

Welsh Language Scheme: Implementation Plan 2012 – 2014

Action Number	WLS Section	WL Priority	Key Action	Target Date	Primary Lead
GENERAL					
1	Foreword		To support the aims of the Welsh Government's strategy for the Welsh language 'A Living Language – A Language for Living', work with partners in the community to develop and implement a Welsh Language Action Plan with the aim of increasing and encouraging awareness, visibility and the use of the Welsh language in economic, social and cultural situations in Flintshire. The Flintshire Welsh Language Action Plan will reflect local circumstances and needs, Council priorities and capacity.	March 2014	Flintshire CC / Menter Iaith Sir y Fflint
SERVICE PLANNING AND DELIVERY					
2	2.2 7	WLP 1 WLP 4	Develop a formal and structured procedure for undertaking a detailed and thorough assessment of the impact of any new or revised policy, plan, project, initiative on the Welsh language and the Welsh Language Scheme.	September 2012	Corporate Policy
3			Implement new procedure	January 2013	Heads of Service

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4	2.3	WLP 3	Fully embed Welsh Language Scheme implementation management and monitoring within the Council's Business Planning approach	April 2013	Heads of Service
5	2.3		Review arrangements for ascertaining and recording the preferred language of individuals and organisations in contact with the council	From September 2012	Head of ICT and Customer Services
6	2.4	WLP 6	Develop action plan to Implement the requirements of the Welsh Language Scheme in relation to all procurement matters.	September 2012	Procurement Unit
7			Implement action plan	From October 2012	Heads of Service
8	2.5		Statutory and regulatory functions : identify opportunities to encourage and support others to adopt practices which promote equality between the Welsh and English languages, and develop action plan(s)	December 2013	Heads of Service
9			Implement action plan(s)	From January 2014	
10	2.6	WLP 7	Review and revise the arrangements and criteria for funding and awarding grants to third parties, e.g. voluntary organisations, community groups, individuals, etc. to reflect the requirements of this Scheme	September 2013	Corporate Policy
11			Implement new arrangements	December 2013	Heads of Service

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12	2.7		Review partnership working arrangements and revise to reflect the requirements of this WLS	March 2013	Corporate Policy
13			Implement new arrangements	From April 2013	Heads of Service
COMMUNICATING WITH THE PUBLIC					
14	3.2		Review Council stationery to ascertain whether all items are fully bilingual, and amend as necessary	From December 2012	Corporate Communications Manager
15	3.2		Ensure implementation of guidance for employees on creating bilingual standard text on e-mail, 'auto-signatures', disclaimers, and 'out of office' replies	August 2012	Heads of Service
16	3.2		Audit of standard letters and translate where they are English only	July 2012	Heads of Service
17	3.3		Ensure that employees greet all external telephone calls bilingually	June 2012	Heads of Service
18	3.3		Service centres / points using an automated answering service or answer phone will provide bilingual messages	June 2012	Heads of Service
19	3.3		Ensure that employees using answer-phones / voicemail begin their recorded messages by giving a bilingual greeting, record English or bilingual messages as appropriate, and invite callers to leave Welsh or English messages	June 2012	Heads of Service

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20	3.3		Identify posts in relation to help-lines, call centres and similar services	September 2012	Head of ICT and Customer Services
21			Undertake Welsh language skills assessments on these posts	September 2012	Head of HR and OD
22			Make arrangements (including training) to ensure that they provide an equal service in Welsh and English	March 2013	Heads of Service
23			Ensure that callers are aware of the option to receive a service in Welsh	September 2012	Heads of Service
24	3.4		Provide training for all receptionists / counter and front of office staff to greet members of the public bilingually	Ongoing – Next stage from December 2012	Head of ICT and Customer Services Head of HR and OD
25	3.5.3		Provide training for receptionists / counter and front of office staff to deliver a bilingual service	Ongoing – Next stage from March 2013	Head of ICT and Customer Services Head of HR and OD
26	3.5.3		Produce and display bilingual notices that inform the public that a Welsh and English service is available	Ongoing – Next stage from March 2013	Head of ICT and Customer Services Corporate Communications Manager

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The Council's Public Image					
27	4.2		Conduct an audit – including identification - of all relevant Council items bearing the Council's name / logo and ensure that all such items are bilingual	From December 2012	Corporate Communications Manager Heads of Service
28	3.5 / 4.3		Conduct an audit of all signs (initially within public buildings) – permanent, temporary, fixed and portable – for which the Council or a party acting on its behalf is responsible, and ensure that monolingual signs are made bilingual	From December 2012	Corporate Communications Manager
29	4.3		Develop and issue a 'Design Guidelines' leaflet to relevant planning permission applicants which encourages them to erect bilingual signs and includes guidance on bilingual design	September 2012	Head of Planning
30	4.4		Implement a Place Names Project	March 2014	Director of Environment
31	4.6		Undertake an audit of all Council forms with a view to verifying that their format, language content, terminology and diction style comply with this Scheme, and implement a programme to revise these forms where necessary	September 2012	Heads of Service
32	4.7		Review all displays, information boards, exhibitions and ensure that they meet the requirements of the Scheme	July 2012	Heads of Service
33	4.9		Maintain a directory of Welsh medium local groups and organisations who are willing to participate in surveys and consultation exercises	Ongoing	Corporate Communications Manager

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34	4.10		Establish 'control points' to ensure that those who are responsible for producing, publishing and displaying public and official notices comply with this Scheme	From December 2012	Corporate Communications / Heads of Service
35	4.10	WLP 2	Identify the options available for targeting Welsh-speakers as part of recruitment campaigns in relation to 'Welsh essential' posts and present a report to the Corporate Management Team.	December 2012	Head of HR and OD
Implementing the Scheme					
36	6.1.1	WLP 4	Establish arrangements to oversee the implementation and monitoring of the Welsh Language Scheme / new standards regime under the Welsh Language Measure at a corporate level	July 2012	Chief Executive
37	6.1.2	WLP 3	Directorate and Service Plans to include Improvement actions to ensure compliance with the Scheme	December 2012	Heads of Service
38	6.1.3		Ensure that all Members are aware of the specific requirements of the Scheme and how they impact on their individual roles	Ongoing – Next stage from June 2012	Head of Legal and Democratic Services
39	6.1.4 2.3	WLP 5	Ensure that all employees are aware of the specific requirements of the Scheme and how they impact on their individual roles	September 2012	Heads of Service
40	6.1	WLP 5	Implement a programme of compulsory Language Awareness Training sessions for new recruits, existing employees and Councillors	From September 2012	Head of HR and OD

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41	6.2 3.2	WL 8	Undertake an audit of the Council's 'in-house developed' and 'supplied' ICT systems in order to ascertain whether they are able to, and do, meet the commitments given in the Scheme, and present a report to the Executive (via ICT Panel or reporting on ICT Strategy)	October 2012	Head of ICT and Customer Services
42	6.2	WLP 8	Identify options for facilitating and promoting the use of Welsh by bilingual staff when using the Council's IT systems, and provide training	December 2012	Head of ICT and Customer Services
43	6.2		Conduct a detailed and thorough review of the Translation Unit to meet changing organisational requirements	December 2013	Head of ICT and Customer Service
44	6.2	WLP 2	Review the Welsh Language Skills Strategy	September 2012	Corporate Policy
45			Implement the revised strategy	From October 2012	Head of HR and OD
46	6.2	WLP 2	Review all aspects of the Council's Recruitment and Selection procedures and ensure that they meet the requirements of this Scheme	December 2012	Head of HR and OD
47	6.2		Ensure that Job Application Packs are fully bilingual, including Job descriptions and Person Specification	March 2013	Head of HR and OD
48	6.2	WLP 2	Ensure that an assessment of the need for Welsh language training, vocational training through the medium of Welsh, and training to facilitate the implementation of the Scheme is an integral part of the staff appraisal process	From April 2013	Head of HR and OD
49	6.2	WLP 2 / 5	Establish procedures for ensuring that training courses for Council employees and elected	From April 2013	Head of HR and OD

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			members include content pertaining to the WLS where appropriate		
50	6.2	WLP 2	Develop formal 'learning agreements' for employees who are required or wish to learn Welsh	From April 2013	Head of HR and OD
51	6.2	WLP 2	Develop a Welsh language training programme to meet the Council's needs in terms of implementing this Scheme and allocate the necessary resources in accordance with the requirements of the Welsh Language Skills Strategy	April 2013	Head of HR and OD
52	6.3		Develop and implement a structured marketing campaign with the aim of promoting our Welsh medium services to the public and encouraging them to deal with the Council in Welsh.	December 2013	Corporate Policy Team Service Heads
Monitoring the Scheme and Reporting on the Council's Performance					
53	7.1	WLP 4	Develop and agree a formal Monitoring Plan for monitoring/verifying the implementation of the WLS at service and corporate level.	December 2012	Corporate Policy
54			Implement Monitoring Plan	From January 2013	Heads of Service
55	2.3 6.1.2 7.1 7.3	WLP 4	Report progress against identified improvement actions in directorate quarterly performance reports, for consideration by the Council's Executive	April 2013	Heads of Service