

Carmarthenshire County Council: Implementing the Standards

This document sets out how Carmarthenshire County Council will comply with the Service Delivery Standards, Operational Standards and Policy Making Standards. (The delivery of the Record Keeping Standards will be explained in the Annual Report and the Promotion Standards in the Promotion Strategy). This document will also set out how we will comply with **overseeing** the Service delivery and Operational Standards and set out how we will **promote** and **facilitate the use** of those Services.

The document fulfils the requirements of Supplementary Standards 157, 159, 163, 165, 169, 171 in Carmarthenshire County Council's Notice of Compliance.

Although it is a static document, there is scope to review regularly to ensure progress is made even in areas where compliance is already met. Although Carmarthenshire County Council has received confirmation that compliance is being met, by the Welsh Language Commissioner (2021-22), we believe that improvement is always possible. And as council procedures, programs and projects evolve constantly, this Plan will be adapted regularly to coincide with those changes so that it remains up to date and relevant.

Carmarthenshire County Council's Annual Welsh Language Report reports on developments and progress in relation to our Welsh language Standards and reflects our desire not to stand still, but rather to continually improve and develop to ensure that we give the Welsh language the best possible chance of thriving in the county.

Compliance arrangements:

- Managers
- Members Advisory Panel
- County Council internal audit
- Complaints
- Advice on the Welsh language within the procurement process
- Council Performance Management processes, with specific measures and action points.
- The Council's Annual Report and Corporate Strategy Report
- Policy Team advises, supports, and verifies, in partnership with all departments.

Arrangements for facilitating Use of Welsh language Services:

- Placing the Welsh language option alongside the English at the first communication
- Ensuring a smooth path between English and Welsh electronic options
- Sending bilingual versions in mass correspondence
- Placing orange speech bubble on staff profiles
- Providing all messages to the public in Welsh at the same time as English
- Place a message under each post on Facebook directing the reader to the version in the other language

Arrangements for promoting Welsh language Services:

- Intermittent marketing campaigns
- Marketing campaigns on Welsh language rights Day and *Diwrnod Shwmae*
- Promote intermittently through the County Strategic Forum
- Guidance on Intranet

- Intermittent reminders in staff newsletters
- Reminding staff on 'Welsh Language Rights day
- Creating opportunities for staff to use Welsh in the workplace
- Employing a Learning and Development Advisor with a specific Welsh language remit.

Class of Standard: Service Delivery (1-87)

Correspondence (1-7)

How? There is guidance on the intranet on how and when to correspond in Welsh. Staff are advised to compile all group correspondence bilingually rather than trying to keep a record of residents' preferred language. There are templates on the intranet to assist the formulation of bilingual messages and for the inclusion of an accurate email signature containing the sentence 'Mae croeso i chi gysylltu â ni yn Gymraeg neu Saesneg' 'You are welcome to contact us in Welsh or English' as part of the email signature. This sentence is also included on standard intranet email signature templates. There is also a Guide detailing when Welsh correspondence is necessary in the form of a flowchart. This has been prepared in partnership with the Environment Department. The Translation Unit provides a service to Council departments that ensures standard translations of English correspondence and staff know that sufficient time must be allowed to translate English correspondence if they do not produce bilingual messages themselves.

Overseeing: Council managers are generally responsible for ensuring that all Council staff deal with Welsh-language correspondence in Welsh and communicate in Welsh with the county's residents at the first point of contact. Council Language Leaders have received training on the Standards and know about the guidance on the intranet. They can check and advise their co-workers on corresponding in Welsh.

Promotion: We encourage residents to correspond with the Council in Welsh by including the above sentence at the end of each email.

Facilitation: We facilitate Welsh language correspondence by providing it accurately and in a timely manner on all occasions to build our residents' trust in and familiarity of the service. We also send bilingual correspondence at the first point of contact to encourage as much use of the Welsh language service as possible.

Actions Points 2023-4:

- **Provide and promote the correspondence flowchart to all Council departments**
- **Remind staff of the need to include the promotion sentence as part of their email signature**
- **Ensure that the sentence is included on the revised advice on email signatures on the intranet**
- **Provide training on the use of machine translation for staff who can construct bilingual messages of their own although stressing the need to use the Translation Unit for messages to the public.**

Phone (8-22) and reception (64-68)

How?: Most phone calls come through the Council's Contact Centre. Outside of normal business hours, Delta's Wellbeing service receives calls. Delta Wellbeing and Contact Centre staff receive training on answering the phone, and greeting bilingually in a way that promotes the use of Welsh. Guidance on answering the phone is available on the intranet, along with audio clips to support

correct pronunciation for all Council staff. The Guidance also sets out the need to transfer Welsh language calls to Welsh speakers.

The Customer Contact Management system is able to hold a record of an individual's Language preference when the Contact Centre directs queries or request for service to individual departments.

Overseeing: The Marketing and Media Manager ensures that enough Welsh speakers are recruited to the Council's Contact Centre and to the Hubs. Managers are responsible for ensuring staff answer the phone correctly and for coordinating a complete Welsh language service. The manager of the Communities Department is similarly responsible for the reception areas of the leisure centers and libraries and the Managing Director of Delta Wellbeing is responsible for the Delta Wellbeing staff's provision.

Council managers are generally responsible for ensuring that all Council staff deal with phone calls suitably, facilitating and promoting the use of the Welsh language.

Council Language Leaders have received training on the Standards and know about the guidance on the intranet. They can check and advise their co-workers on dealing with phone calls correctly.

Promotion: There is one phone number for the Council Contact Centre and one for Delta Wellbeing. They are promoted on the English and Welsh pages of the website in the same way. We provide laith Gwaith posters in our reception areas.

Facilitation: We will always promote the Council's telephone number in both Welsh and English to ensure there is easy access to the Welsh language service. Similarly, we will ensure that our staff treat Welsh as favorably as English when greeting on the phone and when dealing with Welsh calls, ensuring that the whole call is treated in Welsh in the same way and that an English call would be handled. Frontline staff can see which staff within council departments are Welsh speakers by looking for an orange speech bubble on their profile. This facilitates the transfer of phone calls.

Actions 2022-23:

- **Include a sentence on the webpages stating that the public is welcome to speak to us in English or Welsh.**
- **Oversee contact centre and Delta appointments to ensure adequate staff are appointed who meet the language requirement and ensure training for those who are appointed below the language requirement.**
- **Check Council receptions when reconfiguring buildings to ensure laith Gwaith posters displayed.**
- **Promote the telephone support in Welsh on the Wellbeing Delta website**
- **Install a laith Gwaith speech bubble on the HWB information on the website**

Public meetings and events (23-41, 68)

How?: There's guidance on the intranet on how to organise meetings and public events according to the Welsh language Standards. There is also a video on how to organise and facilitate meetings in a way that promotes the use of the Welsh language. A simultaneous translation service is provided internally for any meetings involving members of the public and a translator can also be used on the Zoom platform as well as on Microsoft. A simultaneous translator can also be used in hybrid meetings held from specific rooms in our offices which include hybrid meeting equipment. We have

a procedure where the Translation Unit within the Council recruits an external translator for meetings when the in-house translators are not available.

Overseeing: Managers are responsible for ensuring that council public meetings and events are organised bilingually in a way that facilitates and promotes the use of the Welsh language. The council's Democratic services manager is responsible for ensuring the standard of Welsh language provision at Democratic Council meetings.

Promotion: We market all public events bilingually and ensure Welsh language contributors are included. Individual staff are relied upon to promote the opportunity for a Welsh-medium meeting for individuals, and to ask attendees if they would like to contribute in Welsh when organising the meeting.

Facilitation: We advise staff to facilitate the use of Welsh at public events by ensuring that the chair promotes the opportunity to contribute in Welsh at the event, that he speaks Welsh between the contributions, that some contributors present in Welsh and that questions can be asked in Welsh. We also encourage staff to run Welsh workshops within a wider event and provide simultaneous translation.

Our appointment system for the Hub asks whether you wish to discuss in English or in Welsh.

Social workers are asking for customers' language choice at the first contact so that appointments, visits, and meetings can be arranged in Welsh without them having to request it.

Documents and forms (42-51)

How? Everything that appears on our website appears in Welsh. This includes forms, guidelines, policies, consultations, brochures, pamphlets. The Translation Unit produces most of these documents in Welsh and can ensure their standard as a result. In addition, if there is any document produced that does not appear on the website but is shared publicly, it will be provided bilingually. Agendas and minutes of the full council are all provided in Welsh.

Overseeing: The Marketing Team oversees the materials and resources that appear on the website. This acts as a filter for all the departments in this regard. The Democratic Services Unit oversees the documentation for the full council, and the Policy Team advises departments if there is any doubt whether a Welsh version is needed.

Promotion: We are working on getting the sentence 'This document is also available in Welsh' on all our electronic forms as forms are updated through a rolling program.

Facilitation: The council documents all appear in the same format and at the same time as the English version and this facilitates their use. The decrease in use of paper materials and increase in electronic use facilitate this as well. Users can go back and forth from the English to Welsh version on our website. This facilitates the use of less confident Welsh people to use the Welsh version. We use plain Welsh on all our documentation to facilitate general understanding. The forms of all our public consultations on English and Welsh web pages ask the user to choose English or Welsh on the first page. This makes the option of filling in the form in Welsh visible and promotes its use.

Actions 2023-4

- **Place the statement 'This document is also available in Welsh' on all our electronics forms**
- **Explore possibilities of including the statement on other documents**

Digital communications and self-service machines (52-60)

How? The Marketing Team ensures that all text for the council's website and intranet are prepared in English and Welsh and published at the same time. They also administer almost all the Council's social media posts. Some messages are released by Actif Sir Gâr and by the Education and Children Department including through the Flying Start app and the Actif app. These should follow the same procedures as the central marketing Department. Our self-service machines operate bilingually.

Overseeing: The Marketing Team is responsible for publishing all text that appears on the website and intranet. This means they can check it is bilingual before approving it. The Procurement Department encourages staff to get advice from the policy team when procuring and this gives the team the opportunity to ensure that self-service machines comply and go a step further where possible.

Promotion: We don't promote our Welsh language digital provision. We place it alongside the English provision, but we don't promote the provision in any language.

Facilitation: The Welsh language provision of the website is available on the landing page of the website alongside English. The same is true for the intranet. The user has to click on one side or the other and will be directed to the path in that language. After someone has chosen their route, it is still possible to switch from one language to another by pressing the 'Choose Language' button at the top of the page. We are increasingly ensuring that Welsh is as much of a default as English on our self-service machines, where a user has to choose either language rather than only have to choose Welsh.

Actions 2003-4

- **Check whether all the council's self-service machines require the user to choose either language**
- **Ensure this is a constant condition when procuring all council self-service machines**

Public signs and notices (60-70)

How? A robust procedure is in place to ensure that public notices appear bilingual on all occasions, on licenses in pubs and taxis for example and on lamp posts where there are plans to develop nearby, and on our website. The council signs are all provided bilingually, with Welsh above or to the left of English, and the signs are correct.

Overseeing: The Highways Unit is responsible for the accuracy of our location signs and our leisure centre and library signage is determined and arranged by????

Promotion: We do not promote our signs.

Facilitation: We do not facilitate the use of our public signs and notices, but by placing Welsh at the place where it is more likely to be read first and ensuring standard accuracy and formatting.

Administration of grants and tenders (71-80)

How? All our application forms, grant information and grant promotion materials are provided in Welsh on our Welsh language webpages. The Regeneration Department handles grant applications in accordance with our Welsh language correspondence Standards, welcoming Welsh applications and answering them in Welsh and as favourably as the English applications. We do not generally conduct interviews for grant making decisions. We ensure that everyone is aware that it is possible to apply in Welsh. Our application forms indicate the need for grant applications to include a Welsh language policy and in some funds, such as Leader, the Welsh language is a cross-cutting theme to ensure fair treatment of the Welsh language and promoting the use of the Welsh language is also a specific theme.

The tender specifications of the Council's Procurement Team reflect the need to operate bilingually and to promote the use of Welsh as well. The Invitation to Tender document is published bilingually and sets out specific questions about the Welsh Language Standards and the Well-being of Future Generations Act. The Policy Team has the opportunity to influence the questions asked as part of the application process.

Overseeing: The managers of the Regeneration division are responsible for administering most of the Council's grants and they ensure that they are administered in a manner that treats Welsh equally favourably as English. Managers in the department are responsible for ensuring that there are sufficient staff with Welsh language skills within the department to enable the administration of the grant processes in Welsh. The council's Procurement Team advises all managers to contact the Policy Team for advice about the Welsh language when going out to tender. This enables consideration of each project's impact on the Welsh language and increases the opportunity to identify opportunities to promote the Welsh language in line with the nature of the project. All managers must confirm that advice has been sought before completing the documentation and going out to tender.

Promotion: The challenge, that we have already discussed with the Welsh Government and the Office of the Welsh Language Commissioner, remains; publishing information on the Sell2Wales website bilingually. This will require a national solution as the Welsh Government funds the system.

Facilitation: The Regeneration division invites representation of the Menter Iaith on the various boards of the regeneration programs to ensure the voice of the Welsh language within the projects. The Policy Team advises the departments on ways in which the applicants should promote the service being tendered in Welsh.

Actions:

- **Complete and approve a new Grant Allocation Policy to include specific Welsh language requirements rather than asking for a Welsh language policy**
- **Ensure that our processes and new grant programs all reflect the need to act in the interests of the Welsh language, particularly in the administration of grants from the UK government**
- **Ensure that we promote the possibility of submitting grant applications in Welsh in the new grant systems**

Service Promotion (81-2)

How? All our services are promoted in Welsh and English at the same time and in the same way.

Supervision: Responsibility for ensuring compliance sits with council's managers and any promotions campaigns coming through the Marketing Team will be supervised there.

Corporate identity (83)

How? Our corporate identity has been carefully designed to represent the bilingualism of the council with Welsh above English. The bilingual design is embedded in all updates to the logo and to templates containing the logo. The council has some secondary logos, such as *Actif* and *Family Information Service* which are also designed one with Welsh above English, and the other using only the Welsh spelling of the word. The council occasionally develops new brands, for example *100% Sir Gâr*, which promotes the county's businesses and products. This corporate identity is used exclusively in Welsh, using Welsh as a unique selling point and promoting the Welsh nature of our county.

Overseeing: The Marketing Team ensures bilingual design for the Council and promotes the correct images in newsletters and in management meetings to ensure everyone is aware of the correct image.

Promotion: The bilingual image is promoted at all events the council organises, funds or co-organises across the county. It will also be included in the information for organisations receiving council grants in order to recognise of support. It is also promoted on all promotional materials and displays.

Facilitation: Current bilingual downloadable logos are available on the intranet to ensure everyone is using the right image. Powerpoint templates are also available on the intranet to ensure a uniform image when engaging with the public.

Education Courses (84,86)

How? There are very few education courses delivered through our Community Education Service, due to the financial situation. However, in the courses provided, they implement a proactive offer as people enrol, and use the data to assess whether or not the course needs to be delivered in Welsh.

Some other departments, such as the road safety team and landlord services team run education courses for the public and have received guidance on how to deliver in Welsh. They also receive advice and support from the Policy Team to ensure they promote Welsh language opportunities and provide either in Welsh or bilingual with Welsh treated as favourably as English.

Overseeing: Responsibility for ensuring compliance sits with division management and any promotions coming through the Marketing Team will be supervised there.

Promotion: When promoting the courses, there is an opportunity to further target Welsh-medium audiences.

Facilitation: We advise staff to facilitate the use of Welsh in education courses by taking practical steps from the initial point of registration through to providing feedback.

Class of Standard: Operational (98-144)

Internal Use Policy (98)

How: An Internal Use Policy has been approved and published on our intranet since 2016.

Overseeing: It is the responsibility of the Policy Unit to ensure that the policy is up to date and fit for purpose.

Promotion: The policy was promoted when it was first published but not since.

Facilitation: The Policy is available on the intranet under 'Working bilingually'.

Documents and correspondence on employment, and procedures (99,100, 104)

How? All Contracts are sent out bilingually. All job offer letters and all associated paperwork is sent out in Welsh if the member of staff has indicated Welsh as their preferred language on the job application form. All forms relating to the recruitment process are available by default in Welsh when applicant follows the Welsh route online. The only form relating to the employment that is not fully accessible to Welsh users is the DBS check-in form. For reasons beyond our control, we can only provide this form in Welsh on paper.

Oversight: The Human Resources Department is responsible for implementing this.

Promotion: We do not promote the availability of Welsh contracts as everyone receives a Welsh version. The choice of language is evident on the application form for other documentation relating to the employment.

Facilitation: We provide the documentation bilingually by default.

Performance management (101-3)

How? Documentation of our performance management process is available on the intranet in Welsh. Although the process has recently been revised, requiring much less official paperwork, appraisal interviews can be conducted in Welsh. Training and career development needs are part of this process.

Overseeing: Managers are responsible for providing according to the officers' preferred language.

Promotion: The information, documentation and support are all in Welsh on our Welsh intranet pages.

Facilitation: All information and guidance on the annual appraisal process is on the intranet in Welsh, including a video explaining the new process. The discussion can be recorded in any format desired. There is no official form to follow. This facilitates the use of Welsh which is less formal and more flexible.

Actions:

- **Promote the right that staff have to receive appraisal interviews in Welsh.**
- **State on the English intranet pages that interviews can be obtained in Welsh.**

- **Raise managers' awareness of the need to *offer* an interview and appraisal in Welsh.**

Internal policies (105-112)

How? All our policies are in Welsh on the Welsh pages of the intranet and the internet.

Overseeing: The Council's Marketing and Media Team only publish policies when Welsh versions are available.

Promotion: We do not promote the Welsh documents. Everything is available in Welsh on the intranet.

Facilitation: Everything is available at the same time as English and the pages' format as well as all documents are identical in both languages. All documents are available just as readily in Welsh as in English.

Actions:

- **Promote the use of the intranet in Welsh.**
- **Ask officers from the education department to trial the use of the intranet in Welsh for a month and provide feedback on the experience.**

Complaints and discipline (112-120)

How? The Council's entire complaints and disciplinary process is available in Welsh. If the initial officers for the process are unable to speak Welsh (third tier managers for example), officers from other departments within the Council have been trained to provide the process in Welsh instead.

Overseeing: Managers are responsible for ensuring that processes are followed in accordance with officers' preferred language when complaining, responding to a complaint, or following a disciplinary process.

Promotion: The Council's HR department ensures that staff understand their language rights at the start of the relevant processes. The relevant policies and documentation are all available in Welsh on the intranet.

Facilitation: The process is executed seamlessly, and all steps are provided by default in Welsh after the language choice is established.

Software (120)

How? *Cysgair* software is installed on all computers as default. All Microsoft packages also include the spell checker and machine translation.

Overseeing: The IT division is responsible for ensuring that the language verification capabilities are still available after each new software update. If someone loses any application, they contact the IT helpdesk.

Promotion: We promote the intranet guides occasionally, especially on *Shwmae* days and Welsh language Rights day. We run internal marketing campaigns introducing any new guides or materials e.g. simultaneous translation in Teams.

Facilitation: There is guidance on the intranet on how to use the language checker on Microsoft, how to use machine translation and there is also a guide on how to use Simultaneous Translation in Teams meetings.

Intranet (121-7)

How? Our entire intranet is in Welsh. A user can go to the Welsh side on the landing page and the whole experience thereafter will be in Welsh. Every piece of information and every guidance document on the intranet is available in Welsh in the exact same format and at the same time as English. The only element of the intranet that is not fully Welsh is the personal pages on *MyView* which have a few titles or subtitles in English on the Welsh side. There are also notifications on staff benefits from UK-wide companies in English, although all the text the council inputs itself is in Welsh.

Overseeing: The Marketing and Media Team oversees the content of the intranet and does not publish any new material until it is available in both languages. This is the same arrangement as with the website.

Promotion: We do not promote Welsh use of the intranet.

Facilitation: The English and Welsh option of the intranet is side by side on the landing page. You have to choose either. It is possible to toggle from one language to another with ease at any point of the user journey.

Actions

- **Promote the use of the intranet in Welsh.**
- **Ask officers from the education department to trial the use of the intranet in Welsh for a month and provide feedback on the experience.**

Assessing Language Skills and providing Welsh language training (127, 130, 131)

How? A comprehensive skills survey of all Council staff was completed 2016 with a meta-compliance system. New employees' language skills are collected in the recruitment process, although there are some discrepancies in how the language assessment takes place and how the results are collated. New employees' language skills are recorded on the system by the HR department.

We also occasionally gather detailed and up-to-date information on the language skills of certain cohorts of staff, e.g. our education and social care workforce, so that we can respond to the results. This is done through voluntary surveys.

Overseeing: Staff language skills are reported on in the Welsh language Annual Report; and through the annual report, to the Members' Advisory Panel on the Welsh language.

Providing training through the medium of Welsh (128, 129, 132, 133).

How? We do not provide training on the identified areas at all in the council, but the Learning and Development Team advises and assists managers in recruiting and interviewing in accordance with the Standards. There is a training video on the use and promotion of the use of Welsh in meetings on the intranet.

Oversight: The Learning and Development Team leads on corporate delivery across the council, with advisors in specific fields.

Promotion: The Learning and Development Team takes the lead on facilitating the arrangements for all corporate training and sets out in the promotional messages what provision is offered through the medium of Welsh.

Facilitation: The Learning and Development (Welsh Language) Advisor also assists the wider team in identifying and developing Welsh-medium training opportunities and provides some tailored sessions.

Language awareness (132-3)

How? A new online language awareness module was created in 2018 and was established as one of the mandatory modules when starting a job. Language awareness is also provided as a core part of the Language Leaders' training.

Supervision: The Learning and Development Team is responsible for providing the link to the training in staff induction. All staff are required to complete the module during the first six months of employment. This is monitored by line managers.

Promotion: We do not currently promote the language awareness course.

Facilitation: The training is available automatically and mandatory, so there is no need to facilitate its use although there may be scope to encourage staff to revisit the module at a later date, maybe a year after starting to work with the authority.

Action:

- **Update the module with the most recent census figures**
- **Promote the training on St David's day – encouraging staff to redo the training**
- **Establish a procedure to check numbers completing the language awareness module and an automated suggestion to revisit the module after a year.**

Email signature (134-5)

How? Wording is available on the intranet for creating a bilingual email signature, and the signature explains to staff how to include an orange speech bubble to indicate they speak Welsh. There is also wording for an out of office message on the intranet. Use of both is now prevalent across the Council.

Supervision: It is manager's responsibility to ensure that staff are implementing these Standards correctly. Council Language Leaders have received training on the Standards and know about the guidance on the intranet. They can check and advise their co-workers on correct wording for emails

and the out of office message. The Policy Unit also advises staff occasionally, when discrepancies are encountered.

Promotion: We intermittently promote the need to include the correct wording on emails, in the staff newsletter.

Facilitation: The wording for email signature is on Welsh language intranet pages, but also on Marketing and Communication pages. There are instructions on those pages on how to 'create, change and edit email signatures' and templates are available which include the orange speech bubble for Welsh speakers and one for learners.

Recruitment (136-40)

How? Each post is assessed in terms of language skills needed with manager indicating a level from 1-5 on each post for approval by the Head of Service. There post will not be advertised without the Language assessment being completed. HR will query the identified language level if they feel it is not suitable.

Overseeing: The Recruitment Team within the People Management division is responsible for overseeing these arrangements.

Promotion: All job adverts are published in Welsh and there is an explanation of the level of Welsh required on the application form with a link to the explanatory document which assists people to assess their level. Occasionally, the council makes use of specialist recruitment websites targeting Welsh speakers.

Facilitation: All recruitment documentation is published in Welsh and an offer of interview in Welsh is also made on the application form, and all correspondence will be sent in Welsh if the application is submitted in Welsh.

Actions:

- **Update the information on the recruitment pages to highlight that we are a bilingual employer underlining the opportunities to apply through the medium of Welsh.**

Workplace signage (141-3)

How? All official workplace signs are created and displayed in Welsh, with the translation unit ensuring accuracy, in the same way as the council's public signs. Any design work for centrally delivered temporary signage follows the same procedure as the website and intranet with the Marketing and Communications Team checking that a Welsh version is available before publishing.

Overseeing: Our site managers are responsible for ensuring permanent, universal, bilingual signage in the workplace. The Property division is responsible for mandatory safety signage. All official signage is provided through a purchasing framework administered by the Marketing and Media Team. The team will check the bilingualism of the work as part of the procedure. The various departments are responsible for the temporary signage used in our workplaces. The Council's language leaders have received training on the Standards and know that everything needs to appear in Welsh. They can check that this is happening in their offices.

Promotion: When training Language Leaders we explain the rationale behind placing Welsh signs where they are most likely to be read first so they can understand that it is not a pointless exercise.

Facilitation: Standard posters are available on the intranet for casual use in the workplace for times when staff are printing temporary messages themselves.

Announcements (144)

How? The pre-recorded public announcements in our theatres are bilingual with Welsh first. The public announcements in our leisure centres follow the same pattern. In terms of our internal announcements, for staff, but heard by the public, we need to continue to check that these are consistently following the same procedure.

Supervision: The site managers oversee the accuracy of the announcements.

Facilitation: There are audio clips on the intranet to support less confident staff, to use their Welsh in the workplace. The Policy Department has also provided relevant audio clips to leisure Centres to assist less confident staff to make accurate, bilingual announcements.

Class of Standard: Promotion (145-6)

Promotion Strategy (145-6)

How? Our first Promotion Strategy was published in 2017 and the council has led the Action Plan of that Strategy for five years and collaborated with partners the County Strategic Forum, which is administered by the Council. In 2022, a detailed report on the first Promotion Strategy was completed and work is already underway on drafting the Promotion Strategy for 2023-2028. The council's central Policy and Partnership Unit implements the planning, leads and reports, and other council departments commit to working on specific areas of work for the benefit of the Welsh language.

Overseeing: The County Strategic Forum acts as a forum to collaborate, but also to scrutinise the work as it progresses. The Portfolio Member on Cabinet scrutinises progress, also attending Forum meetings. The Strategy and Report is approved by the Corporate Management team and the portfolio Member respectively.

Promotion and facilitation of use: Our promotion strategy is on the Welsh page of the Council's website.

Actions:

- **Raise awareness of Strategy 1 report**
- **Arrange publicity and consultation on Strategy 2**