



Flintshire County Council

Welsh Language Scheme Monitoring Report 2013-14

September 2014

Welsh Language Scheme

Monitoring Report 2013- 2014

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Executive Summary

The Council's Welsh Language Scheme sets out how we treat the English language and Welsh language on a basis of equality in relation to the delivery of their services. An annual monitoring report is produced each year setting out progress that is being made. This is the final annual monitoring report for the current Welsh Language Scheme and Implementation Plan. The requirement for local authorities to produce Welsh Language Schemes has been replaced with the Welsh Language Standards, which are due to come into force in November 2014. In future, the Council will provide reports as required by the Standards, progress will also be reported within the Council's annual report to the Wales Audit Office.

This Welsh Language Scheme Annual Monitoring Report covers the period April 2013 to March 2014; it shows progress being made to achieve targets as set out Implementation Plan. The annual report also provides additional information as requested by the Welsh Language Commissioner and examples of initiatives to promote Welsh language in service delivery and raise staff awareness.

We are delighted and proud to report that Social Services for Adults were nominated for an award at the Welsh Language in Health, Social Services and Social Care Awards 2014. They received a special recognition award for their work in promoting and providing Welsh language services for residents of Llys Jasmine, extra care housing accommodation. They were also runner up in the Minister's Special Award for providing bilingual services.

The Council continues to make progress but this is not yet consistent across the whole authority and further improvements are needed. To contribute towards mainstreaming Welsh language throughout the Council's functions we will strengthen the links between Welsh language, the Single Integrated Plan and the Council's Improvement Plan.

Colin Everett
Chief Executive

Councillor Billy Mullin
Cabinet Member for Corporate
Management

Welsh Language Scheme Monitoring Report 2013-14

1. Introduction

- 1.1 Flintshire County Council has adopted the principle that in the conduct of public business and the administration of justice in Wales it will treat the Welsh and English languages on a basis of equality. The Council's Welsh Language Scheme, which was prepared under the Welsh Language Act 1993, sets out how the Council will give effect to that principle when providing services to the public in Wales, and in the conduct of its internal business. The Welsh Language Scheme is both a statutory Scheme and a corporate policy document on bilingualism.
- 1.2 The Council has made a public commitment to monitor and review the implementation of its Welsh Language Scheme and to report annually to the Council's Cabinet and to the Welsh Language Commissioner on its performance. This report focuses on the period 1st April 2013 to 31st March 2014 and will be the final annual monitoring report of the Welsh Language Scheme. The Welsh Language Scheme will be replaced by the Welsh Language Standards which are expected to be enforced late 2014. The Standards will place new duties on the Council. The Council has responded to the Welsh Language Commissioner's Investigation into the proposed standards. A new organisational structure has been in place in the Council since June 2014; however this report reflects the organisational structure which was in place during the period April 2013 to March 2014.
- 1.3 For the purpose of preparing this report the Council has adhered to the Welsh Language Commissioner's reporting framework and included additional information as requested by the Welsh Language Commissioner.
- 1.4 The Chief Executive has overall responsibility for putting the Scheme into practice and for ensuring compliance with it.

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2. Compliance with Welsh Language Scheme Targets and Timetable

- 2.1 The Council's Welsh Language Scheme is supported by Implementation Plan which was formally approved by the Welsh Language Board. Appendix 1 sets out the targets, time table and progress up to 31 March 2014.
- 2.2 To measure how progress is being made against these targets a self-assessment has been undertaken, using a RAG system. The RAG status of each target is included within Appendix 1. The table below sets out how we assessed our performance.

PROGRESS RAG Status Key		OUTCOME RAG Status Key	
R	Limited Progress - delay in scheduled activity; not on track	R	Low - lower level of confidence in the achievement of targets
A	Satisfactory Progress - some delay in scheduled activity, but broadly on track	A	Medium - uncertain level of confidence in the achievement of the targets
G	Good Progress - activities completed on schedule, on track	G	High - full confidence in the achievement of the targets

The Council's assessment of its overall performance in meeting the targets in the Welsh Language Scheme is:

Implementation Plan Action areas	Progress RAG Status	Outcome RAG Status
Service Planning and Delivery		
Communicating with the public		
The Council's Public Image		
Implementing the Scheme		
Monitoring the Scheme and Reporting on the Council's Performance		

3. Frontline Services

3.1 Reception Centres and Contact Centres

The Welsh Language Commissioner has asked Local Authorities to respond to the following question in this monitoring report:

Data and information with regard to language skills and provision in reception areas and contact centres

The table below shows the language skills of employees based in the One Stop Shop, Contact Centre and Reception

Reception area/contact centre	Flintshire Connects – Holywell and Flint	Switchboard /Reception – County Hall	Contact Centre - Alltami	Customer Services Team
No. of staff with no skills	11	3	3	1
No. of staff with some skills	0	1	0	0
No. of staff who are proficient	4	1	2	1
No. of learners	0	0	0	2
Total No of Staff	15	5	5	4

3.2 Performance Indicator Welsh Language Indicator 2 (WLI2):

Number and percentage of main reception, call centres or one stop shop posts that have been denoted as 'Welsh Essential' and have been filled by bilingual staff.

Details of all Welsh essential posts in reception areas and one stop shops can be found below

Reception area/contact centre/one stop shop	No of posts designated as being Welsh essential	% designated Welsh essential	% filled by Welsh speakers
Switchboard/ Reception	5	100%	40%
Contact Centre	5	100%	40%
Flintshire Connects	15	100%	26%
Customer Services Team	4	100%	75%

3.3 Council Tax Service

The Welsh Language Commissioner has requested the following information from the Council Tax service:

- the number of calls to the English language line and the Welsh language line;
- the number of calls answered; and
- the number of percentage of staff who speak Welsh.

3.4 During 2013/2014

- 65,559 of calls were received from customers using the English language line (representing 99.7% of all calls)
- 207 of calls were received from customers using the Welsh language line (representing 0.3% of all calls)
- a total of 65,766 calls were received, of which just over 95% were successfully answered.

3.5 The service employs three fluent Welsh speakers (2.8 full time equivalent) which represents 24.3% of the total number of employees (11.5 full time equivalent) delivering the customer facing council tax and business rates service.

4. Management and Administration of the Scheme

4.1 Contracts

4.1.1 From April 2012, all tender documents now include the following wording:

Welsh Language Scheme Requirements

In accordance with the Welsh Language Act 1993 Flintshire County Council is implementing a Welsh Language Scheme [Policy]. The Scheme prescribes how the Council - and any third parties acting on its behalf - will provide services in Welsh or English in accordance with customer preference, and how it will promote the use of the Welsh language. The Welsh Language Scheme requirements with which contractors must comply are stated in the 'Specification' section.

The Council is keen to encourage other parties to adopt bilingual practices. It is committed, therefore, to offering support and guidance to third parties on the planning and provision of bilingual services.

4.1.2 Pre-Qualification Questionnaires now include questions relating the Welsh language. For example:

Short break residential provision for children / young people with a range of disability needs

Q1 *Does your company have past experience of delivering a care service in Welsh?*

If YES, please provide evidence

If NO, please describe what measures you will take to ensure that a quality seamless Welsh service is offered and delivered should a Welsh language service be required by a customer / client.

Q2 *Would your company use any sub-contractors to deliver any of the Welsh language elements of the service?*

If YES, what are the capabilities of those contractors to deliver Welsh-medium services and the measures that both they and your company would employ to ensure that a quality service is maintained?

Q3 *Has your company ever failed to ensure that it meets any Welsh language obligations?*

If YES, please provide information

4.1.3 All completed Pre-Qualification Questionnaires are returned to the Policy and Performance Team who will score each potential contractors responses to the above questionnaires. This score will contribute to the overall score awarded to

each contractor. Social Services have updated their contracts to reflect the “Active” offer. All Council contracts will be reviewed with the publication of the Welsh Language Standards to ensure they comply with future requirements.

4.1.4 The Welsh Language Commissioner has asked for the following information on contracts

Performance Indicator Welsh Language Indicator 1 (WLI1) : *Services on contract The percentage of a sample of contracts that comply with the requirements of the Language Scheme.*

At the end of 2011/2012 reporting period 12 were contracts sampled, 7 (58%) complied with the requirements of the Council's Welsh Language Scheme.

At the end of the 2012/2013 period a sample of 15 contracts were sampled, 93% complied with the requirements of the Council's Welsh Language Scheme.

At the end of the 2013/2014 monitoring period a sample of contracts with third parties were examined in order to ascertain whether they complied with the requirements of the Welsh Language Scheme. Of the 11 contracts examined, 10 complied fully with the requirements of the Council's Welsh Language Scheme.

Details of the outcomes of the contract sampling for 2013/4 can be found below.

Contract	Comments
<p>Body Positive HIV Floating Support North Wales</p>	<p>Contract content does comply with the Welsh Language Scheme (WLS).</p> <p>Incorporates a section on Welsh Language which states:</p> <p>1. <u>Welsh Language</u></p> <p>1.1. In accordance with the Welsh Language Act 1993 Flintshire County Council is implementing a Welsh Language Scheme [Policy]. The Scheme prescribes how the Council - and any third parties acting on its behalf - will provide services in Welsh or English in accordance with customer preference, and how it will promote the use of the Welsh language.</p> <p>There are further paragraphs which specify conditions for notices, letter, correspondence and answering the telephone bilingually</p>
<p>Clwyd Alyn Women's AID - provision of a women's refuge.</p>	<p>Contract content does not fully comply with the WLS.</p> <p>Incorporates a section on discrimination which includes</p>

	the Welsh Language Act (1993) but does not require contractors to do more.
North Wales Energy Advice Centre (NWEAC)	Contract content does comply with the WLS. The contract requires NWEAC to adhere to the Council's Customer Care Policy and Standards. This incorporates detailed specifications regarding Welsh language.
Tower Blocks Upgrade	Contract content does comply with the WLS. The contract includes specific references Welsh Language and requirements of the contractor. A copy of the Welsh Language Scheme is also included
Families First	
Daffodils- Parenting Support	Contract content does comply with the WLS. The specification includes a statement: The service must be able to offer all information, advice and support in Welsh or English, depending on the needs of the family.
Home Start – Family Resilience	Contract content does comply with the WLS. The specification includes a statement: The service must be able to offer all information, advice and support in Welsh or English, depending on the needs of the family.
Sure Start – Family Resilience	Contract content does comply with the WLS. The specification includes a statement: The service must be able to offer all information, advice and support in Welsh or English, depending on the needs of the family.
Hafan Cymru- Families are financially literate	Contract content does comply with the WLS. The specification includes a statement: The service must be able to offer all information, advice and support in Welsh or English, depending on the needs of the family.
Prince's Trust – Children and young people are in employment, education or training	Contract content does comply with the WLS. The specification includes a statement: The service must be able to offer all information, advice and support in Welsh or English, depending on the needs of the family.

Core Children's Service – Families with disabled children are supported	Contract content does comply with the WLS. The specification includes a statement: The service must be able to offer all information, advice and support in Welsh or English, depending on the needs of the family.
Action 4 Children – Families are safe	Contract content does comply with the WLS. The specification includes a statement: The service must be able to offer all information, advice and support in Welsh or English, depending on the needs of the family.

Results of monitoring are below:

Year	Number of contracts monitored	Number of contracts that comply with the Welsh Language Scheme	% of contracts that comply with the Welsh Language Scheme
2011/ 2012	12	7	58%
2012/ 2013	15	14	93%
2013/ 2014	11	10	90%

4.2 Governance

4.2.1 The Chief Executive is ultimately responsible for the management of the Scheme. The Welsh Language Scheme is approved by the Chief Officer Team (COT) and Cabinet, the annual monitoring reports are also presented to and approved by both COT and Cabinet. Scrutiny committees also have the option to call in and challenge progress at any time.

4.2.2 Responsibility for the implementation and monitoring of the Scheme rests with the Policy and Performance Team and Chief Officers through the Council's Business Planning processes. All Heads of Service Plans included references and a commitment to the Welsh language. Heads of Service were asked to report on the following in their 2013/14 reports:

- Welsh language skills audit - % staff who have completed audit
- Electronic Signatures bilingual
- Out of Office Messages bilingual
- Letters bilingual or in preferred language (preferred language recorded)

- Opportunities to encourage and support others to adopt practices which promote equality between the Welsh and English languages

4.3 Complaints

Performance Indicator Welsh Language Indicator 6 (WLI 6)

Standards of Service: Number of complaints received concerning the implementation of the language scheme and the percentage of complaints dealt with in accordance with the organisation's standards

4.3.1 The Council received a total of 863 complaints during 2013/14; 0.8% of customers selected Welsh as their language preference choice. The number of complaints where Welsh was selected as the language preference choice was seven. In the period 1st April 2013 – 31st March 2014 the Council received **seven complaints** relating to the operation of the Welsh Language Scheme.

4.3.2 Details of Complaints (Nature, Directorate and Response) are attached in Appendix 3.

4.3.3 The Council's corporate standards for responding to complaints, compliments and comments are as follows:

- Acknowledgement letter within 5 days
- Full response within 10 working days
- If full response is not possible within 10 working days, then there should be a holding letter/Email or phone call on the 9th working day.

Details of compliance 2013/14 performance compared to 2011/12 and 2012/2013 performance are below:

Element of Comparison	2011/12	2012/13	2013/ 14
Number of complaints / comments that met all corporate standards	7 out of 9	11 out of 14	4 out of 7
Percentage of complaints / comments that met all corporate standards	78%	79%	57%

Type of Response	2011/12	2012/13	2013/ 14
Acknowledgements	89%	100%	100%
Full Responses	78%	79%	57%

As can be seen from the above table there has been a decrease in performance during 2013/14 compared to previous years.

4.4 Welsh language and Council's website

4.4.1 The web Content Management System (CMS) has workflow built into it which is set up as follows:

- All content is entered in to the English pages.
- A shadow copy is automatically created
- The shadow copy is translated in to Welsh
- Only when this has been done can both pages be made live

4.4.2 The only exceptions to this are:

- When some emergency information needs to be published and no translation is available. A limited number of staff can override the above workflow to enable this and translated information is published as soon as it is available.
- When links are made to third party systems where we have no access to the content. The Council works extremely hard with partners to ensure Welsh Language considerations are made but this is not always possible. We have built this requirement in to our evaluation of new products but this does not always guarantee a positive outcome, particularly if there is a limited supplier base for the particular type of software.

4.4.3 The Council introduced a new website in 2013 There have been some problems with the main "front end" of the Welsh site around navigation etc. which have been down to a mixture of technology and human error. The main issue concerned the Content Management System but that has since been resolved. Many issues have arisen from human error. The translation unit has recently been brought on board to spend some time looking through the Welsh side of the site to pick up any issues and fix them "there and then" so the content side will improve quickly.

5. Welsh Language Skills

5.1.1 Welsh Language Skills

Performance Indicator Welsh Language Indicator 5 (WLI5): *Human Resources: Equality and Diversity Number and percentage of staff within the Council's services who are able to speak Welsh (excluding school teachers and school based staff) by:*

- *Service division*
- *Post grade*
- *Workplace*

5.1.2 Human Resources section is carrying out an audit of the Welsh Language skills of employees. The audit is being carried out in two phases. The first phase is

taking place through iTrent Self Service, the Human Resource Management System; this will be followed by a paper exercise to reach those employees who do not have IT access. The reason for this is to minimise impact on administrative resources and encourage use of the Self Service functionality. The automated part of the process was rolled out in May 2013 and reports completed in April 2014 are set out in the following table.

Level	Reading	Writing	Speaking
	No.	No.	No.
None	647	790	569
Entry Level	612	517	692
Foundation	189	175	190
Intermediate	83	87	63
Advanced	63	30	86
Fully Proficient	77	59	68
Total	1671	1658	1668

5.1.3 The total number of employees, excluding school teachers and school based staff, is 3,751. As can be seen from the above table 154 (4.1%) employees have advanced Welsh speaking skills or are fully proficient. It should be noted that just over 44% employees have completed the Welsh language skills audit. Welsh language skills profile of employees is available by Directorate but is not yet available by grade of post.

5.1.4 The audit of returned responses by Directorate is set out in the following tables.

Corporate Services						
Level	Reading		Writing		Speaking	
	No.	%	No.	%	No.	%
None	125	22.48	162	29.13	110	19.78
Entry Level	135	24.28	105	18.88	150	26.97
Foundation	35	6.29	40	7.19	40	7.19
Intermediate	20	3.59	18	3.23	16	2.87
Advanced	17	3.05	7	1.25	19	3.41
Fully Proficient	12	2.15	9	1.61	9	1.61
Headcount 556						
% completed survey		61.87		61.33		61.87

Lifelong Learning						
Level	Reading		Writing		Speaking	
	No.	%	No.	%	No.	%
None	137	14.81	165	17.83	119	12.86
Entry Level	137	14.81	123	13.29	160	17.29
Foundation	48	5.18	44	4.75	45	4.86
Intermediate	27	2.91	28	3.02	22	2.37
Advanced	14	1.51	5	0.54	21	2.27
Fully Proficient	30	3.24	25	2.7	28	3.02
Headcount 925						
% completed survey		42.48		42.16		42.70

Environment						
Level	Reading		Writing		Speaking	
	No.	%	No.	%	No.	%
None	142	15.7	179	19.77	137	15.13
Entry Level	129	14.24	97	10.17	137	15.13
Foundation	31	3.42	35	3.86	31	3.42
Intermediate	16	1.76	18	1.98	11	1.21
Advanced	14	1.54	3	0.33	20	2.2
Fully Proficient	16	1.76	15	1.65	13	1.43
Headcount 905						
% completed survey		38.45		38.34		38.56

Community Services						
Level	Reading		Writing		Speaking	
	No.	%	No.	%	No.	%
None	243	17.72	284	20.71	203	14.8
Entry Level	211	15.39	192	14	245	17.87
Foundation	75	5.47	56	4.08	74	5.39
Intermediate	20	1.45	23	1.67	14	1.02
Advanced	18	1.31	15	1.09	26	1.89
Fully Proficient	19	1.38	10	0.72	18	1.31
Headcount 1371						
% completed survey		42.74		42.30		42.30

5.2 Welsh Language Training

5.2.1 To encourage the development of our employees' Welsh language skills, the Council currently provide a fully funded training programme based on needs of the Council and individuals: ranging from entry to proficiency level.

5.2.2 In-house programmes at every level are provided by Bangor University. For those who are unable to attend these classes due to work commitments, the Council funds employees to attend community based courses provided by Deeside College, Bangor University and Popeth Cymraeg. The Council supports any additional requirements for those wishing to attend Welsh classes.

5.2.3 The Council is able to assess each individual in order to support each individual development needs. Attendance at the Welsh language summer schools is encouraged and fully funded.

The introduction of learning modules on iTrent (Human Resource Management System) will now make it more accessible for all employees in the long term to register onto Welsh courses. All courses are listed on this electronic system, enabling employees to see the full range of training courses that are available. Employees apply electronically and can register their interest in a course through iTrent, even if it is fully subscribed or does not have confirmed dates for when it will be delivered. This means that the Council can ascertain the future demand for particular courses. This is a new system and requires employees and managers to actively log on to the system to search for courses; this is a change in approach as formerly courses were promoted via workforce news items on the intranet. The transition from one approach to an electronic system has resulted in a drop in course applications; as employees and managers

become familiar with the system it is anticipated that applications for courses will increase. One of the benefits of the new system is that employees can register their interest even though a course is not scheduled.

5.2.4 Performance Indicator: Welsh Language Indicator 3 (WLI 3)
Human Resources and Skills (2): The number and percentage of staff (Welsh speakers and learners) who have received training in the Welsh language to specific level of competence.

The following table identifies the number of employees who were supported by the Council to participate in Welsh language training during 2013/2014.

Level	In- house course	Community course	Total	%
Welsh language in the workplace (One day basic language skills)	40		40	1.06
Entry	12	9	21(19)	0.55
Entry (short course-new)	9		9	0.23
Foundation	11	7	18 (11)	0.47
Intermediate	5	14	19 (17)	0.50
Advanced	0	8	8 (8)	0.21
Proficiency	3	2	5 (5)	0.13

(Figures in brackets represent figures for the period 2012/13)

5.2.5 In total, 80 (2.1%) employees enrolled to learn Welsh with the Council's support in the 2013/14 academic year and 40 employees were supported to attend the one day basic skills course. There has been a slight increase in the number off employees learning Welsh compared to 2012/13 during which 60 employees enrolled to learn Welsh with the Council's support.

5.2.6 A variety of programmes have been made available to employees during 2013/14:

- Welsh language beginners
- Welsh language intermediate
- Welsh language advanced
- Welsh language awareness / bilingual customer service
- Welsh language beginners (basic)
- Welsh in the workplace
- Summer school – Welsh language
- Payment of any community Welsh language course attended by employees

The short “Entry” course 10 weeks and the one day basic language skills course has been introduced this year. Both programmes have proved to be popular with employees.

5.2.7 The Council is reviewing the way in which Welsh language is provided to maximise its effectiveness. Consultation with employees has revealed that the way in which language training is delivered is in-effective. Two hours per week for six years is not the most effective way to deliver language training. Consultation with Menter Iaith Sir Y Fflint has been undertaken regarding a more effective approach. The new approach will be a targeted intense programme. This will comprise of three full weeks over a 12 month period – supported by on-line learning and conversational practise sessions during lunch time. A pilot group of nine employees will undertake an intense Welsh language summer school in July. If the evaluation is positive a report on the findings will be presented to Chief Officers and a whole new approach to delivery of language training in September will be developed.

5.2.8 Over the last 12 months £20,487 was spent on language training. Actions taken to improve the workforce skills and confidence in using Welsh include the following:-

- Introduction of Welsh in the workplace a “one day basic language course”
- Introduction of a 10 week basic language course
- Promotion of language training including “St David’s” day promotion
- Introduction of a one-to-one assessment of language skills prior to attendance on any course
- The production of bookmarks with key Welsh phrases for use in meetings
- Terminology for emails, telephone and office is promoted via the intranet
- Resources such as Welsh language videos, sign posting to relevant websites, chat rooms and magazines are available on the intranet
- Welsh language basic skills has been included within the Trainee / Apprentice programme
- Investment in Learning Pool – an online platform for the future delivery of Welsh language awareness and basic language skills.
- Lunch time sessions for Welsh speakers to meet and practice their language skills
- Funding of nine places on the Bangor University 2014 summer school

5.2.9 For the future, the Council is aiming to increase the learning options for employees through:

- use of e-learning
- basic conversation in the workplace sessions
- increase in the use of summer schools/residential courses
- courses to improve writing skills and improve conversational skills

5.2.10 Community Services Directorate has also created two new learning opportunities for staff, establishing a Welsh Language Conversational Group and assisting the Corporate Training Team in devising a new training model for a Welsh Language basics class. The Workforce Development Team is currently creating specialised 'Active Offer' training for key staff groups and exploring new methods of training which will be better suited to staff in the current climate as work demands increase and staff numbers decline.

5.3 Welsh language awareness training







5.3.1 Performance Indicator Welsh Language Indicator 4 (WLI 4) *Human Resources and Skill (2): The number and percentage of employees who have received language awareness training.*

Thirty four employees have attended the above training. Despite marketing there has been limited take -up for this programme. In order to address this consultation has been undertaken with Menter Iaith Sir Y Fflint, who have now advised that the course is re-focussed and renamed "Bilingual customer service." Welsh Language awareness training will be developed as an e-learning package and supported by the half day "Bi-lingual customer service" programme.

5.4 Welsh Language Skills Strategy

5.4.1 The Council has developed a Welsh Language Skills Strategy which will ensure a more strategic and targeted approach to Welsh language training and Welsh language awareness training.

5.4.2 Eight improvement areas were agreed with the Welsh Language Board in 2009, including the review and revision of the Welsh Language Skills Strategy. As a result of the meeting with the Welsh Language Board, HR included the following actions in the Council's People Strategy Action Plan. The Council is now developing a People and Resources Strategy; any outstanding actions listed in the following table will be included in this new strategy.

	Actions	Target Date	Progress RAG
1	Set up working group to review and revise (where appropriate) the Welsh Language Skills Strategy, and develop a revised action plan / timetable	June 2010	
2	Identify what our Welsh Language skills requirements are for each post	March 2011	
3	Identify what our current Welsh Language skills levels are across the workforce	December 2010	
4	Review and develop action plan relating to Welsh Language skills of employees and post requirements held on Trent	March 2010	
5	Skills gap analysis prioritising those roles where Welsh Language is essential	December 2011	
6	Workforce planning to address the skills gap	March 2012	

Progress to date

Action 1: Welsh Language Skills Strategy developed; action plan to be finalised.

Actions 2: In progress, applied to all newly created and vacant posts

Action 3: In progress

Actions 4 - 6: In progress but aligned to outcomes of actions 2 and 3

It is recognised that progress to meeting these actions needs to be accelerated and that the completion and implementation of the Welsh Language Skills Strategy action plan is essential. The Council is looking appoint a temporary project manager to take this work forward.

6. Mainstreaming

6.1 Welsh language impact assessments

Section 2.2 of the Welsh Language Scheme states that the Council will:

‘develop a formal procedure for undertaking a detailed and thorough assessment of the impact of any new or revised policy, plan or initiative on the Welsh language and the Welsh Language Scheme.’

An Equality and Welsh Language Impact Assessment (EWLIA) tool has been developed with supporting guidance and is available on the intranet. Menter Iaith Sir Y Fflint have been invited to join the Council’s Equality Impact

Assessment group which comprises stakeholders from protected groups under equality legislation who advise and give feedback to officers involved in undertaking impact assessments.

6.2 Use of Welsh within the community and workplace

6.2.1 Community

The Council uses the Welsh language in the community in line with the commitments made in its Welsh Language Scheme. In its Welsh Language Scheme the Council states that it recognises its responsibility and duty as a community leader to promote, support and safeguard the Welsh language for the benefit of present and future generations. The Council makes the following commitments to strengthen the position of the Welsh language in Flintshire:

To work with its 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.

6.2.2 The Council's Residential Homes for Older People, actively encourage staff to speak Welsh if that is the residents preferred language. Often when non-Welsh speakers hear Welsh being spoken will contribute in some way which can be very fulfilling and enjoyable for them. Welsh singing is encouraged and is very popular with both residents and staff especially hymns. Residents are aware of the Welsh channels on their television and Welsh books are available to read. All information signs are bilingual and each home actively promotes and participates in all Welsh national days and events.

6.2.3 Community Services and Libraries services worked in partnership with other agencies including the Urdd and Menter Iaith Sir Y Fflint to provide a range of activities on St David's Day in Mold Town. The Council's Community Services Directorate also made a financial contribution to this event. The Library Service promoted Welsh medium reading material and held a children's story time session in Welsh. The residents of Llys Jasmine (Council accommodation) invited the local community to join them for a coffee morning.

6.2.4 The Council's Library service provide a range of information in the medium of Welsh:-

- all categories of stock provided in English and Welsh (books, CDs, DVDs, audio books, eBooks) as per stock policy;
- Reading groups, Rhymetimes, story times and activities for children, school visits, author visits, web pages (on Flintshire County Council's website and llyfrgelloeddcymru.org), online catalogue of Flintshire library stock which is reservable via the website, bilingual libraries facebook page;
- User surveys;
- Reading promotions, for example, the Summer Reading Challenge.

Included in the Strategy for Flintshire's Libraries 2013-16, Objective 1 is to 'provide a bilingual service in accordance with the Flintshire County Council Welsh Language Policy'

6.2.5 Twenty six Welsh medium events were held for adults and children at Mold library and one at Flint Library. These were attended by 419 people. Libraries across Flintshire welcomed over 3500 children to the Summer Reading Challenge™. Children aged between 4 and 11 were challenged to read six or more books and collect incentives and rewards, including "scratch n sniff" stickers and a glow in the dark wristband. Every child who completed the challenge was awarded a certificate and medal. The children were also able to check out the Creepy House website where they used the Book Sorter to pick reads, play games and chat about books. Creepy House is a fully bilingual project that keeps children reading over the summer holiday.



6.2.6 The Arts service provide events in Welsh language, all communications are bilingual.

6.2.7 Flintshire County Council has supported Menter Iaith Sir y Fflint (MISFf) both financially and in kind since 1998. In 2008 the Council agreed a three year Core Funding Agreement with MISFf amounting to £13,223 per annum. The purpose of this resource was to support the core management and administrative functions of the organisation and will allow it to oversee and develop projects and services to achieve its mission. This funding will continue for a further three years but will be reduced to £12,958 as it is subject to a 2% cut in line with all other organisations who have a core funding agreement with the Council.

6.2.8 The development of services for very young children across Wales is promoted by the Welsh Government and supported by grant funding which is channelled via local authorities. The grants are also catalysts for ensuring that a mixed economy of statutory, voluntary and independent services are supported. In order to promote the use of the Welsh language in early years and childcare provision there is a strong partnership with Mudiad Meithrin (MM). The Development Officers from MM are involved in the following sub-groups of the Children and Young People's Partnership:

- Childcare Development Group
- Childcare Grants Group

6.2.9 In addition MM is provided with grants to deliver the following:

- Welsh medium childcare for the Flying Start Project
- Welsh medium childcare for children in high level social need such as Communities First areas.
- Welsh medium early years education in the non-maintained sector
- To provide assisted places in Welsh medium childcare

The county association of MM are also awarded grants from the Flintshire County Council Childcare budget to deliver training to workers/volunteers in the *Cylchoedd Meithrin* and *Ti a Fi* groups.

6.2.10 Officers in the Environment Directorate's Planning section have been provided with a list of fluent Welsh speakers who are willing to help with pronunciation queries or general advice. Customer facing staff have also received specific training and have access to officers who provide advice in Welsh. Officers ensure adherence to advice in Contract Procedure Rules in terms of contractual obligations to promote equality between English and Welsh languages, for example, bilingual signage on construction sites. Specific policies also reflect Welsh language requirements, for example, Street Naming Policy.

6.2.11 Within School services there has been a drive to increase the use of bilingualism and work continues to secure full compliance by September 2014. The Welsh in Education Strategic Plan is a key driver in promoting and delivering education services through the medium of Welsh. Through the partnership working of lead agencies, equality is promoted for learners across Flintshire, for example, the opening of the Welsh Medium Foundation Phase provision in Shotton, Deeside in September 2014.

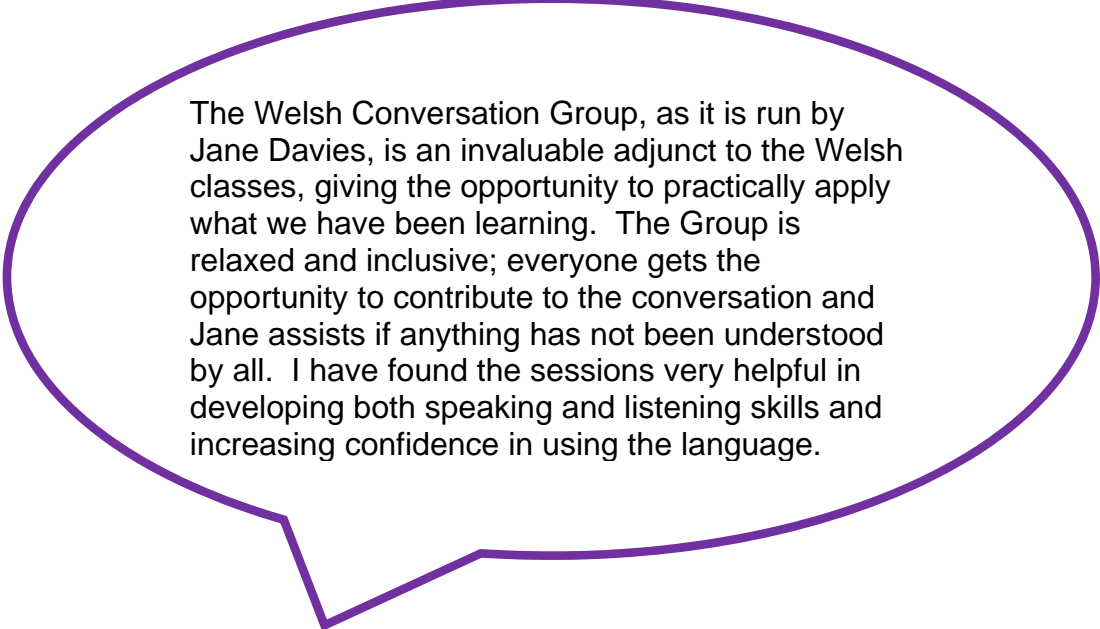
6.2.12 The Sports Development Team, in Leisure Services, offers sport and physical activity provision and instruction through their Active Young People programmes in the Welsh medium schools (secondary and primary). A number of Welsh speaking staff and coaches deliver these services. In addition, Sports Development staff worked on a project with Coleg Cambria training students (some Welsh speaking, some with very limited Welsh language skills) to deliver a Dodgeball coaching session through the medium of Welsh. The students were then able to deliver the Dodgeball session to Welsh Medium school pupils and non - Welsh speaking pupils. Using the vehicle of sports coaching to promote Welsh language was a real success and the College have requested the Team's support for the next academic year.

6.3 Use of Welsh within the workplace

6.3.1 The Council promotes the use of Welsh through encouraging employees to wear the *Iaith Gwaith* badges and posters. Employees can, and do, include the logo on their e-mail signatures.

6.3.2 "Stori a Sgwrs" sessions held during the lunch time supporting employees develop existing skills and regain confidence. This group provides invaluable

support for learners and the opportunity to practice Welsh between lessons; as one attendee has commented:



The Welsh Conversation Group, as it is run by Jane Davies, is an invaluable adjunct to the Welsh classes, giving the opportunity to practically apply what we have been learning. The Group is relaxed and inclusive; everyone gets the opportunity to contribute to the conversation and Jane assists if anything has not been understood by all. I have found the sessions very helpful in developing both speaking and listening skills and increasing confidence in using the language.

- 6.3.3 The Social Services Welsh Language Champion now releases a monthly Welsh language article in the staff Community Services staff Bulletin, which communicates changes, developments, staff information/events and best practice guidance, as well as training advice.
- 6.3.4 With the Education service, all the services are responsive to the need to provide information in both Welsh and English. The School Catering Service (Refuel/Aillenwi) has recently been re-branded and is bilingual in all schools. Integration of bi-lingual communication is a priority, and is a requirement in schools communications. Staff provide Welsh-medium discussions, for example, in finance and admissions, where appropriate.
- 6.3.5 Leisure Services provide a supportive environment for Welsh learners. Learners' ability varies from those who know a few words, through to people who remember school Welsh and those who have been learning for six years. Welsh speakers and Welsh learners hold impromptu 'Welsh for 20 minutes' over the course of a week, where everyone is encouraged to talk in Welsh. This has improved the confidence of the Welsh learners and also encourages first language Welsh speakers to use Welsh in the workplace.
- 6.3.6 The North Wales Legal Services Collaboration has bilingualism as one of its aims. Two recent pilots for shared services have required a fully bilingual service as specific outcomes. As those pilots are rolled out across further work areas they will increase the proportion of fully bilingual legal services across Councils in North Wales.

6.3.7 The Council celebrated St David's Day 2013 with employees and used this as an opportunity to promote and encourage the use of Welsh language. Some of these activities are set out in section 5. In addition, the following were promoted:-

- Traditional Welsh recipes in Welsh and English in the staff canteen
- "Re-united" session for employees who are ex pupils of Ysgol Maes Garmon (Welsh medium Secondary school) with the view of establishing a Welsh language refresher course and encouraging Welsh speaking staff to use Welsh at work
- A performance of traditional Welsh songs by pupils of Ysgol Maes Garmon in County Hall
- Intranet podcast by Ian Budd, Director of Lifelong Learning, to explain the importance Welsh language and encourage staff to learn to speak Welsh.
- encouraging Welsh speaking employees to wear Cymraeg lanyards and badges



The Director of Lifelong Learning and elected members celebrate St David's Day 2014 with staff and pupils of Ysgol Maes Garmon at County Hall, Mold









7.0. Performance Analysis









7.1 The Welsh Language Scheme makes a commitment to ensure that the Annual Monitoring Report:

- **identifies any fundamental weaknesses and risks, and**
- **includes an action plan of corrective measures**

Appendix 1 reports on the Council's progress to complying with all of the Welsh Language Scheme's targets. The Policy and Performance Team have used the RAG system as set out in paragraphs 2.1 and 2.2 to assess compliance.

7.2 In 2009 the Council agreed eight improvement areas with the Welsh Language Board. These areas reflected what the Council itself considered to be some of the more fundamental weaknesses and risks in relation to the implementation of the Welsh Language Scheme, and which give the Council cause for concern. An update on these eight areas is provided below:-

Action Area	Progress	RAG Status	
		Progress	Outcome
Welsh Language Impact Assessments to assess positive and negative impacts on the Welsh language	Currently incorporated into Equality Impact Assessment process. Menter Iaith Sir Y Fflint are now a member of the Equality and Welsh language stakeholder group		
Welsh Language Skills Strategy to address shortages of bilingual employees	Temporary project manager to be appointed to take this work, forward, action plan to be fully complete by December 2014		
Fully embed the WLS into the Council's Business Planning approach	Separate guidance on the Welsh Language Scheme and Business Planning has been cascaded to all Directorates. Directorate and Service Plans are monitored by the Policy and Performance Teams to ensure Welsh Language Scheme is fully embedded.		
Formal Monitoring Plan for monitoring /verifying the implementation of the WLS at service and corporate level.	See above and development of customer service feedback to inform implementation progress		

Language Awareness Training sessions for all new recruits, existing members of staff and Councillors.	Language awareness sessions planned for elected members 2015. Language awareness sessions to be planned as part Welsh Language Skills Strategy		
Integrate WLS requirements within the Council's funding arrangements with third parties (contracts).	The Policy and Performance Team assess the Welsh language section on all returned Pre Qualifying Questionnaires All Commissioning Officers are signposted to the Policy and Performance Team to ensure that Welsh language clauses are built into contracts.		
Integrate WLS requirements within the Council's grant arrangements.	Clauses in relation to Welsh language are included within grant arrangements; work is in place to review these clauses and determine whether they can be strengthened.		
IT systems audit - look at the compatibility of national systems to inform longer term plans.	Complete		

7.2 Good Practice

7.2.1 The Corporate Learning and Development Team has introduced a new category for the annual Flintshire Excellence and Learning and Development Awards. This award is for Welsh Language Learner of the Year. The Awards are held annually to recognise the achievement of individual employees and Teams in customer service and learning and development. In addition to recognising and valuing the individual achievement of the Welsh Language Learner, this new category sends an important message to the workforce about the Council's commitment to the Welsh language.

7.2.2 Welsh Language Champions have been appointed within the Community Services Directorate to lead the More Than Just Words action plan and promote the Welsh language agenda. The Social Services Welsh Language Champion now releases a monthly Welsh language article in the Community Services Bulletin, which communicates changes, developments, staff information/events and best practice guidance, as well as training advice. The Welsh Language Champion has also assisted in the creation of three Welsh Language Events within the past 12 months. These events have communicated information in relation to the importance of linguistically

sensitive care and the Active Offer ethos to members of the public and members of staff. The aim is to identify Welsh language champions across the whole authority.

7.2.3 The Community Services Directorate is linking with Bangor University as part of the Social Work recruitment process and approaching local Welsh medium schools to encourage interest in possible social care career options. The Directorate has also created two new learning opportunities for staff, establishing a Welsh Language Conversational Group and assisting the Corporate Training Team in devising a new training model for a Welsh Language basics class. The Workforce Development Team is currently creating specialised 'Active Offer' training for key staff groups and exploring new methods of training which will be better suited to staff in the current climate as work demands increase and staff numbers decline.

7.2.4 The Community Services Directorate were runners up in The Minister's Special Award for the best initiative at the Health and Social Care Welsh language awards 2014 for Llys Jasmine Extra Care Scheme. The Llys Jasmine Extra Care Housing Scheme is a cutting edge, alternative housing project for older people and older people with dementia, offering state of the art supported accommodation to help people live independently for as long as possible. An initial Welsh language pilot conversation group for tenants was established, which took place on St David's Day 2014. This initiative is only the beginning, it has already allowed the Council to make some changes in improving its Welsh language provision for older people. Staff who attended the groups reported that the experience has inspired them to work more creatively in relation to the Welsh language provision they provide. There are now plans to develop new Welsh language conversation groups for tenants and members of the community as well as establishing a bilingual dementia café.

7.2.5 Social Services are adopting the Welsh Government's "More than Just Words" Strategic Framework their progress, although early days, is set out in Appendix .

7.2.6 The Community Services Directorate have made great strides in promoting positive attitudes to, and encouraging the use of Welsh language. The Directorate:

- is accepting the 'Active Offer' principle and mainstreaming Welsh language services into key systems. A new PARIS (client database) specification has been developed, which will ensure staff actively offer Welsh language services and are recording more in depth detail in relation to service users language needs.
- is revising its commissioning contracts; ensuring these contracts include reference to the More Than Just Words Framework and the key expectations for providers.

- has developed a Welsh Language Action Plan, Statement and Community Profile, which can be viewed by staff members on the Community Services Welsh Language Intranet page.
- Flintshire Youth Service is working with Welsh Language groups, including the URDD, through the Youth Work Support Grant 2014, arranging cookery projects for young people which develops organisational, financial and cookery skills for the project from start to finish. The Youth Service is working collaboratively to arrange an exchange to Dublin and return visit to Glan Llyn in Bala. The expertise of both Youth Services and URDD will be used for this project. Young people who are members of URDD are invited to be part of panels deciding on funding to give to Statutory and Third Sector organisations. This gives young Welsh speaking people the opportunity to develop important skills.

8. Publishing Information on Performance

- 8.1 This Monitoring Report has been prepared and considered in accordance with the commitments set out in section 7 of the Council's Welsh Language Scheme.

This report will be available for the public to access on the Council's website and in libraries throughout the county.









Appendix 1





Welsh Language Scheme: Implementation Plan 2012 – 2014





March 2014



Action No.	WLS Section	WL Priority	Key Action	Target Date	Primary Lead	Progress
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	<p>Links with Menter Iaith established, although an action plan has not been developed as yet. Progress has been made to increase visibility and use of Welsh during the celebrations for St David's Day.</p> <p>Plans are in place to work with Menter Iaith to promote Welsh language to both employees and the public on 26 September 2014 as part of the celebrations for European Day of languages.</p> <p>In addition, Menter Iaith will have a presence at the Council's one stop shops, Flintshire Connects, at regular intervals over the next 12 months.</p> <p>Regular meeting with Menter Iaith to be established to continue working in partnership to promote the use of Welsh language in economic, social and cultural situations.</p>





						
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	Welsh language incorporated into Equality and Welsh language impact assessment 
3			Implement new procedure	January 2013	Heads of Service	Tool available for use on intranet; although inconsistent approach from Directorates to use 
4	2.3	WLP 3	Fully embed Welsh Language Scheme (WLS) implementation management and monitoring within the Council's Business Planning approach	April 2013	Heads of Service	Actions from WLS are now incorporated into Head of Service annual performance reports 




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	Relationship Management System has the capability to record an individual's preferred language. This is available for Waste enquiries only at present. 
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	The Procurement Team have now merged with Denbighshire County Council's Procurement Team. A shared intranet site for the two authorities is being developed, this will provide information to commissioning staff about Welsh language requirements. Templates for staff will be available and this will include relevant Welsh language information. A procurement checklist is already in place which incorporates Welsh language information. 
7			Implement action plan	From October 2012	Heads of Service	The merger with of the Procurement Team with Denbighshire County Council will mean that the service will be refocused which will provide an opportunity to ensure Welsh language is fully embedded in procurement process.




						
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	Community Services include this action within More Than Just Words action plan. Heads of Service are asked to report on this action within their annual performance reports. 
9			Implement action plan(s)	From January 2014		Although action plans have not been developed initiatives are being put in place as evidenced within the report, this includes requiring contractors to use bilingual signage. 
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	Complete 
11			Implement new arrangements	December 2013	Heads of Service	Complete




						
12	2.7		Review partnership working arrangements and revise to reflect the requirements of this WLS	March 2013	Corporate Policy	Regional collaboration protocol has been agreed May 2013 
13			Implement new arrangements	From April 2013	Heads of Service	All Directorates are reminded to incorporate Welsh language commitments into partnership working arrangements. Protocol incorporated into relevant partnerships, for example, Community Safety Partnership 
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	All stationery is produced via the Graphics Team and or Digital Print Units who are fully aware of the bilingual requirements 
15	3.2		Ensure implementation of guidance for employees on	August 2012	Heads of Service	Guidance has been circulated to employees and reminders circulated.


			creating bilingual standard text on e-mail, 'auto-signatures', disclaimers, and 'out of office' replies			As there is inconsistent implementation across Directorates, arrangements have been put in place to ensure compliance. Heads of Service are asked to report on compliance with their performance reports, guidance is circulated corporately as well as by Directorates and it is included in induction. The introduction of the Welsh Language Standards will be an opportunity to refresh and promote the guidance. 
16	3.2		Audit of standard letters and translate where they are English only	July 2012	Heads of Service	Standard letters are bilingual; if not a plan is in place to ensure that they are translated. Community Services record of the language preference of customers is maintained to ensure that customers receive correspondence in the language of their choice. 
17	3.3		Ensure that employees greet all external telephone calls bilingually	June 2012	Heads of Service	This is included in Customer Care Policy and standards. Employees are reminded about this each time they log on to their computers. Reminders




						<p>have been circulated recently by Directorates. This will be re-promoted with the introduction of the Welsh Language Standards.</p> 
18	3.3		Service centres / points using an automated answering service or answer phone will provide bilingual messages	June 2012	Heads of Service	<p>This has become standard practice in contact centre style working arrangements Automated answering services provide bilingual messages. Employees are reminded about leaving bilingual messages</p> 
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	<p>Reminders have been issued by Directorates. This will be promoted again with the introduction of the Welsh Language Standards</p> 
20	3.3		Identify posts in relation to help-lines, call centres and similar services	September 2012	Head of ICT and Customer Services	<p>Complete</p> 





21			Undertake Welsh language skills assessments on these posts	September 2012	Head of HR and OD	Complete -All posts identified as requiring Welsh Language skills in Customer Service teams have been undertaken. Assessments are conducted on all new 'call centre' type posts as part of the establishment control process. 
22			Make arrangements (including training) to ensure that they provide an equal service in Welsh and English	March 2013	Heads of Service	Callers are directed to a Welsh speaker when the option to speak Welsh is selected. 
23			Ensure that callers are aware of the option to receive a service in Welsh	September 2012	Heads of Service	Callers are invited to select the option to speak Welsh or English as standard 
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	All customer facing employees are aware of the requirement to greet visitors bilingually and arrangements to deliver a bilingual service as necessary. Course now available through Corporate Training and new starters in front office positions will be required to attend.



						
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	The Council has recruited to Flintshire Connects positions. These are all front line customer facing positions. The recruitment campaign was internal only and we were able to recruit two fluent Welsh speakers. Training in Welsh language awareness will be rolled out across the Flintshire Connects staff. There are sufficient Welsh speakers working in Flintshire Connects to enable a fully bilingual service most of the time. 
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	Switchboard and Reception employees monitor public notices within main reception areas. Notices displayed at Flintshire Connects – Holywell and Flint are bilingual 




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	Now scheduled for late 2014 Directorates ensure that items including promotional materials are bilingual 
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	Re scheduled for late2014 
29	4.3		Develop and issue a 'Design Guidelines' leaflet to relevant planning permission applicants which encourages them to erect bilingual signs	September 2012	Head of Planning	Rescheduled for 31.03.2015 






			and includes guidance on bilingual design			
30	4.4		Implement a Place Names Project	March 2014	Director of Environment	On review the objectives of the Place Names Project were best delivered through the revised Street Naming Policy. 
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	Database of all Council forms, publications and leaflets has been established by Corporate Communications. Environment Directorate has completed their own audit. Community Services - The Paris System (client database) contains the majority of forms utilised by Social Services. This system will be updated to ensure forms are available bilingually (This will require the process to updating forms) (Work began 2013, work be completed 2014-2015) Information Officers in Social Services monitor all public information and undertakes regular checks on any leaflets/information issued to members of the public that require the




						completion of forms are bilingual. This process is ongoing. 
32	4.7		Review all displays, information boards, exhibitions and ensure that they meet the requirements of the Scheme	July 2012	Heads of Service	All departments should commission all exhibition material through the central Graphics and Print Procurement team in Corporate Communications thereby ensuring a fully corporate and bilingual approach. A new electronic ordering system for all printed material is about to be launched which has safeguards built in to ensure all material is bilingual. 
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	Directory of Voluntary Groups available on intranet for services to identify relevant groups when they undertake any engagement or consultation exercise. 
34	4.10		Establish 'control points' to ensure that those who are responsible for producing, publishing and displaying	From December 2012	Corporate Communications / Heads of Service	All public notices are published via the Council's retained advertising agency As part of the contract the




			public and official notices comply with this Scheme			agency will be fully aware of all bilingual requirements 
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	The Council's Sports Development Team is working in partnership with Menter Iaith Sir Y Fflint to target Welsh speakers as part of a recruitment initiative. If successful this model will be cascaded across the Council. 
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	Incorporated as part of the Business Planning process and through reporting to Corporate Management Team 
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	Included within Directorate Plans and some Service plans 
38	6.1.3		Ensure that all Members are aware of the specific	Ongoing – Next stage	Head of Legal and	Training on equalities and Welsh Language Scheme was provided as



			requirements of the Scheme and how they impact on their individual roles	from June 2012	Democratic Services	part of the Member Induction; this will continue as part of the Member Development Programme. Additional written information will be provided to members on the new Welsh Language Standards when available 
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	An introduction to the Welsh Language Scheme is provided at Induction training for all new employees and they are also given a summary of the Scheme. The requirements of the Welsh Language Scheme are included within the Induction Checklist which managers cover with all new employees. Future new managers will complete an e-learning module which will include an awareness of the Welsh Language Scheme. The Council's Customer Service Award aimed at employees includes a specific unit on Welsh Language. 

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	Welsh language awareness training will be developed into an e-learning package supported by a half day "bilingual customer service" course. Welsh language is now included in Corporate Induction and also the Apprentice programmes 
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	Complete 
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	Complete 
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	Review complete. The Council has a partnership arrangement with Conwy County Borough Council. Any translations that cannot be dealt with by Flintshire translators are

						undertaken by Conwy through a service level agreement 
44	6.2	WLP 2	Review the Welsh Language Skills Strategy	September 2012	Corporate Policy	Welsh Language Skills Strategy reviewed, new Strategy developed 
45			Implement the revised strategy	From October 2012	Head of HR and OD	Temporary project manager to be appointed to complete action plan and accelerate progress. 
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	The temporary project manager will take forward this action as part of the Welsh language skills strategy. 
47	6.2		Ensure that Job Application Packs are fully bilingual, including Job descriptions and Person Specification	March 2013	Head of HR and OD	The temporary project manager will take forward this action as part of the Welsh language skills strategy. 
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	From April 2013	Head of HR and OD	The implementation of a revised competency based appraisal scheme has been delayed due to the pressures of implementing Single Status within the Council. Development work on the new scheme is still in progress with a

			part of the staff appraisal process			target date of January 2015 for full roll out. Welsh language development needs will be included as a standard item within the appraisal. 
49	6.2	WLP 2 / 5	Establish procedures for ensuring that training courses for Council employees and elected members include content pertaining to the WLS where appropriate	From April 2013	Head of HR and OD	Member and employee induction programmes include raising awareness of the Welsh Language Scheme. An initial review of all corporate training has taken place to incorporate where relevant Welsh Language Scheme 
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	Formal 'learning agreements' have not been established this year due to resource issue. A new HR Officer has been appointed to assist. There has been a review of the language training. Current practice is seen as in effective. A targeted intense approach is planned next year (following a pilot in July 2014). If the new approach is adopted development of learning agreements will be implemented. 

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	A review of the programme has been undertaken. This includes consultation with employees and expert advisors. A change to delivery is necessary and a pilot course is scheduled for July. If this is successful a new Welsh Language Skills training programme will be implemented. 
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	To be launched in 2015 as part of implementation of Welsh Language Standards. 
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	Integrated into Business Planning process 

54			Implement Monitoring Plan	From January 2013	Heads of Service	Implemented - Reporting on WLS incorporated within Heads of Service Performance Reports 
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	Currently inconsistent reporting; this will be addressed in Service Plans 2014/15 

Purchaser(s) Welsh Language Scheme

The Flintshire Community Services Directorate is committed to providing services through the medium of Welsh and ensuring the needs of our Welsh speakers are met. Currently we are building the foundations for improvement, developing new workforce initiatives in order to strengthen our Welsh language services. We expect any providers contracted by the Authority to demonstrate the same level of commitment by ensuring they are fully compliant with all language requirements outlined below.

OUTCOME – Service Users will be treated with dignity and respect and be addressed politely, treated courteously and will receive all communication in a language of their choice.

51.1 The Provider shall comply with the requirements of the Welsh Language Act 1993, Welsh Language Measure 2011 and adhere to the relevant requirements of the Service Purchaser(s)'s current Welsh Language Scheme as set out below. A copy of the Welsh Language Scheme can be requested from the Authorised Officer.

Where services are commissioned solely or jointly by the BCUHB the Provider shall also seek to comply with the principles of the Welsh Language Act 1993 and adhere to the following sections of the Health Board's current Welsh Language Scheme - a copy of which can be requested from the Authorised Officer:

- Section 1 : Service planning & delivery;
- Section 4: Implementation and Monitoring
- Section 5: Raising Awareness of the Scheme
- Section 6: Complaints, Section 17 Investigations and Suggestions

In April 2013 the Welsh Government launched a new strategy intended to strengthen Welsh Language Services provided by Social Services across Wales in order to meet the needs of Welsh speakers, their families and carers. This strategy is outlined by the 'More Than Just Words' Strategic Framework and 'Three Year action plan' (a copy of which can be provided). Providers will be expected to comply with this initiative and strive to achieve actions which are applicable to them. Such as:

- Strengthening and ensuring leadership. (Create Welsh Language Champions within the service area, who will share good practice information)

- Increase workforce Welsh language skills, awareness in education, training and professional development.
- Accepting the '**Active Offer**' Principle.

<Active Offer:- For many Welsh speakers, language is an integral component of their care e.g. some people with dementia, or who have suffered a stroke, and children under the age of five. Many of our service users are vulnerable and giving them the responsibility of asking for services through the medium of Welsh can contribute to their anxiety, this is why it is important that staff initiate this conversation and offer a service in Welsh as part of any initial discussions. It is our responsibility to provide services which meet the linguistic needs of our community and ensure the voices of our people are heard. Only by doing this can we be certain the care we provide is both safe and effective. >

Providers will also be expected to comply with the Welsh Language Commissioners Standards, which will come into force in 2014 and will replace subsequent Welsh Language Schemes.

51.2

The service provider must ensure staff are actively offering their services through the medium of Welsh. (see above)

When a Care Plan indicates that the preferred language of the Service User and/or his/her family is Welsh, the Service Provider shall:

- Record the preferred language of the Service user and his/her family;
- Ensure that information, literature, forms and care plan provided to the Service user and/or his/her family is bilingual or in Welsh.
- Provide the service in Welsh
- The Service provider shall ensure that services delivered in Welsh are not inferior to services delivered in English.
- The Council's public image and corporate identity are completely bilingual and this must be reflected when you carry out services on the council's behalf.

51.3 The Service Provider shall have in place and operate an up to date Welsh language Policy.

51.4 The Provider shall take all steps in relation to the above requirements to deliver the Service to the Service User and his/her family in Welsh if that is their preference.

51.5 The Service provider shall at the Service purchaser's request provide details of the percentage of bilingual staff employed and the number of Service users who chose Welsh as their preferred language but whose preference could not be accommodated.

Number of complaints received concerning the implementation of the Welsh Language Scheme 2013 -2014

Nature of Complaint / Comment	Directorate	No.	No dealt with in accordance with organisational standards	Action Taken
Complainant did not agree with the Welsh translation of signs	Corporate	1	Exceeded response target by 18 days	Translation was correct – complaint not upheld
Complaint that the Council was not providing play schemes in Welsh	Lifelong Learning	1	Yes	Play schemes are available in Welsh – complaint not upheld
Complaint about waste not being collected	Environment	1	Exceeded response target by 2 days	Complaint resolved
Bilingual information not available at Leisure Centre	Lifelong Learning	1	Yes	Complaint resolved
Yes – failure to send FOI response in Welsh	Corporate	1	Exceeded response target by 2 days	Complaint resolved
School admissions	Lifelong Learning	1	Yes	Complaint resolved
Failure to communicate in Welsh when requested	Corporate	1	Yes	Complaint resolved

Appendix 4

STRATEGIC OBJECTIVE 1: SOCIAL SERVICES DEPARTMENTS AND SOCIAL CARE PROVIDERS TO IMPLEMENT A SYSTEMATIC APPROACH TO WELSH LANGUAGE SERVICES AS AN INTEGRAL ELEMENT OF SERVICE PLANNING AND DELIVERY. 222

Outcomes	Actions	Lead	End of yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
<p>1. People receive language sensitive care, because social services and social care providers mainstream Welsh language services into all aspects of planning, commissioning and delivery.</p>	<p>1.2 Under the leadership of the Director of Social Services, departments to establish their Welsh language community profile and use this information as a baseline for planning local services.</p>	<p>Director of Social Services</p>	<p>1</p>	<p>Annual review Updated data.</p>	<p>1.2 Planning Officers have analysed Census data and collated information from external sources such as Health organisations and internal information from Service User feedback and equalities monitoring forms to ensure Flintshire's profile provides an accurate reflection of the community.</p> <p>The development of the Flintshire CC Welsh language community profile is complete and awaiting final approval. (Awaiting Sign Off)</p> <p>As a result of the data presented by the Community Services profile, the workforce development team has begun to develop a new initiative. This initiative will aim to engage children who attend Welsh Medium Secondary Schools promoting the use of language in the workplace and careers in social care. (Dec 2014)</p> <p>Flintshire's workforce information survey will be adjusted to incorporate a question around the Welsh Language needs of</p>	<p>Amber</p>

Outcomes	Actions	Lead	End of yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
					people living in domiciliary and residential care homes. This will enable us to strengthen data in relation to Welsh speakers in Flintshire. (Completed)	
	1.3 Planning and commissioning systems to include reference to the linguistic profile of their communities and ensure this is reflected in their planning, Commissioning and service delivery.	Director of Social Services	2	As 1.2	1.3 The Directorate is currently updating many of its current commissioning processes, including contacts to ensure the More Than Just Words Action Plan is a priority and contractual obligation for providers. (process ongoing)	Amber
	1.5 To offer and record the user's language of need and ensure that subsequent care is linguistically sensitive.	Director of Social Services	3	Evidenced in Service Plans	<p>1.5 Flintshire has developed a new Welsh language specification to be included in our Electronic Client Case File system (PARIS). This specification has been developed to ensure we have a more in depth & accurate record of our service user's language needs. (Estimated completion time: July 2014)</p> <p>This specification will record this data at the point of referral and during the initial assessment stages, to ensure this data can be accessed & updated easily by staff members.</p> <p>This system will also allow for the allocation of a Welsh speaking member of staff, who will be named on the system to ensure there is a staff member taking responsibility</p>	Amber

Outcomes	Actions	Lead	End of yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
					for any subsequent linguistically sensitive care.	
2. ICT systems support front line staff to provide services for users and carers in their own language.	2.1 Increase awareness of the impact of language sensitivity (quality care issues and the organisations' legal responsibilities) among ICT staff that support social services.	Director of Social Services and ICT Service Manager	1	Review of Flintshire Action plan.	<p>2.1 Flintshire CC Corporate Services are currently offering Welsh Language Awareness Training to all staff. (Completed)</p> <p>This Training includes information on the Active Offer Principle and the More Than Just Words Framework. (Completed)</p> <p>The workforce development team is currently identifying key staff for specialised MTJW Active Offer Training including ICT Teams, key frontline staff & providers. Training will include details of the newly created PARIS Specification. (Date for the completion of training not yet identified)</p> <p>Flintshire's PARIS system is currently not bilingual. The Paris system is due to be upgraded. Plans are in place to make the PARIS system Bilingual, allowing for social services assessments and forms to be completed in Welsh. (Estimated time for Completion 2014-2015)</p>	Amber
	2.2 ICT specifications to include details of the Welsh language dimension of the service being commissioned.	Director of Social Services	3		ICT Staff are currently be targeted for training in relation to embedding the Welsh Language into key systems and those which are to be commissioned.	Amber

Outcomes	Actions	Lead	End of yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
					(A date for training has not yet be established)	
	2.3 Data systems enable the service to operate bilingually e.g. allow Welsh speaking users to be matched with Welsh speaking staff; workforce data systems record staff language skills; language need/choice recorded on client data systems.	Director of Social Services	3	Regular review of performance data: Paris User Group	2.3 The Paris Specification which is currently being developed allows for the Service user to be matched to a member of staff of a similar Welsh Language ability. (Our staff members skills are currently being mapped in order to allow us to deliver this specification more quickly) PARIS does currently not operate Bilingually. But there are plans in place to address this. (as above)	Amber
3. People receive a person centred service from commissioned services in line with Sustainable Social Service for Wales: A plan for Action.	3.2 LA Procurement to follow the Welsh Language Commissioners guidance on commissioning services	DHSSC and Director of Social Services	2	A section on expected Welsh language service standards to be in the National Framework Contract	3.2 We will develop plans to ensure the Welsh language Commissioner's guidance is circulated to commissioning services. We are awaiting the release of these standards. (estimated time of completion 2014-2015) The Directorate will aim to support the independent sector to recruit and develop Welsh language skills in the wider workforce. Improve our contract monitoring processes to ensure we are capturing Welsh Language	Amber

Outcomes	Actions	Lead	End of yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
					Language preferences are built into review processes (estimated time of completion 2014-2015) ACTION: Reviewing/Contract Monitoring Teams to consider options for improvement.(2014-2915)	

Strategic Objective 2: To build on current best practice and plan, commission and provide care based on the 'Active Offer.'

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
1. In line with the emphasis on individual-centred services in Sustainable Social Services for Wales, raise awareness of the "Active Offer" among social services and social care staff	1.3 Take practical steps to implement the "Active Offer" service in an incremental way, starting with the first point of contact service and information services. Record when able to respond.	Director of Social Services	1	DEG.	1.3 Flintshire's Directorate Equalities Group has put forward a report to The Directorate Management Team in relation to the operational decisions required to successfully develop the above action (Action 1.3). The report contains a series of proposals for optional changes to operational activity, to ensure Flintshire is able to practically implement an active offer service, despite the significant challenge of the current nominal cohort of Welsh speaking staff within certain service areas. (Completed)	Amber

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
					<p>The Human Resources Service is currently assessing all posts within the Authority. This assessment will highlight posts which require Welsh Language as an essential part of the job specification criteria. This will assist with Flintshire's recruitment of Welsh Speaking staff members. In order to deliver on our Active Offer of Services in Welsh. (Ongoing)</p> <p>The Lead Planning Officer has met with frontline Team Managers, to discuss the capacity of frontline Teams to actively offer a Welsh Language Service and identify any challenges in doing so, in relation to individual teams. (Completed)</p> <p>The Lead Planning Officer is also exploring with frontline managers, teams and Welsh speaking staff members the operational complexities of utilising Welsh speaking members of staff transversely, across all services and the possibility of recruiting frontline staff with pre-existing Welsh Language skills and newly qualified social workers with Welsh Language skills. (Completed)</p> <p>Corporate Services is currently assisting the Directorate in mapping the skills set of our existing Workforce to utilise our welsh speaking staff where possible. (Ongoing)</p>	

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
					<p>The Directorate is currently developing specialised Active Offer training for key staff and providers and a Paris specification which requires staff to state if they have actively offered a welsh language service. (Estimated time for completion Dec 2014)</p> <p>The Directorate has also incorporated Active Offer information slides into training and induction processes. (Completed)</p>	
<p>2. More accurate assessments and effective services provided for Welsh speaking users by mainstreaming the “Active Offer” Service into the integrated dementia services.</p>	<p>2.1 Map current provision and capacity to deliver an “Active Offer” service within dementia services.</p>	<p>Directors of Social Services</p>	<p>2</p>	<p>user forums CSSIW Report</p>	<p>2.1 Flintshire CC is currently Mapping the Community Services Directorate – Completion estimated: December 2014.</p> <p>More Than Just Words has been referenced in Flintshire’s Dementia Strategy. (Completed)</p> <p>Staff are to be targeted for active offer training & Paris system information (as above)</p> <p>The Directorate has also established two new initiatives to improve linguistically centred dementia care services. The Directorate has created a bilingual Dementia Café and Welsh Language Conversational Group at Llys Jasmine extra Care Scheme. (Completed)</p> <p>The Directorate has also published a Community Services Bulletin which</p>	<p>Amber</p>

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
					<p>highlights the good practice currently going on in older people services and the importance of linguistically centred care. (Completed)</p> <p>The Directorate also held a St David's Day Event at Llys Jasmine Extra Care Scheme inviting members of the public in for a coffee morning and a bilingual conversation group. (Completed)</p> <p>The Directorate has recently published a 'My Story' leaflet for members of the public and staff. This document highlights the need for linguistically sensitive care particularly for those with dementia or those who have suffered a stroke. (Completed)</p>	
	2.3 Take action to ensure that staff teams have the capacity to provide services through the medium of Welsh.		3	As above	See point 1.3 above.	Amber
3. Welsh speaking service users and carers will have a stronger voice and be able to exercise greater control over their services if the "Active Offer" Service is mainstreamed into other priority services.	3.1 Map current provision and capacity to deliver an "Active Offer" service in other priority areas e.g. children under 5 yrs, speech and language therapy services.	Directors of Social Services	3	CSSIW Reports, Organisation established user feedback systems	See point 2.1	Amber

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
4. Users and carers will be empowered if they are able to speak with staff in their first language	4.1 Welsh Language Champions within Social Services Departments and local authority HR Departments to disseminate current best practice, particularly to service heads	Welsh Language Champions and local authority HR Departments	1		<p>4.1 The Directorate has appointed Jo Taylor, Service Manager, Disability Services as the Social Services Directorate Welsh Language Champion. Jo Taylor is Chair of the Directorate Equalities Group; this group is leading & monitoring the More Than Just Words Framework and Action Plan. This information was publicised in the July's Community Service Bulletin.</p> <p>Jo Taylor championed the Welsh Language at the Flintshire Welsh Language Stand/promotional event for staff.</p> <p>A Community Services Article and Community Staff email has been released on behalf of Jo Taylor, requesting examples of best practice from staff members. We received a number of responses, which were then published in a follow up Article, publishing examples of good practice here in Flintshire. These best Practice examples have also been provided to the Welsh Language Commissioner.</p> <p>Jo will continue to disseminate current best practice throughout the service, particularly to service heads</p> <p>A monthly article will now be published in the Community Services Bulletin promoting the Welsh Language and various examples of good practice.</p>	Green

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
					<p>Welsh Language Champions are also being selected in Housing and HR services.</p> <p>There are plans to develop a Welsh Language Champions Forum within the Authority. (Estimated time for completion 2014-2015)</p>	
	<p>4.3 Welsh Language Champions within Social Services Departments and local authority HR Departments to lead a staff “iaith gofal yn y gwaith” (language of care in the workplace) initiative – to increase staff confidence to speak the language at work.</p>	<p>Welsh Language Champions and local authority HR Departments</p>	<p>2</p>	<p>Ongoing</p>	<p>4.3 The Training and Workforce Development Team Manager will on receiving the WL Mapping data, target training at Staff of level 2 ability, with the intention of these staff progressing their ability to level 3. (Dec 2013)</p> <p>Staff confidence building groups for staff of all Levels are being held during lunch periods, every week, in order to assist in allowing staff to practice and converse in Welsh increasing confidence levels. (Sept 2013)</p> <p>2 Groups are in place – beginning 18th Sept 2013 and 23rd Sept 2013.</p> <p>There are plans to encourage Services Users, such as Foster Carers, LD, Older people & Tenants to attend Flintshire’s Welsh Language Groups with staff.</p> <p>A Conversational Group for Older People has already been created. The Directorate</p>	<p>Amber</p>

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
					<p>has received recognition for this work from the Welsh Government and has been placed in the top three nominees in the Words into Action Awards. (Complete)</p> <p>The Directorate has also been increasing awareness in relation to Welsh Language Training and has hosted three promotional events in 2013-2014. (Completed)</p> <p>The Directorate has introduced the Welsh Language infonet page which will provide advice and guidance on training and links to training resources. (Updates are ongoing)</p> <p>The Directorate has also assisted the Corporate Training Team in establishing a new Welsh Basics 10 week course for staff. This Course is designed to fit in with workforce capacity and timescales. (Completed)</p> <p>The Directorate has also proposed a review of current training offered to staff after research demonstrated that current methods may not fit in with the Council's reducing staff structures. (Awaiting response from Corporate training)</p> <p>Increasing awareness – The Lead Planning Officer will visit team managers to deliver a presentation on The 'Active Offer' process (New IT Paris changes) and operational</p>	

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
					<p>changes. A Paris Email will also be sent to make staff aware of changes. (Oct 2013) Corporate Training – Welsh Language Awareness available – Welsh Language Training available. This has been promoted by Community services in the staff bulletin and via a promotional stand and staff emails. (HR reports the majority of staff on the training are from Community Services.</p> <p>The workforce development team has organised a Mwy Na Geiriau training workshop for all North Wales authorities and Independent Sector to attend. This training will include 2 half-day workshops, one running in Wrexham on 11th April and one in Llandudno Junction on the 2nd May. 20 delegates on each. (Completed)</p>	

Strategic Objective 3: To increase the capability of the workforce to provide Welsh language services in priority areas and language awareness among all staff.

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14
1. Users are empowered because workforce plans that are informed by an analysis of community language needs and reliable data on the Welsh language	1.1 Workforce planning methodology to incorporate assessment of community Welsh language needs and the Welsh language skills of the workforce.	Director of Social Services	1	Through: Organisation workforce plans	1.1 Community profile to be included in planning and Methodology. (Awaiting Corporate Mapping and further data, completion 2015)

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14
skills of staff will enable organisations to meet their needs.				Care Council for Wales workforce planning reports / data	
	1.4 The statutory Annual Report of the Director of Social Services in Wales to include information on Welsh language skills within workforce plans, and how this responds to community needs.	Director of Social Services in Wales	1		1.4 MTJW – Welsh Language has been highlighted has an improvement priority within the Directors Overview, ACRF and Service Planes, Improvement Targets will continue be set for 2014 & 2015.
	1.7 Social Services Departments to report on Welsh language skills within their workforce, as part of the LA data collection, for their Welsh Language Scheme performance.	Director of Social Services	1		1.7 Cooperate Mapping is currently underway. The Community Services Planning Team is also taking steps to ensure we have this data as soon as possible in order to report on performance. Plans to be developed for a consistent system of monitoring. Next step: Increase percentage of staff who have completed self assessment mapping. Via information Drive. (To be completed August 2014)
2. Adopting a planned approach to tackle the shortage of Welsh speaking staff, focusing initially on priority areas will fill the gap between the need for Welsh language services and current provision.	2.3 To expect all social services departments to operate in line with the Welsh Language Commissioner's recruitment guidelines.		2	Organisation workforce plans	2.3 The Human Resources Service are currently assessing all posts within the Authority. This assessment will highlight posts which require Welsh Language as an essential part of the job specification criteria. This will assist with Flintshire's recruitment of Welsh Speaking staff members. (Date of completion not yet determined)

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14
					Guidance will be communicated to all service teams. (Date of completion not yet determined)

Strategic Objective 4: To create leaders who will foster a supportive ethos within organisations, so that Welsh speaking users and carers receive language sensitive services as a natural part of their care.

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
1. Visible leadership and commitment from political leaders and senior officers to strengthen Welsh language services and create a bilingual culture within organisations, will ensure more user centred services that respect people's cultural identity.	<p>1.1 To ask political leaders, Directors of Social Services to issue a statement setting out:</p> <ul style="list-style-type: none"> • their wish to see sensitivity to the Welsh language reflected throughout their organisation to ensure quality care and effective services • the importance of responding to users' Welsh language needs in assessing and caring for users. 	Local Authority Social Services Portfolio Holder and Director of Social Services	1	<p>Director of SS Wales Annual Report</p> <p>LA Director of Social Services reports</p> <p>Public Statements in Board / Council meetings on Welsh language service provision</p>	<p>1.1 Executive member and Director of Social Services will publish statement which will be included in: ACRF, Community Bulletin, Action plan, Directorate Equality plan. (Date of completion: Aug 2014)</p> <p>Draft statement and Community Profile will be considered on November 13th 2013 – at the Directorate Equality Group. (Completed)</p> <p>More than Just Words will be highlighted as a priority in the ACRF and the Directorate Heads of Service Plans. (Completed)</p>	Amber

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
	1.2 Agree the steps they will take to satisfy themselves that the services they provide are sensitive and appropriate.	Director of Social Services	1		1.2 Flintshire has developed an action plan in relation to MTJW, this plan and all the Welsh Language Services provided for will be overseen and monitored by the DEG. (Completed) Plans for service user & staff feedback will also be developed. (Date not yet assigned)	Amber
	1.3 Directors to put arrangements in place to monitor how the National Strategic Framework and Action Plan is being implemented.	Director of Social Services	1		1.3 The Directorate Equalities Group is charged with internal scrutiny and monitoring arrangements. (Completed)	Green
	1.4 Directors of Social Services to publish a Welsh Language Strategic Framework and Action Plan for the services they deliver commission and contract.	Directors of Social Services	2		1.4 Currently being developed. (Completion 2015)	Amber
	1.5 Directors of Social Services to designate a senior officer as Welsh Language Champion within the Department	Directors of Social Services	1		1.5 See point 4.1	Green
	1.6 Leadership training programmes to include a strand on the impact of language sensitivity on the effectiveness of care, and language as an integral element of planning.		2		1.6 Development currently underway. Active Offer principle to be included. (Completed 2013)	Green

Strategic Objective 5: To design and provide education, learning and development programmes which reflect the services' responsibility to plan and provide Welsh language services

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
1. Mainstreaming the Welsh language dimension into health and social care training and professional development programmes will enable the service to meet users and carers needs more effectively.	1.3 Social work training and professional development programmes to include a module/strand on the impact of language sensitivity on the effectiveness of assessments and care; and the responsibility of Social Services Departments to provide services in both English and Welsh.	The Care Council for Wales LAs and Higher Education Sector	2	Care Council for Wales reports	1.3 Discussions with the Workforce Development Team and with Universities in Wales are underway to begin planning for this action. (Ongoing)	Amber
2. Building capacity and resources for Welsh medium services in health, social care education and professional development will ensure greater language sensitivity among staff.	2.3 Training and staff development programmes to increase the capacity of staff to provide services through the medium of Welsh, and to initially target training at increasing the confidence of existing Welsh speakers to use the language at work, and raise awareness among key staff particularly front line staff and team managers	Director of Social Services and senior managers of all care providers	1 and on going		2.3 The Training and Workforce Development Team Manager will when mapping data is finalised, target training at Staff of level 2 ability, with the intention of these staff progressing their ability to level 3. (Dec 2013) Staff confidence building groups. 2 Groups are in place – beginning 18th Sept 2013 and 23rd Sept 2013. Increasing awareness – The Lead Planning Officer will visit teams to deliver a presentation on The 'Active Offer' process (New IT Paris changes) and operational	Green

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Flintshire actions 13/14	RAG Status
					<p>changes. A Paris Email will also be sent to make staff aware of changes. (Oct 2013)</p> <p>Leadership training programmes will incorporate Welsh language training. Corporate Services has been approached and provided with an Active Offer slide to be incorporated into Welsh Language Awareness Training/WL Training and Corporate inductions. (Completed)</p> <p>Welsh Language Awareness Training - made part of corporate staff inductions. Corporate Services have been approached to progress.</p> <p>The Training and Workforce Development Team Manager has agreed Welsh Language Awareness training is to be incorporated into the Children's and Adult's Services staff inductions, training will include information relating to the 'Active Offer' process. Active Offer slide has also been provided. (Complete)</p> <p>Corporate Training – Welsh Language Awareness available – Welsh Language Training available. This training has been promoted by Community services in our staff bulletin and via a promotional event and staff emails. (HR reports the majority of staff on the training are from Community Services). (Ongoing)</p>	

Strategic Objective 6: National strategies, policies and leadership.

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Actions 13/14	RAG Status
1. Mainstreaming Welsh language provision into all developments arising from Sustainable Social Services for Wales; A Framework for Action will ensure that service users and carers' cultural identity is respected and that they have a much stronger voice in the services they receive.	1.1 The National Outcomes Framework being developed reflects the commitment and need to plan, commission and deliver services through the medium of Welsh.	DHSSC – Director of Social Services Wales	2		Flintshire is supportive of this process.	Amber
	1.2 To ensure that Welsh language provision is mainstreamed into all aspects of the work of the National Social Services Partnership Forum.	National Social Services Partnership Forum.	2		Flintshire is supportive of this process.	Amber
	1.3 Service developments such as the proposed “information hub” for social services and the comprehensive advocacy service for older people is bilingual.	DHSSC – Director of Social Services Wales	2		Flintshire is supportive of this process.	Amber
	1.4 To ensure that the proposals for coherent assessment process across social services reflect people’s needs/wish to be assessed through the medium of Welsh.	DHSSC – Director of Social Services Wales	2		Flintshire is supportive of this process. See above.	Amber
	1.5 Developments on safeguarding and promoting the well being of	DHSSC – Director of	2			Amber

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Actions 13/14	RAG Status
	citizens - the statutory framework for adult protection in Wales and the National Safeguarding Boards for adults and children - reflect the responsibility to provide services through the medium of Welsh, particularly to frail and vulnerable people.	Social Services Wales			Flintshire is supportive of this process.	
2. Strengthening the evidence base will improve service effectiveness.		DHSSC – Director of Social Services Wales		Published research reports relating Welsh speaking	Flintshire is supportive of this process.	Amber
3. Strong leadership from Government Departments to strengthen Welsh language services will ensure priority is given to providing better quality services for Welsh speaking users.	3.1 The Annual Report of the Director of Social Service Wales to include a section on how service provision is meeting users' needs and report on progress and improvement targets.	Director of Social Services Wales	1	Published policies and strategies reflect the principles of "More than just Words....."	Flintshire is supportive of this process.	Amber
4. Strong and visible leadership from ADSS Cymru to the		ADSS Cymru		Public statements by ADSSC & engagement	Flintshire is supportive of this process.	Amber

Outcomes	Actions	Lead	End of Yr	How will we monitor progress	Actions 13/14	RAG Status
Welsh Language Strategic Framework.				in implementation programme		
5. Leadership from CSSIW and HIW to mainstream the Welsh language dimension of care into inspection work will strengthen Welsh language services & ensure equality for people.		CSSIW		Evidence in their inspection reports	Flintshire is supportive of this process.	Amber

