



# **Flintshire County Council**

## **Welsh Language Scheme Monitoring Report 2014-15**

**September 2015**

# Welsh Language Scheme

## Monitoring Report 2014- 2015

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## **Executive Summary**

The Welsh Language Scheme Annual Monitoring Report covers the period April 2014 to March 2015; it shows progress being made to achieve targets as set out in the Implementation Plan. 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 will be replaced with the Welsh Language Standards. 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.

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 employees awareness. We are delighted and proud to report that the new Welsh medium foundation phase school, Ysgol Croes Atti - Glannau Dyfrdwy, opened in September in Deeside. This provision is an exciting opportunity for families in the Deeside area. It provides local Welsh medium education for Welsh speaking families and encourages English speaking families to consider educating their children through the medium of Welsh. Ysgol Croes Atti - Glannau Dyfrdwy was achieved by working in partnership with Menter Iaith and Mudiad Meithrin.

We recognise that we are making progress but there are still improvements to be made. We will strengthen the links between Welsh language, the Single Integrated Plan and the Council's Improvement Plan to contribute towards mainstreaming Welsh language throughout the Council's functions. The implementation of a new performance management system will contribute to effective monitoring of implementation of the new Welsh Language Standards.

Colin Everett  
Chief Executive

Councillor Billy Mullin  
Cabinet Member for Corporate  
Management

# Welsh Language Scheme Monitoring Report 2014-15

## 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 2014 to 31st March 2015 and is a more concise version of previous reports. It is the final annual monitoring report of the Welsh Language Scheme, which will be replaced by the Welsh Language Standards. The Standards will place new duties on the Council and will extend the commitments set out in the current Welsh Language Scheme.
- 1.3 For the purpose of preparing this report the Council has adhered to the Welsh Language Commissioner's reporting framework.
- 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 2015.
- 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.

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

***Number and % of posts in the main reception area, contact centre or on stop-shop designated as being Welsh essential, and the % of those filled by Welsh speakers***

- Switchboard/Reception : 2.8 posts designated as Welsh essential, 35% posts filled by Welsh speakers
- Flintshire Connects: 16 full time equivalent (19 people) 6 posts filled by Welsh speakers/learners (2 x fluent, 2 x competent, 2 x learners), 12.5% posts filled by fluent Welsh speakers

#### 3.2 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 employees who speak Welsh.

#### 3.3 During 2014/2015

- 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.

3.4 The Council Tax service employs a total of 11 officers (10.1 full time equivalent), although at any given time, there are usually only 6 officers available to take calls, as resources are also deployed to deal with back office processing (dealing with postal and e-mail correspondence, application forms etc). Due to internal recruitment and promotion, the number of Welsh speaking employees has reduced and only one officer (0.8 full time equivalent) working in Council Tax is now able to handle Welsh calls (as tier 1 levels). There are also four officers in the Benefits service who are trained to assist with Welsh Council Tax calls (as tier 2 levels) as and when they are available to take calls through the contact centre.

3.5 To address this, the contact centre software has been re-programmed to ensure that residents who choose to speak to a Welsh speaking officer are now directed through to one of our five customer advisors who work across the Revenues and Benefits service. In the event of the caller not being able to get through

immediately to a Welsh speaking advisor, rather than continuing to operate a 'queuing system' whereby Welsh callers would wait to speak to the next available Welsh speaking agent, our contact centre system has been re-programmed to immediately transfer a Welsh caller to an English speaking agent. This will be a seamless call transfer and the customer will not be presented with additional menu choices.

- 3.6 Steps have been put in place to ensure that English speaking agents who will now, on occasion, receive Welsh calls, to receive an alert on their telephone handset to know that the incoming caller is wanting to speak in Welsh. This will help to provide a better level of service whereby after providing a bi-lingual greeting, the agent can helpfully explain to the caller that a Welsh speaking officer was not immediately available at the time of the call. At this point, employees will offer the choice of a Welsh speaking agent calling back (within one hour of the call), continuing the call in English or writing/emailing in Welsh.

## **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 (WL11) : *Services on contract. The percentage of a sample of contracts that comply with the requirements of the 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.

For the period 2014/15 three contracts were monitored, all three (100%) complied with the Welsh Language Scheme. Only three contracts were monitored, as two of the contracts were general contracts and will be applied to many providers.

Details of the outcomes of the contract sampling for 2014/15 can be seen on the following table.



Contract	Comments
<p>North Wales Pre placement Agreement for the placement of adults in a care home or care home with nursing</p>	<p>Contract content <b>does comply</b> with the Welsh Language Scheme (WLS).</p> <p>Incorporates a section on Welsh Language which states: <b>The Service Provider shall comply with the Welsh Language (Wales) Measure 2011 and Welsh Language Act 1993 and the Service Purchaser(s)'s Welsh Language Scheme, (as amended from time to time), a copy of which will be provided by the Service Purchaser(s), to the extent that the same relate to the provision of the Service , and shall as a minimum:</b></p> <ul style="list-style-type: none"> <li><b>(i) ensure the Service is provided in the preferred language of the Service User and his/her family;</b></li> <li><b>(ii) record the preferred language of the Service User and his/her family.</b></li> </ul> <p>The Service Provider is also required to have in place and operate an up to date Welsh Language Policy. Details of the percentage of bilingual staff employed in the Home and the number of Service Users who choose Welsh as their preferred language but whose preference could not be accommodated are required to be maintained.</p>
<p>Special Terms To The Contract for Jasmine Bungalow No 6 Between Cyngor Sir Fflint/Flintshire County Council and National Autistic Society Cymru</p>	<p>Contract content <b>does comply</b> with the Welsh Language Scheme, it states:</p> <p><b>The Provider should also provide sufficient workers who can converse and communicate in</b></p>

	<p><b>Welsh or English or other language specified in the scheme brief</b></p> <p>The Quality Monitoring section of the contract requires the provider to report on:</p> <p><b>Application of the Welsh Language Policy:</b></p> <table border="1" data-bbox="676 524 1473 748"> <tr> <td></td> <td><b>Read</b></td> <td><b>Write</b></td> <td><b>Speak</b></td> </tr> <tr> <td><b>How many staff are able to communicate through the medium of Welsh</b></td> <td></td> <td></td> <td></td> </tr> </table>		<b>Read</b>	<b>Write</b>	<b>Speak</b>	<b>How many staff are able to communicate through the medium of Welsh</b>			
	<b>Read</b>	<b>Write</b>	<b>Speak</b>						
<b>How many staff are able to communicate through the medium of Welsh</b>									
<p>General Terms and Conditions of Contract For the supply of Services</p>	<p>Contract content <b>does comply</b> with the WLS, the contract states:</p> <p><b><u>WELSH LANGUAGE SCHEME</u></b></p> <p>31.1 <b>The Provider shall comply with the Welsh Language (Wales) Measure 2011, the Welsh Language Act 1993, the provisions of the Flintshire County Council’s Welsh Language Scheme as amended from time to time and Welsh Government Guidance “More than just words” to the extent that the same relate to the provision of the Service</b></p>								

Results of monitoring are below:

<b>Year</b>	<b>Number of contracts monitored</b>	<b>Number of contracts that comply with the Welsh Language Scheme</b>	<b>% of contracts that comply with the Welsh Language Scheme</b>
2011/ 2012	12	7	58%
2012/ 2013	15	14	93%
2013/ 2014	11	10	90%
2014/15	3	3	100%

## 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 Chief Officers are asked to report on the following in their annual performance reports:

- Welsh language skills audit - % staff who have completed the Welsh Language skills audit.
- Describe any initiatives undertaken to increase the use of the Welsh Language.
- Describe any initiatives undertaken to ensure the provision of bilingual services.

#### 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 five complaints during 2014/15; details of Complaints (Nature, Portfolio and Response) are below.

Nature of Complaint / Comment	Portfolio	No dealt with in accordance with organisational standards	Action Taken
Complainant waited too long for a Welsh call to be answered by the Revenues Team	Community and Enterprise	Yes	Response issued by Revenues Manager to explain the process of call handling and the availability of Welsh speakers. New arrangements now in place to respond to Welsh speaking callers more promptly.
Complaint from Menter Iaith on behalf of a parent who had been told by an employee that they do not	Education and Youth	Yes	Full apology and explanation issued.

understand Welsh / do not use Welsh.			
Parent complaining about their child receiving English only information leaflet on the Music Service.	Education and Youth	Yes	Resolved.
Complaint that public swimming information on the Council's website is in English only.	Organisational Change	Yes	Information shared relating to leisure services web page – specifically alerts.
English only signs at Recycling Centre	Streetscene	Yes	Audit of signage at Recycling Centres complete and signs replaced. Employees reminded of the Welsh Language Scheme and ensure that all signs are bilingual, even temporary signs.

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 ninth working day.

Details of compliance 2014/15 performance compared to 2011/12, 2012/ 2013 and 2013/14 performance are below:

Element of Comparison	2011/12	2012/13	2013/ 14	2014/15
Number of complaints / comments that met all corporate standards	7 out of 9	11 out of 14	4 out of 7	5 out of 5
Percentage of complaints / comments that met all corporate standards	78%	79%	57%	100%

As can be seen from this table there has been an improvement in performance during 2014/15 compared to previous years.

#### 4.4 Welsh language and Council's website

4.4.3 There has been an increased use of Twitter to engage with customers. The Flintshire account now has 8,500 plus followers on the English medium site and 391 plus followers on the Welsh medium site. This is an increase from the previous year (2013/14) where there were 189 followers on the Welsh medium site.

## 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*

**The number and percentage of employees in the organisation who can speak Welsh by portfolio (excludes school employees).<sup>1</sup>**

<b>Portfolio</b>	<b>Number of employees</b>	<b>Number of employees who report that they can speak Welsh</b>	<b>Percentage of employees who speak Welsh by portfolio</b>
Chief Executives	52	4	7.69%
Community & Enterprise	415	14	3.37%
Education & Youth	330	19	5.76%
Governance	127	8	6.30%
Organisational Change 1	443	17	3.84%
Organisational Change 2	211	5	2.37%
People & Resources	174	9	5.17%
Planning & Environment	184	12	6.52%
Social Services	1,020	26	2.55%
Streetscene & Transportation	540	13	2.41%
<b>Total (workforce)</b>	<b>3496</b>	<b>127</b>	<b>3.6%</b>

<sup>1</sup> Some employees have more than one post in the Council and be employed by two different portfolios. The actual head count of the Council is 3,454

### The number and percentage of employees who can speak Welsh by grade

Grade of Post	Number	Percentage
A (£14421 - £15069)	2	0.06%
B	6	0.17%
C	8	0.23%
D	17	0.49%
E	14	0.41%
F	13	0.38%
G	16	0.46%
H	17	0.49%
I	13	0.38%
J	14	0.41%
K	4	0.12%
L	3	0.09%
M	0	0.00%

### The number and percentage of employees by level of Welsh spoken

Level	Level Description	Employees	Percentage
1	Entry Level	550	62.57%
2	Foundation	152	17.29%
3	Intermediate	56	6.37%
4	Advanced	69	7.85%
5	Fluent	52	5.92%
<b>TOTAL</b>		<b>879</b>	<b>100.00%</b>

5.1.2 Human Resources section have continued to introduce initiatives to remind employees to complete the Welsh language skills audit. The total number of employees, excluding school teachers and school based employees, is 3,454. It should be noted that just over 44% employees completed the Welsh language skills audit in 2014. In the table it can be seen that 40% of employees have completed the audit as of March 31 2015. The reduction may be due to the number of employees falling during 2014/15 period. In March 2014 the Council employed 3, 751 people, whereas in March 2015, 3,454 people were employed by the Council. The ability to use “pop –ups” on the intranet to remind employees to complete the audit is now being explored.

**Percentage of all employees (except schools) who have completed the Welsh Language Skills Audit (Source: I-Trent) April 2015**

Headcount 2014/15 (Non-Schools)	3,454
Welsh Language Skills Audit complete	1,380
<b>Audit Completed %</b>	<b>40%</b>

**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 Coleg Cambria, Bangor University and Popeth Cymraeg. The Council supports any additional requirements for those wishing to attend Welsh classes. Attendance at the Welsh language Summer schools is encouraged and fully funded.

5.2.3 The pilot of the "intense course" has been very successful; this is now being extended, with a second year "intense programme" and a new cohort. The Council is considering developing a specific course for those who have GCSE Welsh but need to brush up on their skills. This will be specifically for a group of front line officers

5.2.4 To raise awareness of the Urdd Eisteddfod, which takes place in Flint in May 2016 additional Welsh language skills courses and Welsh language awareness sessions will be commissioned.

5.2.5 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 2014/2015.

**The number and percentage of employees (Welsh speakers and learners) who received training in the Welsh Language to a specific level of competence during 2014/15.**

Level	Number	Percentage
Basic Language Skills	12	0.35%
Entry	22	0.64 %
Foundation	8	0.23%
Intermediate	0	0.00%
Advanced	0	0.00%
Proficient	0	0.00%







**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.***

77 employees completed the bilingual Customer Care (Welsh Language awareness) training during 2014/15.

**5.4 Welsh Language Skills Strategy**

**5.4.1** 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 iTrent	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, initiatives are in place to increase the response rate to the Welsh language skills audit.

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

## **6. Mainstreaming**

### **6.1 Welsh language impact assessments**

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**

Examples of promoting Welsh language in the community are set out below:

- Communities First East have organised Welsh language training in the Deeside community and has found this to be very popular locally.
- The Library service set up Author evenings, a chance for the local community to meet authors. One of these evenings was held through the Welsh medium.
- Bilingual Rhymetime sessions held fortnightly at Mold.
- Children's activities were conducted through the Welsh medium at Mold Library (including 'Parti Magi Ann').
- Mold Library hosted "Lwybr y Llofrudd", Welsh Language Murder Mystery Evening.
- During summer 2014, the Play Team, in partnership with Urdd Gobaith Cymru, delivered three play schemes through the medium of Welsh at Ysgol Bro Carmel, St. Richard Gwyn High School, Flint, and Ysgol Maes Garmon, Mold. The three-week schemes had a combined recorded attendance of 947, with 174 registered children recording an average figure of 5.4 visits each.
- Between May-July 2014, Urdd Gobaith Cymru consulted parents and children on play services in Flintshire. In considering feedback received, Urdd Gobaith Cymru recognises that it has "work to do to increase the number of children that are aware of our services". The Council's Play Team and the Urdd will continue to work collaboratively to ensure that Welsh speaking children are offered the clubs and activities they require through the medium of Welsh.
- Children's swimming lessons through the medium of Welsh were provided with

- support from Menter Iaith Sir Y Fflint.
- 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.
  - 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
  - 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
    - Provision of 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.
  - Youth Service have funded a two year part time post, to work with English medium schools to engage them in the lead up to the Eisteddfod.
  - Social Services has run a Welsh Language promotional event for employees and services users for the past two years on St David's Day. Children and adults are invited into services and discuss the importance of language in care settings as well as encouraging Welsh Speaking and cultural activities.
  - Social Services has developed a Welsh Language Reminiscence initiative for Welsh speaking people with dementia and their families. As part of the initiative reminiscences boxes have been designed for Welsh speakers and Welsh people or people who may have grown up or have strong links with Wales. The boxes contain sensory and memory aids and written material in Welsh. They are also specifically designed for Flintshire which means they have been developed in line with local Welsh cultures, traditions and heritage.
  - The Council promoted Welsh Government's "Pethau Bychain" campaign on Council Twitter pages and to the business community on its Social Enterprise Twitter page.

- Menter Iaith Sir YFflint's "Iaith ar Daith" was promoted on the front page of the Council's website.
- A new Welsh Medium Foundation Phase school, Ysgol Croes Atti - Glannau Dyfrdwy, opened in Shotton, Deeside in September 2014.



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### 6.3 Use of Welsh within the workplace

Examples of promoting Welsh in the workplace are set out below: \_

- 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. A reminder was circulated to all employees during 2014/15.
- The Social Services Welsh Language Champion now releases a monthly Welsh language article in the Community Services employee Bulletin, which communicates changes, developments, employee information/events and best practice guidance, as well as training advice.
- "Stori a Sgwrs" sessions continue to be 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.
- Social Services has developed a detailed Welsh Language Specification, which is now included within assessment processes in Adult and Children Services. This specification is in line with the 'More Than Just Words' Framework and focus is on the recording of 'Active Offers' for services in Welsh. The Specification also provides guidance for employees with regard to good practice on the 'Active Offer' principle.
- Celebrated the Welsh language as part of the European Day of Languages in September; this included promoting Welsh language training, Working Welsh

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<sup>2</sup> Pictured with the children at Ysgol Croes Atti - Glannau Dyfrdwy are teachers Dawn Porter, Llinos Mevel and Shelley Beckett; Head teacher Gwyn Jones; teacher Gwyneth Roberts, Chris Thomas (Chair of Governors) and Cllr.Chris Bithell

logo. Menter Iaith had a stand in County Hall to promote Welsh language to employees.

- Promoted “Shwmae Su’mae” day in October and encouraged employees to say something in Welsh, a list of expressions for the office, for the telephone and for e-mails was promoted via the intranet. Shwmae Su’mae day was also promoted on the Council’s Twitter page.
- 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.
- The Council celebrated St David’s Day 2015 with employees and used this as an opportunity to promote and encourage the use of Welsh language.





## 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 the 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	Draft action plan in place; to be reviewed and finalised following implementation of final Welsh Language Standards.		

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 Portfolios. Chief Officer reports and Service Plans are monitored by the Policy and Performance Teams to ensure Welsh Language Scheme is fully embedded. The new performance management system, which is currently being rolled out, will ensure a more robust and consistent monitoring process		
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 employees and Councillors.	Menter Iaith Sir y Fflint delivered a Language awareness sessions for elected members. 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		

- 7.3 The priorities for 2015/16 will be determined by the final Compliance Notice for the Welsh Language Standards. The Council is committed to ensuring that it will have an action plan in place to maintain progress and meet any new Standards not covered within the existing Welsh Language Scheme.

## **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**





**March 2015**





Action No.	WLS Section	WL Priority	Key Action	Target Date	Primary Lead	Progress
<b>GENERAL</b>						
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.</p> <p>Progress has been made to increase visibility and use of Welsh during the celebrations for St David's Day.</p> <p>In conjunction with Menter Iaith, Welsh language was promoted to employees and the public on 26 September 2014 as part of the celebrations for European Day of languages.</p> <p>Menter Iaith had a regular presence at the Council's one stop shop, Flintshire Connects, in the Deeside area, closest to the new Welsh medium school.</p> <p style="text-align: center;"></p>











<b>SERVICE PLANNING AND DELIVERY</b>						
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	Chief Officers	Tool available for use on intranet; although inconsistent approach from services 
4	2.3	WLP 3	Fully embed Welsh Language Scheme (WLS) implementation management and monitoring within the Council's Business Planning approach	April 2013	Chief Officers	Actions from WLS are now incorporated into Chief Officer annual performance reports. The new performance management system will address inconsistent monitoring.




						
5	2.3		Review arrangements for ascertaining and recording the preferred language of individuals and organisations in contact with the Council	From September 2012	Chief Officer (Community and Enterprise)	Relationship Management System has the capability to record an individual's preferred language. This is not available for all services 
6	2.4	WLP 6	Develop action plan to Implement the requirements of the Welsh Language Scheme in relation to all procurement matters.	September 2012	Procurement Unit	A procurement checklist is already in place which incorporates Welsh language information. 
7			Implement action plan	From October 2012	Chief Officers	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	December 2013	Chief Officers	Some services are moving forward with this action, for example, Social Services. This




			and support others to adopt practices which promote equality between the Welsh and English languages, and develop action plan(s)			action will be progressed more fully through implementation of the Welsh Language Standards. 
T			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 for grants	December 2013	Chief Officers	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	Chief Officers	All Portfolios are reminded to incorporate Welsh language commitments into partnership working arrangements. Protocol incorporated into relevant partnerships, for example, Community Safety Partnership 
<b>COMMUNICATING WITH THE PUBLIC</b>						
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 creating bilingual standard text on e-mail, 'auto-	August 2012	Chief Officers	Guidance has been circulated to employees and reminders circulated. 




			signatures', disclaimers, and 'out of office' replies			
16	3.2		Audit of standard letters and translate where they are English only	July 2012	Chief Officers	Standard letters are bilingual 
17	3.3		Ensure that employees greet all external telephone calls bilingually	June 2012	Chief Officers	This is included in Customer Care Policy and standards. Employees are reminded about this each time they log on to their computers. Reminders have been circulated recently 
18	3.3		Service centres / points using an automated answering service or answer phone will provide bilingual messages	June 2012	Chief Officers	This has become standard practice in contact centre style working arrangements Automated answering services provide bilingual messages. Employees are reminded about leaving bilingual messages 
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	June 2012	Chief Officers	Reminders have been issued. This will be promoted again with the introduction of the Welsh Language Standards 





			callers to leave Welsh or English messages			
20	3.3		Identify posts in relation to help-lines, call centres and similar services	September 2012	Chief Officer (Community and Enterprise)	Complete 
21			Undertake Welsh language skills assessments on these posts	September 2012	Chief Officer (People and Resources)	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	Chief Officers	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	Chief Officers	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 employees to	Ongoing – Next stage from	Chief Officer (Community and Enterprise)	All customer facing employees are aware of the requirement to greet visitors bilingually and



			greet members of the public bilingually	December 2012	Chief Officer (People and Resources)	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 employees to deliver a bilingual service	Ongoing – Next stage from March 2013	Chief Officer (Community and Enterprise)	Complete training available 
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	Chief Officer (Community and Enterprise) Corporate Communications Manager	Switchboard and Reception employees monitor public notices within main reception areas. Notices displayed at Flintshire Connects – Connah’s Quay, 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  Chief Officers	Complete 
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	Complete 
29	4.3		Develop and issue a 'Design Guidelines' leaflet to relevant planning permission applicants which encourages them to erect bilingual signs and includes guidance on bilingual design	September 2012	Chief Officer (Planning and Environment)	Draft complete- to be circulated for consultation with key stakeholders 









30	4.4		Implement a Place Names Project	March 2014	Chief Officer (Planning and 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	Chief Officers	Database of all Council forms, publications and leaflets has been established by Corporate Communications. 
32	4.7		Review all displays, information boards, exhibitions and ensure that they meet the requirements of the Scheme	July 2012	Chief Officers	All Portfolios 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	Ongoing	Corporate Communications Manager	Directory of Voluntary Groups available on intranet for services to identify relevant groups when





			to participate in surveys and consultation exercises			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 public and official notices comply with this Scheme	From December 2012	Corporate Communications / Chief Officers	All public notices are published via the Council's retained advertising agency. As part of the contract the 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	Chief Officer (People and Resources)	Some limited work has been undertaken in 2014/15; this will be further developed as part of the Council's action plan to meet the Welsh Language Standards 
<b>Implementing the Scheme</b>						
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	July 2012	Chief Executive	Incorporated as part of the Business Planning process and through reporting to Chief Officer Team 



			a corporate level			
37	6.1.2	WLP 3	Service Plans to include Improvement actions to ensure compliance with the Scheme	December 2012	Chief Officers	Included within Chief Officer reports. The new Welsh Language Standards will be incorporated within the Performance Management System, to ensure implementation and regular monitoring. 
38	6.1.3		Ensure that all Members are aware of the specific requirements of the Scheme and how they impact on their individual roles	Ongoing – Next stage from June 2012	Chief Officer (Governance)	Training on equalities and Welsh Language Scheme was provided as 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	Chief Officers	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

						<p>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.</p> <p>The Council's Customer Service Award aimed at employees includes a specific unit on Welsh Language.</p> <p></p>
40	6.1	WLP 5	Implement a programme of compulsory Language Awareness Training sessions for new recruits, existing employees and Councillors	From September 2012	Chief Officer (People and Resources)	<p>Welsh language is now included in Corporate Induction and also the Apprentice programmes. Welsh language awareness training is part of the Member Development Programme.</p> <p>Welsh language awareness training is available</p> <p></p>
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	October 2012	Chief Officer (Governance)	<p>Complete</p> <p></p>

			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)			
42	6.2	WLP 8	Identify options for facilitating and promoting the use of Welsh by bilingual employees when using the Council's IT systems, and provide training	December 2012	Chief Officer (Governance)	Complete 
43	6.2		Conduct a detailed and thorough review of the Translation Unit to meet changing organisational requirements	December 2013	Chief Officer (Community and Enterprise)	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	Chief Officer (People and Resources)	Draft action plan in place. This will be reviewed against the new Welsh Language Standards when these are known, to ensure, the Linguistic Skill

						Strategy is compliant with the required Standards. 
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	Chief Officer (People and Resources)	This will form part of the Welsh language skills strategy and will be implemented alongside the new Standards. 
47	6.2		Ensure that Job Application Packs are fully bilingual, including Job descriptions and Person Specification	March 2013	Chief Officer (People and Resources)	This action will be taken forward 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 part of the employees appraisal process	From April 2013	Chief Officer (People and Resources)	Development work on the new scheme is still in progress 
49	6.2	WLP 2 / 5	Establish procedures for ensuring that training courses for Council employees and elected members include content	From April 2013	Chief Officer (People and Resources)	Member and employee induction programmes include raising awareness of the Welsh Language Scheme. An initial review of all corporate training

			pertaining to the WLS where appropriate			has taken place to incorporate Welsh language, where relevant 
50	6.2	WLP 2	Develop formal 'learning agreements' for employees who are required or wish to learn Welsh	From April 2013	Chief Officer (People and Resources)	On going 
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	Chief Officer (People and Resources)	A review of the programme has been undertaken, a new programme is being introduced which involves blocks of Welsh language training supported by monthly lunch time conversation sessions. 
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 Managers	To be launched 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	Chief Officers	Implemented - Reporting on WLS incorporated within Chief Officer reports 
55	2.3 6.1.2 7.1 7.3	WLP 4	Report progress against identified improvement actions in quarterly performance reports, for consideration by the Council's Cabinet	April 2013	Chief Officers	Currently inconsistent reporting. The new Standards will be incorporated within the Performance Management System to ensure regular reporting into Cabinet. 