in order to respond to correspondence promptly and in the original language. Staff will be issued with detailed guidance of how this will be accomplished.
- 5.1.8 Creative & Cultural Skills will send all material which will need to be translated to an approved external translator who will subsequently comply with the timescales agreed.

## **5.2 Electronic Communication**

- 5.2.1 The principles outlined in section 5.1 will also be employed when communicating electronically. Online publications may also be published bilingually, such as relevant research documents and information booklets.
- 5.2.2 When new communication and storage methods are being set up on Creative & Cultural Skills computers, the ability of software to deal with more than one language in commands and entries will be a factor considered when purchasing new software, particularly so if such systems are to provide a bilingual output/service.

## **5.3 Telephone Calls**

- 5.3.1. As none of Creative & Cultural Skills' current staff in Wales can speak Welsh, the organisation cannot deal with telephone calls in Welsh. However, all telephone calls will be greeted bilingually, and when a member a member of the public wishes to speak Welsh, the staff member will politely explain the situation and offer the individual the choice of submitting their enquiry in written form in Welsh in order that they can receive a written response in Welsh; of explaining the enquiry fully in English and receiving a written reply in Welsh or of continuing the call in English
- 5.3.2. It will be the duty of those who respond to telephone calls on behalf of Creative and Cultural Skills to ensure that they do not cause telephone callers to feel that they are a nuisance or causing inconvenience because of their wish to communicate in Welsh.
- 5.3.3. All instructions and answering service messages will be recorded bilingually on all advertised numbers in Wales with the recordings indicating that the message may be left in Welsh or English.

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5.3.4. The time target (set at 10 working days) will be the same when replying to Welsh telephone enquiries as for replying to English telephone enquiries.

#### **5.4. Public Meetings**

5.4.1 As Creative and Cultural Skills will be conducting public meetings in Wales, contributions are welcomed in either Welsh or English. This will be stated clearly on all notices that inform or publicise the meeting and attendees will also be informed of this language choice at the beginning of the meeting.

5.4.2 The only exception to the above provision will be meetings at which it is known beforehand that there will be no need for a translator, either:

- because everyone present understands Welsh
- because everyone present is a non-Welsh speaker
- it is known that English is the preferred language of everyone who will be present

5.4.3 All literature (invitation, summons, advertisement) publicising the meeting will be bilingual.

5.4.4 When publicising the meeting, all literature will include a footnote stating that Creative and Cultural Skills welcomes contributions in Welsh or English. But those proposing to attend will be asked to inform Creative and Cultural Skills beforehand in which language they wish to speak as simultaneous translation facilities will then be organised if necessary.

5.4.5 If it is not known beforehand who will be attending the meeting and whether or not anyone will wish to speak Welsh, the organiser of the meeting will decide according to his/her discretion whether a simultaneous translation service should be provided or not. That decision will be based on the nature of the meeting, geographical location, likely attendees and previous experience of similar meetings. If there is still substantial uncertainty, then the decision will be in favour of providing a simultaneous translation service.

5.4.6 Any written materials such as leaflets, agendas or acetates that are used in Creative and Cultural Skills public meetings will be bilingual. This will also include any Powerpoint presentations.

5.4.7 All requests for information in relation to meetings will be responded to in the preferred language of the individual.

5.4.8. Guidance will be given to non-Welsh speaking chairs of public meetings on facilitating contributions through the medium of Welsh.

#### **5.5. Non-public Meetings**

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- 5.5.1. Any person who wishes to conduct private or one-to-one meetings with Creative & Cultural Skills are welcome to do so in either Welsh or English.
- 5.5.2. Creative & Cultural Skills does not have any fluent Welsh speaking staff at present, so as an interim measure, Creative & Cultural Skills will ensure that when arranging the meeting and offering a language choice, the attendee will be offered:
- i) the opportunity to discuss the matter in English
  - ii) to send in their query in written form in Welsh in order that they can receive a written response in Welsh
  - iii) the use of a simultaneous translator
- 5.5.4. By offering a language choice, Creative & Cultural Skills recognises:
- That individuals can express their views and needs better in their preferred language
  - That enabling individuals to use their preferred language is a matter of good practice, not a concession
  - That denying them the right to use their preferred language could place individuals at a real disadvantage
- 5.5.4. The above measures are applicable to all kinds of non-public meetings.

## **6. THE SSC's PUBLIC FACE**

### **6.1. Corporate Identity**

- 6.1.1. Creative and Cultural Skills will adopt a fully bilingual corporate identity for its operations in Wales
- 6.1.2. This includes Creative and Cultural Skills name, its address, logo, visual identity, corporate slogan and any other standard information which is to be used on:
- Letter headed paper, fax paper, compliment slips, e-mail signatures
  - All promotional / advertising material (i.e. flyers, posters, leaflets e.t.c.) in the public domain
  - Business cards, invitations, I.D. badges

### **6.2. Website**

- 6.2.1. Members of the public will be able to access information via Creative & Cultural Skills' website in both English and Welsh. Although Creative & Cultural Skills' UK homepage will not be fully bilingual, it will clearly include a sub-section on Creative & Cultural Skills in Wales.
- 6.2.2. This site will include a bilingual homepage with subsequent pages available in both Welsh and English. Each page will provide a clear indication of language choice as Creative & Cultural Skills acknowledges that the best form of language navigation is a language choice on every page of which a parallel language version exists.
- 6.2.3. Welsh and English pages of the website will be revised and updated simultaneously. On implementation of this Scheme, the following will be available bilingually

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- The Welsh web page - Creadigol,
- all Welsh main reports, blueprints
- Welsh publicity material and publications

- 6.2.4. All materials and provision in Welsh and English will be consistent in terms of their updating, accuracy, prominence, legibility and quality. Both language versions will be as easy available as one another to download
- 6.2.5. All staff, consultants, designers and publishers will be provided with written guidance (e.g. *A Guide to Bilingual Design*) for dealing with and designing bilingual material.

### **6.3. Signage**

- 6.3.1. Creative & Cultural Skills will ensure that all new and replacement information signs within the curtilage of Creative and Cultural Skills property in Wales will be bilingual. This will include bilingual signs in reception areas informing the public of their right to use Welsh or English.
- 6.3.2. Creative & Cultural Skills will ensure that both languages are treated equally in terms of size, quality, legibility and prominence.
- 6.3.3. Although bilingual signs are the preferred option, separate Welsh and English signs will, if issued, be equal in terms of size, quality, legibility and prominence.
- 6.3.4. All bilingual and separate Welsh version signage will be proofread by an approved translator in order to ensure consistency in the standard of Welsh.
- 6.3.5. These measures are applicable to both permanent and temporary signage.

### **6.4. Publishing and Printing Material to be distributed to the public in Wales**

- 6.4.1. All publications aimed at the public in Wales will be bilingual with both language versions forming one document. The versions will be printed side-by-side where possible to facilitate easy cross-reference, distribution and offer language choice.
- 6.4.2. Although single version bilingual publications are the preferred option, when Welsh and English versions are published separately (e.g. due to their voluminous nature), Creative & Cultural Skills will again ensure that they will be issued in accordance with the guidelines below.
- 6.4.3. When a priced document is issued in bilingual format, its price will not be greater than a single language version of that document.
- 6.4.4. Although bilingual publications are the preferred option, when Welsh and English versions are published separately, they will be issued simultaneously, distributed together, and be equally accessible.
- 6.4.5. Each separate version will carry a message that the publication is also available in the alternative language.
- 6.4.6. The price of the Welsh version of a document will not be greater than the price of the English version.

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6.4.7. All staff, consultants, designers and publishers will be provided with written guidance (e.g. *A Guide to Bilingual Design*) for dealing with bilingual publications.

6.4.8. All bilingual and separate Welsh version publications will be proofread by an approved translator in order to ensure consistency in the standard of Welsh.

## **6.5 Forms and Associated Explanatory Material**

6.5.1. Creative & Cultural Skills will ensure all forms and associated explanatory material for use by the public in Wales will be issued bilingually in accordance with the guidelines detailed in **Publishing and Printed Material** - see section 6.4 above.

6.5.2. Although bilingual publications are the preferred option, when Welsh and English versions are published separately (e.g. due to their voluminous nature), Creative and Cultural Skills will again ensure that all publications they will comply with commitments 6.4.3. to 6.4.8. in **Publishing and Printed Material** section.

## **6.6. Press Releases**

6.6.1. Every advertisement and statement by Creative & Cultural Skills to the press and media in Wales will be fully bilingual.

6.6.2. All press releases and notices to all the press and media in Wales will be sent out in English to those media known to be monolingual English and in Welsh to those media known to be monolingual Welsh.

6.6.3. Arrangements to facilitate the above provision will be organised by the National Manager for Wales

## **6.7. Advertising and Publicity Activities**

6.7.1. Creative & Cultural Skills will conduct advertising and publicity activities in Wales bilingually in a manner that treats the two languages on a basis of equality. Creative & Cultural Skills will adhere to the commitments given within this Scheme (under section 6.4) with regard to such publications.

6.7.2. The following will be produced bilingually:

- All publicity literature aimed at the general public
- Direct mailing including promotional material and surveys
- Media / press advertising
- Public surveys
- Direct marketing campaigns
- Exhibition and information stands
- Poster advertising

## **6.8. Public Notices and Staff recruitment advertising**

6.8.1. Creative & Cultural Skills will ensure that all public notices will appear in Wales with Welsh and English versions shown together and be equal in terms of format, size, quality, legibility and prominence: be that 'in the press', on notice boards or otherwise.

6.8.2. The following will be exempt from the above arrangements:

- public notices appearing in Welsh language publications. These will appear in Welsh only.
- public notices appearing in publications circulating throughout the U.K. or beyond. These will be in English only.

6.8.3. When preparing and publishing advertisements for staff recruitment in Wales, Creative & Cultural Skills will adhere to the following arrangements.

(a) Advertisements for posts which fluency in Welsh is an *essential* qualification will appear in;

- Welsh only in Welsh language publications
- Welsh only in English language publications circulating primarily in Wales but supplemented with a short explanatory note in English

(b) Advertisements for posts which fluency in Welsh is a *desirable* qualification shall be published:

- bilingually in English language publications primarily circulating within Wales
- in English only in publications circulating mainly through the UK
- in Welsh only in Welsh language publications

(c) Advertisements for posts where no linguistic requirement has been identified as part of Creative & Cultural Skills Linguistic Skills Strategy shall be published:

- bilingually in English language publications primarily circulating within Wales
- in Welsh only in Welsh language publications
- in English only in English language publications circulating mainly outside Wales.

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

### **7.1. Staffing**

7.1.1. In order to ensure over a period of time that Creative & Cultural Skills is able to deliver its services in Welsh to a high quality, both effectively and efficiently, it will adopt a Linguistic Skills Strategy as part of its human resources planning process. This Strategy will enable Creative & Cultural Skills to maintain an overview of its linguistic skill needs and resources, and co-ordinate training and recruitment activities to facilitate the Scheme's objectives. The measures that follow will form part of that Strategy.

7.1.2. In order to realise the above commitment, Creative & Cultural Skills will undertake an audit of its services, provisions and staff in order to identify objectively:

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- those workplaces and service situations where there is contact with the public in Wales and the nature of that contact
- the bilingual skills of existing staff and to what extent staff would be interested in learning or upgrading their skills

7.1.3. Having conducted and analysed the above survey, Creative & Cultural Skills will identify those posts which the ability to communicate in Welsh is *essential*, *desirable* or is not deemed required as a skill. Job descriptions will then be formulated accordingly as outlined in section 6.8.

7.1.4. All new posts and all existing posts which fall vacant will be considered in light of the Linguistic Skills Strategy of this Scheme. In doing so, Creative & Cultural Skills will be conscious of the need to take every opportunity to rectify any deficiencies in Welsh language skills which will effect the delivery of Creative & Cultural Skills Welsh language service provision.

7.1.5. Whilst committing to monitoring progress in implementing the Scheme, Creative & Cultural Skills will take action should the numbers of Welsh speakers in the Scheme-related posts begin to decrease

## **7.2 Learning Welsh**

7.2.1 The ability to communicate in Welsh according to various degrees of capability and in various service situations is essential to the success of this Scheme. Creative & Cultural Skills also recognises that the ability to understand and use the Welsh language in the workplace on a daily basis is a very valuable skill which can assist its staff in providing a comprehensive service for the Welsh speaking public.

7.2.2 Creative & Cultural Skills will support the implementation of this Scheme by encouraging and supporting members of staff who wish to learn Welsh or improve their ability to speak Welsh.

7.2.3 Creative & Cultural Skills will arrange learning and training programmes that focus on workplaces and posts which are important to the implementation of the Scheme. Such courses will be available for beginners and for those who wish to improve their oral and written proficiency in the language and any costs will be borne by Creative & Cultural Skills.

7.2.4 Creative & Cultural Skills will nominate a senior officer to be responsible for a training programme.

7.2.5 Despite having no Welsh speaking members of staff at present, Creative & Cultural Skills will implement the measures outlined above by: providing bilingual dictionaries; encouraging staff to develop their Welsh language skills and encouraging conversational Welsh for learners in the office.

## **7.3 Recruitment**

7.3.1. When recruiting staff, Creative & Cultural Skills will publicise the fact that Welsh speakers will be welcomed to join its workforce. This will be included in all advertising and person specification.



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- 7.3.2. Creative & Cultural Skills will then seek access to sufficient and appropriately skilled Welsh speakers in order to facilitate the implementation of this Scheme. All recruitment advertisements for any post requiring Welsh language skills, together with the relevant job descriptions or details, will be drafted in such a way as to identify clearly the linguistic requirements of each post, in accordance with paragraphs 7.1.3. and 7.1.4. above.
- 7.3.3 It may on occasion be necessary, where difficulty has been experienced in recruiting staff with the necessary skills, to appoint a non-Welsh speaker to a post where the ability to speak Welsh is *essential*. However, such posts will be advertised and offered on the understanding that non-Welsh speakers will need, as condition of employment, to learn Welsh and attain a satisfactory level of fluency within a specified reasonable timescale. The level of fluency specified will be that which is required to fulfil the responsibilities of the post, and this will be made clear to applicants in the job details, as will Creative and Cultural Skills support for learning the language.
- 7.3.4 In all arrangements of this nature, Creative & Cultural Skills will provide the time and support necessary to enable the member of staff to meet the condition and will ensure that the member of staff is not disadvantaged in other ways as a result of meeting this condition. The learning programme will be structured and regularly monitored to ensure that both employer and employee are honouring the commitment. This will be part of ensuring that Creative and Cultural Skills has an adequate number of Welsh speakers in post to deliver the services outlined in this Scheme.
- 7.3.5 As a result, Creative & Cultural Skills will treat linguistic skills in exactly the same manner as any other professional skill required to fulfil the responsibilities of a post and subject to review within an agreed period. The condition of employment must therefore be respected and implemented as strictly as any other condition of employment for the post, and Creative and Cultural Skills will review the standard of achievement at the end of the specified period following the appointment.
- 7.3.6 When a post becomes vacant it will be advertised confirming that bilingual skills will be *desirable* so that the organisation can offer a bilingual service to the public.

#### **7.4 Vocational Training**

- 7.4.1. Creative & Cultural Skills is committed to developing the ability of its staff to operate through the medium of Welsh so that they may become accustomed to dealing with their professional areas of activity with the public in Welsh.
- 7.4.2. In order to realise this commitment, Creative & Cultural Skills will assess the need for vocational training through the medium of Welsh before providing vocational training to facilitate the implementation of the Scheme.
- 7.4.3. Given the nature of Creative & Cultural Skills work, it will implement these commitments by Welsh Language training for all staff members

## **8 ADMINISTRATIVE ARRANGEMENTS**

- 8.1. **Authority:** Creative & Cultural Skills confirms that the Welsh Language Scheme and all the measures herein have been approved at the highest level and will carry the full central and regional authority of the organisation as they are implemented.
- 8.2. **Responsibility:** Creative & Cultural Skills will nominate the Head of Skills Academy, Wales to have the overall responsibility for the implementation and monitoring of the Scheme.
- 8.3. The day-to-day management of the Scheme and responsibility for integrating the Welsh elements of the service wherever that is possible within its usual administrative processes will then be the responsibility of the Head of Skills Academy, Wales
- 8.4. **Instruction and Guidance:** Creative & Cultural Skills will ensure that all staff in Wales and those who have dealings with Wales will receive guidance on the Scheme and advice on what is expected of them (See section 3.1.1.)
- 8.5. All (*external*) translators used by Creative & Cultural Skills will be approved and suitably qualified and able to provide a high quality service. [An current and comprehensive list of approved translators is to be found of the Welsh Language Commissioner's website; <http://www.comisiynyddygydraeg.org/>]
- 8.6. Creative & Cultural Skills will ensure that any replacing new computer programmes can produce bilingual output thus facilitating the implementation of this Scheme.

## **9 SERVICES DELIVERED ON BEHALF OF CREATIVE & CULTURAL SKILLS BY THIRD PARTIES**

- 9.1. Creative & Cultural Skills will ensure that any agreements or arrangements made with third parties which relate to the provision of services to the public in Wales are consistent with the terms of this Language Scheme. This includes any new or existing services which are contracted out.
- 9.2. Creative & Cultural Skills will also ensure through contracting arrangements that the agent, contractor or subcontractor can, will and does implement any applicable elements of Creative & Cultural Skills own Scheme when providing services to the public on its behalf or under its supervision.
- 9.3. Creative & Cultural Skills will work with providers to encourage the implementation of their own Welsh Language Schemes.
- 9.4. The third party will need to confirm that it has complied with the relevant measures of Creative & Cultural Skills Welsh Language Scheme by providing a performance report
- 9.5. Creative & Cultural Skills will issue written guidance to staff for dealing with agents and contractors and devise processes for ensuring that staff adhere to them.

## **10 PARTNERSHIPS**

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10.1. Creative & Cultural Skills works in partnership with public bodies [organizations from the voluntary sector and other agencies]. Creative & Cultural Skills works on many levels when working with others:

- i) When Creative & Cultural Skills is the strategic and financial leader within a partnership it will ensure that the public service provision is compliant with the Welsh Language Scheme, for example in joint working with the Arts Council of Wales
- ii) When Creative & Cultural Skills joins a partnership in which another body is leading, Creative & Cultural Skills input to the partnership will comply with the Welsh Language Scheme and the organization will encourage other parties to comply.
- iii) When Creative & Cultural Skills is a partner in a consortium, it will encourage the consortium to adopt a bilingual policy. When acting publicly in the name of the consortium, the organization will act in accordance with its Welsh Language Scheme.
- iv) When Creative & Cultural Skills joins or forms a partnership, it will ask prospective partners about their Welsh Language Scheme, Language policies or the means by which they will operate bilingually. Within any partnership, Creative & Cultural Skills will offer advice and support to the other partner organizations.

## **11 MONITORING IMPLEMENTATION OF THE SCHEME**

11.1. The Head of Skills Academy, Wales will be primarily responsible for monitoring the Scheme and for constantly reviewing it as outlined in section 8.2.

11.2. Creative & Cultural Skills will structure the monitoring process and will prepare an internal progress report on the Scheme's implementation to be presented to the management team. This will be conducted every six months

11.3. The Creative & Cultural Skills Board will receive an annual compliance report that will enable them to answer the two following basic questions:

- Is Creative & Cultural Skills complying with the Scheme?
- How well is it achieving this?

In doing this, the report will deal with:

- Creative & Cultural Skills administrative Welsh medium services
- assessing key themes in implementing the Scheme, including Creative & Cultural Skills contribution to the development of Welsh medium/bilingual provisions
- the sufficiency of Creative & Cultural Skills linguistic skills capacity to deliver the requirements of the Welsh Language Scheme

11.4. The views of Welsh speakers will also be sought periodically about the range and quality of services provided by the organisation.

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- 11.5. Monitoring of the Scheme will be a structured and continuing activity and if the report finds any weaknesses, Creative & Cultural Skills will prepare an action plan that will remedy the situation.
- 11.6. A copy of the above mentioned report will then be sent to the Welsh Language Commissioner.
- 11.7. In the third year of Scheme Implementation, Creative & Cultural Skills will prepare a comprehensive **evaluation report** which will evaluate performance in implementing the Scheme over the first three years. In order to review and update its Welsh Language Scheme and thus receive approval for the second period of implementation, this report will:
  - provide an overview and thematic analysis of performance and compliance with the Scheme over the three years, both in terms of Service Delivery and Scheme management.
  - outline Creative & Cultural Skills priorities for the following three years along with a revised timetable for the implementation of the measures in the Scheme.
  - as part of this evaluation, Creative & Cultural Skills will conduct a satisfaction survey with the general public to ascertain their views on the scope and quality of its bilingual services.
- 11.8. The annual report provided by Creative & Cultural Skills to the Welsh Language Commissioner will be in a form approved by the Commissioner, which describes progress in implementing the measures in the Scheme against the approved timetable and standards; it will also analyse the number and nature of any complaints and suggestions for improvements received from the public.

## **12 PUBLISHING INFORMATION**

- 12.1. Creative & Cultural Skills is committed to regularly publishing information comparing performance with standards and targets set out in the Scheme.
- 12.2. Creative & Cultural Skills will realise this commitment by:
  - *publishing a periodic report as outlined in 11.2 and 11.3*
  - *placing the information in the Annual Report*
  - *placing a synopsis of this information in other documents where performance is reviewed; posters in public places within offices; newsletters; website e.t.c.*
- 12.3. Where targets have not been met, reasons for this will be given together with an indication of when and how revised targets will be realised.

## **13 PUBLICITY (section 12(2)(b) of the Act)**

- 13.1 Creative & Cultural Skills is committed to ensuring initial and continuing publicity for the Scheme. This will ensure that on the one hand, the public and all those who come into contact with Creative & Cultural Skills are aware of its Welsh language services and provisions, and that on the other hand, Creative & Cultural Skills employees, agents, contractors are also aware of the needs and requirements to operate in accordance with this Scheme.

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- 13.2 Creative & Cultural Skills will publicise its Welsh Language Scheme by making copies of the Scheme available electronically on request to any relevant organisations/ bodies, employees or member of the public. Creative & Cultural Skills will also be producing web pages explaining the main elements of the Scheme and detailing the nature, location and availabilities of bilingual services. Such materials will also be available to all relevant organisations / bodies, employees and general public.
- 13.3 Any enquiries about the Scheme should be directed to the Head of Skills Academy, Wales

**14 COMPLAINTS/SUGGESTIONS & CONTACT POINT**

- 14.1 Creative & Cultural Skills will adopt a complaints procedure to deal with grievances regarding the Scheme as part of Creative and Cultural Skills general complaints procedure contact the Head fo Skills Academy, Wales – Sarah Mair Hughes: [sarah.hughes@ccskills.org.uk](mailto:sarah.hughes@ccskills.org.uk) tel: 02920 444195
- 14.2 Creative & Cultural Skills will welcome and record any complaints or suggestions for improving the bilingual service to the public. Please write to us at: 1 Caspian Point, Pierhead Street, Cardiff Bay, Cardiff, CF10 4DQ

**15 TARGETS**

- 15.1 Definite targets for the implementation of the measures outlined in the Scheme will be set. These targets will note the steps that have already been taken, those which can be put into effect immediately, those identified as short-term targets, medium-term targets and long-term targets. All such targets will be clear, unambiguous and relevant.

**16 TIMETABLE (section 12(2)(a) of the Act)**

- 16.1 Unless otherwise stated, the commitments outlined in this Scheme will become operational on the date the Scheme is approved. The monitoring process will then follow the steps outlined in section 11. For example:

Paragraph	Commitment	Timescale	Officer Responsible
3.1	To ensure that all staff are made aware of CCS Welsh language scheme through the updated staff handbook.	Once Scheme agreed	Head of Skills Academy, Wales and Operations Director
3.1	To ensure that all new policies and initiatives take account of the requirements of CCS Welsh language scheme.	Once Scheme agreed	Senior Management Team / Head of Skills Academy,

Paragraph	Commitment	Timescale	Officer Responsible
			Wales
3.2	To provide services in Welsh to the same high quality as those provided in English.	Once Scheme agreed	Senior Management Team /Head of Skills Academy, Wales
3.3	To conduct an audit of services provided to determine the best way to move towards providing these in Welsh	Dec 2014	Head of Skills Academy, Wales
4.5	To provide a Welsh Language web resource (Creadigol) to highlight training opportunities available in Wales, and those available in Welsh. This will include a bilingual self-assessment for businesses.	October 2014 (updated regularly)	Head of Skills Academy, Wales and Digital Officer
4.5	To develop a bilingual careers advice and guidance service for young people in Wales as part of Creadigol.	October 2014 (updated regularly)	Head of Skills Academy, Wales and Digital Officer
4.7	To develop, and maintain, a matrix of qualifications available for the sector in Welsh.	October 2014	Wales Manager/ Quals Manager
5.1	CCS official headed paper to be used in Wales and correspondence in either English or Welsh will be undertaken equally	Once scheme agreed	Head of Skills Academy, Wales
5.1.3 & 5.1.6	Process in place to ensure that letters received in Welsh are given a signed reply in Welsh as soon as is practicable. Staff to be issued with guidance as to how this will be accomplished	Once scheme agreed	Head of Skills Academy, Wales
5.1.5	Database to be compiled of those wishing to receive correspondence in Welsh established	Dec 2014	Head of Skills Academy, Wales
5.1.7 & 5.1.8	Send material which needs to be translated to approved translators who will subsequently comply with agreed timescales	Already policy	Head of Skills Academy, Wales
5.2	Principles outlined for written communication will also apply to electronic communication	Oct 2014	Head of Skills Academy, Wales
5.3	To ensure that the operational managers have voicemail messages in Welsh as well as English	Once scheme agreed	Head of Skills Academy, Wales
5.4	Should CCS conduct any public meetings in the future, we will welcome contributions in Welsh or English. This will be stated clearly on all notices that inform or publicise the meeting and attendees will also be informed of this language choice	Once scheme agreed	Senior Management Team

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<b>Paragraph</b>	<b>Commitment</b>	<b>Timescale</b>	<b>Officer Responsible</b>
5.5	Any person who wishes to conduct private or one-to-one meetings with CCS are welcome to do so in either Welsh or English. An interpreter will be used for those meetings to be held in Welsh.	Once Scheme agreed	Senior Management Team
6.1	To adopt fully bilingual corporate identity in Wales	Already done	Head of Skills Academy, Wales
6.2	CCS has a Welsh section on the website where members of the public can access Wales specific information via the CCS website in both English and Welsh. Although CCS UK homepage will not be bilingual, it will clearly include a bilingual sub-section on CCS in Wales.  Bilingual documentation on website	October 2014	SPFP Digital Officer, Head of Digital, Head of Skills Academy, Wales
6.3	To provide signage in Wales in Welsh	Once scheme agreed	Head of Skills Academy, Wales
6.4 & 6.5	To ensure that publications/forms and associated material aimed at public in Wales are published bilingually.	Already in place	Head of Skills Academy, Wales
6.6	To make press releases in Wales bilingual	Once scheme agreed	Head of Skills Academy, Wales
6.7 & 6.8	All publicity, advertising and recruitment activity in Wales to be bilingual except for Welsh language publications to be Welsh only and UK publications to be English only	Once scheme agreed	Senior Management Team
7.2	To support staff who wish to learn Welsh	Once Scheme agreed	Senior Management Team
7.3	To welcome applications from Welsh speaking staff when recruiting	Once Scheme agreed	Senior Management Team
7.4	To make available vocational training to staff through the medium of Welsh, where appropriate.	Once Scheme agreed	Senior Management Team
9	To ensure that third parties providing services to the public in Wales on behalf of CCS do not infringe the terms of the Welsh language scheme	Once Scheme agreed	Senior Management Team
10	To ensure that when working with partners in Wales the provisions of the CCS Welsh language scheme are appropriately considered.	Once Scheme agreed	Senior Management Team

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<b>Paragraph</b>	<b>Commitment</b>	<b>Timescale</b>	<b>Officer Responsible</b>
11	To monitor, regularly, the implementation of the Welsh Language Scheme	Every 6 months	Head of Skills Academy, Wales
11.7	To produce an evaluation report	Within 3 years	Senior Management Team
12	Regularly publish information comparing performance with standards and targets set out in the scheme	As agreed	Senior Management Team
14	To deal with all complaints through the correct complaints procedure	Once scheme agreed	Nations Director