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# Welsh Language Scheme

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9 March 2018

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## 1. Introduction

- 1.1 The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.
- 1.2 Under the [Welsh Language Act 1993](#) every public body providing services to the public in Wales has to prepare a scheme setting out how it will provide those services in Welsh. This is our scheme.
- 1.3 It describes how we will give effect, so far as is both appropriate in the circumstances and reasonably practicable, to the principle established by the Welsh Language Act that, in the conduct of public business and the administration of justice in Wales, the Welsh and English languages should be treated on a basis of equality. The Scheme also recognises the official status of the Welsh language in Wales as enshrined in the [Welsh Language \(Wales\) Measure 2011](#).
- 1.4 The scheme covers the services that we provide to the public in Wales.
- 1.5 In this scheme, the term **public** means individuals, legal persons and corporate bodies. It includes the public as a whole, or a section of the public, as well as individual members of the public. The term includes voluntary organisations and charities. Directors and others representing limited companies are also within the meaning of the term 'public'. It does not, however, include persons who are acting in a capacity which is representative of the Crown, Government or the State. Consequently, persons who fulfil official functions of a public nature, even though they are legal persons, do not come within the meaning of the word *public* when they are fulfilling those official functions.
- 1.6 Further information about the scope and purpose of Welsh language schemes can be found on the Welsh Language Commissioner's website ([www.comisiynyddygydraeg.cymru](http://www.comisiynyddygydraeg.cymru))
- 1.7 The first edition of this scheme (dated March 2010) was prepared under Section 14 of the Act - and in accordance with guidelines issued by the Welsh Language Board under Section 9 of the Act. This revised Scheme was approved by the Welsh Language Commissioner for publication in March 2018.

## 2. Background to the organisation

### Charter

- 2.1 The British Council was incorporated by a Charter of King George VI in 1940. We received a Supplementary Charter in 1992.
- 2.2 The Charter is our constitution. It sets out the purpose for which we exist, namely:
- ‘To advance any purpose which is exclusively charitable and which shall:
- promote a wider knowledge of the United Kingdom;
  - develop a wider knowledge of the English language;
  - encourage cultural, scientific, technological and other educational co-operation between the United Kingdom and other countries;
  - or otherwise promote the advancement of education’.

### Status

- 2.3 We are an executive UK Non-Departmental Public Body, a Public Corporation (in accounting terms) and are registered in England, Wales and Scotland as a charity.
- Charity numbers 209131 (England and Wales) and SC037733 (Scotland)
  - VAT registration number 238767421

### Our Values

- 2.4 Our five organisational core values are valuing people, integrity, mutuality, creativity and professionalism. These govern our organisational culture, the decisions we make and how we behave internally and in our dealings with clients, customers and suppliers.
- 2.5 We operate an Equal Opportunity Policy which we progress through our Diversity strategy.
- 2.6 British Council Wales is located at One Kingsway, Cardiff, CF10 3AQ.
- 2.7 Our web-site is: <https://wales.britishcouncil.org> and <https://wales.britishcouncil.org/en>  
Other contact details are given at the end of this document.
- 2.8 We work with people across Wales on projects in education and sport, the arts and creative industries, and governance and society.

## **3. Service planning and delivery**

### **Policies, legislation, services and initiatives**

- 3.1 Our policies, initiatives and services will be consistent with this scheme. They will support the use of Welsh and, whenever possible, will help the public in Wales to use Welsh as part of their day to day lives.

### **Delivering services**

- 3.2 Our normal practice will be to ensure that our services are available to the public in Welsh.
- 3.3 We will let the public know when services are available in Welsh.
- 3.4 Our normal practice will be to make any agreements or arrangements with third parties consistent with the relevant parts of this scheme, when those agreements or arrangements relate to the provision of services to the public in Wales. This will ensure that third parties provide those services in accordance with this scheme.

### **Standards of quality**

- 3.5 Our normal practice will be to provide services to the public in Wales in Welsh and English that are of equal quality and delivered within the same timescale.

### **Awarding grants**

- 3.6 When we award grants for activities to be undertaken in Wales, we will include conditions with regard to the use of Welsh. The British Council will refer to the Welsh Language Commissioner for advice pertaining to awarding grants.

## 4. Dealing with the Welsh speaking public

### Correspondence (mail and e-mail)

- 4.1 Our normal practice will be as follows:
- 4.2 When someone writes to us in Welsh we will issue a reply in Welsh (if a reply is required). Our target time for replying will be the same as for replying to letters written in English.
- 4.3 When someone writes to us bilingually we will establish and reply in the preferred language.
- 4.4 When we initiate correspondence with an individual, group or organisation, we will do so in Welsh when we know that they would prefer to correspond in Welsh, subject to the staff guidelines referred to below.
- 4.5 It will be our normal practice to ascertain whether recipients of standard or circular correspondence wish to receive it in Welsh, English or both and for correspondence to be bilingual subject to the staff guidelines referred to below.
- 4.6 When we are initiating correspondence with individuals, groups and organisations, where the language choice is unknown, we will do so bilingually.
- 4.7 Staff guidelines will be provided to assist staff in determining which correspondence will be bilingual and when standard or circular correspondence should be published as bilingual documents or as separate Welsh and English versions (for instance, when the correspondence is very technical or lengthy).
- 4.8 If the Welsh and English versions of any correspondence have to be published separately, our normal practice will be to ensure that both versions are available at the same time.
- 4.9 Enclosures sent with bilingual letters will be bilingual, when available.
- 4.10 Enclosures sent with Welsh letters will be Welsh or bilingual, when available.
- 4.11 All hard-copy Welsh correspondence that we issue will be signed.
- 4.12 Footers, job titles and contact details will be in Welsh or bilingual in any Welsh language e-mail correspondence sent by the British Council.

## **Legal documents and agreements**

- 4.13 It will be our normal practice to offer legal documents and legal agreements with individuals, organisations or groups in the recipient's preferred language. Maps and other inserts in such agreements which are borrowed or used under licence will appear in the language of the original source.

## **Telephone communications**

- 4.14 Our normal practice will be to ensure the public can speak in Welsh or English when dealing with us by telephone.
- 4.15 Our Welsh speaking staff will answer the telephone with a bilingual greeting and use bilingual messages on their personal answer-phones. We will encourage the rest of our staff to answer the telephone with a bilingual greeting and use bilingual messages on their personal answer-phones.
- 4.16 If the caller wishes to speak Welsh, our switchboard will try to connect the call to a Welsh speaker qualified to deal with the enquiry.
- 4.17 If a caller rings one of our direct lines and wishes to speak Welsh, but the person taking the call cannot do so, our normal practice will be to transfer the call to a Welsh speaking colleague qualified to deal with the enquiry.
- 4.18 If no Welsh speaker qualified to deal with the enquiry is available, the caller will be given the choice, as appropriate, of having a Welsh speaker phone back as soon as possible, continuing the call in English or submitting their query in Welsh, by letter or e-mail.
- 4.19 Due to their location it would not be practicable for staff in our offices outside Wales to conduct telephone conversations in Welsh.
- 4.20 A Welsh language service will be provided on our Erasmus+ helpline.
- 4.21 The British Council competes under tender for work from organisations such as the European Commission. We will suggest that Welsh language provision is made for any such work accessing the public in Wales in future tenders but the final decision will be made by the European Commission.

## Public meetings

- 4.22 It is not the normal practice of the British Council to hold public meetings in Wales. In the event that we do, our normal practice will be to establish the demand for simultaneous or consecutive translation from Welsh into English and make an informed decision about its provision accordingly.
- 4.23 Invitations and advertisements for public meetings will be bilingual and either note that translation facilities will be available or invite the public to let us know in advance in which language they wish to speak.
- 4.24 We will let those attending public meetings know when translation facilities are available – and encourage contributions in Welsh.
- 4.25 We will provide papers and other information for public meetings in Welsh and English – and ensure that reports and papers produced following public meetings will be published in Welsh and English.
- 4.26 When selecting staff to attend public meetings, our normal practice will be to ensure that suitably qualified Welsh speakers attend. 'Iaith Gwaith' badges or lanyards will be provided to help attendees identify Welsh-speaking members of staff.

## Other meetings with the public in Wales

- 4.27 When we arrange or attend private meetings with the public, we will establish their language preference at the earliest opportunity and our normal practice will be to ensure that a suitably qualified Welsh speaking member of staff is available for those whose preferred language is Welsh.
- 4.28 If no suitably qualified Welsh speaker is available, we will offer the choice of continuing the meeting in English, or dealing with the subject by corresponding in Welsh.
- 4.29 Staff guidelines will be provided to assist staff in determining when to provide simultaneous translation services and/or a suitably qualified Welsh speaking member of staff.
- 4.30 The above will also apply to meetings held using videoconferencing and similar equipment.
- 4.31 Because of their location it would not be practicable for staff in our offices outside Wales to conduct face-to-face meetings with the public through the medium of Welsh.

### **Other dealings with the public in Wales**

- 4.32 When we undertake public surveys, our normal practice will be to ensure that all aspects of communication with the public will be bilingual.
- 4.33 Respondents will be asked if they wish to respond to the survey in Welsh or English.
- 4.34 When we arrange seminars, training courses or similar events for the public in Wales, we will assess the need to provide them in Welsh. In conducting this assessment, we will consider the preferred language of those attending and the availability of Welsh speaking trainers.
- 4.35 'Iaith Gwaith' badges or lanyards will be provided to help attendees identify Welsh-speaking members of staff.

## 5. Our public face

### Publicity campaigns, exhibitions and advertising

- 5.1 Our normal practice will be for the publicity, public information, exhibition and advertising material we use in Wales (in order to target the general public) to be produced fully bilingually, or as separate Welsh and English versions. If the Welsh and English versions have to be published separately, both versions will be equal with regard to size, prominence and quality. Both versions will be available simultaneously and will be equally accessible.
- 5.2 Exceptions to the above will be:
- material used at events such as Wales' eisteddfods where Welsh only publicity, public information, exhibition and advertising material may be used.
  - material aimed at a limited and specialised audience. We will consider the need to produce this bilingually in each case, whilst bearing in mind the nature of the audience and the subject being dealt with.
- 5.3 Any advertisements placed in English language newspapers (or similar material) distributed mainly or wholly in Wales, will be bilingual, or will appear as separate Welsh and English versions (with both versions appearing simultaneously, and being equal with regard to size, prominence and quality).
- 5.4 In Welsh language publications advertisements will be in Welsh only.
- 5.5 Television, cinema, internet and radio advertising that targets the public in Wales will be conducted in Welsh and English. Television campaigns which appear on S4C during Welsh programming hours will be in Welsh. Radio campaigns broadcast during Welsh language programmes on commercial radio stations will be in Welsh.
- 5.6 We will avoid using Welsh language subtitles, or dubbing adverts into Welsh (excepting voice-overs).
- 5.7 Our normal practice will be for audio visual displays, audio tours or interactive media that are prepared for a Welsh public to be bilingual.
- 5.8 When staffing exhibitions stands and displays, our normal practice will be to ensure that suitably qualified Welsh speakers attend. 'Iaith Gwaith' badges or lanyards will be provided to help attendees identify Welsh-speaking members of staff.

## Publications

- 5.9 Our normal practice will be to publish material made available to the public bilingually, subject to the staff guidelines referred to below, with the Welsh and English versions together in one document.
- 5.10 If the Welsh and English versions have to be published separately (for instance, where a single document would be too lengthy or bulky), both versions will be of equal size and quality - and our normal practice will be to ensure that both versions are available at the same time and are equally accessible. Each version will note clearly that the material is available in the other language.
- 5.11 If not available free of charge, the price of a bilingual document will not be greater than that of a single language publication - and the price of separate, Welsh and English versions will be the same.
- 5.12 The above will also apply to material made available electronically on our website, on CD Rom or otherwise.
- 5.13 Staff guidelines will be provided to assist staff in determining objectively which publications will be provided bilingually and when material should be published as separate Welsh and English versions or as a bilingual document.
- 5.14 We will provide alternative formats of documents in both Welsh and English, if necessary, on request.

## Websites

- 5.15 The audience for most material on the British Council website are overseas. The parts of the website that are aimed at the public in Britain, and particularly the website of British Council Wales, will include content in both Welsh and English.
- 5.16 Our normal practice will be to provide Welsh versions of the interactive materials on these parts of our websites.
- 5.17 We will prepare a programme, to be agreed with the Welsh Language Commissioner, setting out how we will increase the Welsh language content of our website, over time.
- 5.18 Whenever we post English language publications on these portions of our websites, the Welsh versions will be posted at the same time, if available.
- 5.19 When designing new websites, or redeveloping our existing websites, aimed at the public in Wales we will take into account the Welsh Language Commissioner's guidance: [Technology, websites and software: Welsh language considerations](#) and any other guidance issued by the Commissioner with regard to developing websites.

## **Forms and associated explanatory material**

- 5.20 Our normal practice will be to ensure that all forms for use by the public in Wales will be fully bilingual, subject to the staff guidelines referred to below, with the Welsh and English versions together in one document. This will include interactive forms published on our websites. Associated explanatory material will be fully bilingual subject to the staff guidelines referred to below.
- 5.21 If the Welsh and English versions have to be published separately (for instance, where a single document would be too lengthy or bulky), both versions will be of equal size and quality - and we will ensure that both versions are available at the same time and are equally accessible. Each version will note clearly that the material is available in the other language.
- 5.22 Staff guidelines will be provided to assist staff in determining objectively when forms and associated explanatory material should be published as separate Welsh and English versions or as bilingual documents.
- 5.23 When we enter information on Welsh versions of forms that are sent to the public, we will do so in Welsh.
- 5.24 When we enter information on bilingual forms that are sent to the public, we will do so bilingually unless we know that the recipients would prefer to receive the information in Welsh or English only.
- 5.25 When other organisations distribute forms on our behalf, our normal practice will be to ensure that they do so in accordance with the above.
- 5.26 We will provide alternative formats of forms and associated explanatory documents if necessary, on request.
- 5.27 Where submission of forms is part of work done for external clients who have specific language requirements (e.g. forms going directly into the European Commission database requiring an official European Commission language) then bilingual forms will not be provided.

## **Corporate identity and brand names**

- 5.28 The name British Council will not be translated as there is a global corporate identity for this untranslated name. In Wales we use the phrase 'British Council Wales' or 'British Council Cymru' or British Council Wales Cymru. As a general rule the name British Council Wales will be used in English language versions of documents and the name British Council Cymru in the Welsh language versions. In some situations the bilingual form British Council Wales Cymru will be appropriate (e.g. above a bilingual exhibition).
- 5.29 Our contact details and slogans and other standard information will appear in Welsh and English, as appropriate, on all material which displays our corporate identity. This includes our stationery - and material such as business cards, identity badges, passes, tickets, acknowledgement cards, compliment slips, invitations and vehicles.
- 5.30 Brand names that have an international usage, for programmes that we carry out on behalf of clients, such as Erasmus+ and "e-twinning" will be left untranslated.
- 5.31 We may use Welsh only branding for some initiatives.

## **Signs in Wales**

- 5.32 Our normal practice will be to ensure that all of our permanent and temporary signs, which give information to the public, will be bilingual with the Welsh and English text being treated equally with regard to size, legibility and prominence.
- 5.33 We will adhere to this practice whenever signs are being installed for the first time, or whenever we are replacing signs.
- 5.34 If separate Welsh and English signs are provided, they will be equal in terms of format, size, quality and prominence.
- 5.35 The above will apply to all types of signs, including electronic signs.
- 5.36 An exception to the above will be signs used at events such as Wales eisteddfods where Welsh only signs may be used.
- 5.37 The words British Council will not be translated on signs as there is a global corporate identity for this untranslated name.

### **Official notices, public notices and staff recruitment notices**

- 5.38 Official notices, public notices and staff recruitment notices placed in English language newspapers (or similar media) distributed mainly or wholly in Wales, will be bilingual, or appear as separate Welsh and English versions. Notices will be in Welsh in Welsh language publications.
- 5.39 The Welsh and English versions will be equal in terms of format, size, quality and prominence – whether produced as a single bilingual version, or as separate Welsh and English notices.
- 5.40 In the English language media, posts where the ability to speak Welsh is essential may be advertised in Welsh, with a brief description in English.
- 5.41 Recruitment notices placed in English language journals (and other publications) with a UK-wide distribution may be in English only, unless the post is one where the ability to speak Welsh is essential, in which case the notice may be fully bilingual, or in Welsh with a brief explanation in English.
- 5.42 Any official notices, public notices or staff recruitment notices placed elsewhere in Wales will be bilingual.

### **Press releases and contact with the media**

- 5.43 Press releases to the Welsh language press and broadcasting media in Wales will be issued in Welsh where deadlines permit.
- 5.44 When we post press releases on our website, targeting the press or public in Wales or with a Welsh constituency content, our normal practice will be to post them in Welsh and English.
- 5.45 If we wish to engage with the press and media, our normal practice will be to ensure that Welsh speakers are available to undertake interviews with the Welsh language press and broadcasting media.
- 5.46 We may engage with the Welsh language press and media only on some occasions.

## 6. Implementing the scheme

### Staffing

- 6.1 All of our workplaces that have contact with the public in Wales need access to sufficient and appropriately skilled Welsh speaking staff to enable those workplaces to deliver a full service in Welsh. The following procedures will be implemented accordingly:
- 6.2 We will identify those workplaces and jobs where the ability to speak Welsh is desirable or essential. This requirement may be defined as a component of a workplace or team, or it may be attached to a particular job.
- 6.3 We will undertake annual audits to establish the number, ability level and location of staff that can speak, read and write Welsh (including staff who are learning Welsh). We will also identify staff who wish to learn Welsh.
- 6.4 The results of these two exercises will be compared to identify workplaces where there is a shortage of Welsh speaking staff. (We may take into account the services offered by any help-line or similar facility as we do so).
- 6.5 We will respond to any shortages through our recruitment and training activities.
- 6.6 We will also consider the possibility of offering existing Welsh speaking staff the opportunity to fill those posts where the ability to speak Welsh is desirable or essential.

## Recruitment

- 6.7 When recruiting staff based in Wales we will be guided by the information gathered by following the procedures described under *Staffing* above.
- 6.8 When fluency in Welsh is considered to be desirable or essential this will be stated in job competencies and advertisements.
- 6.9 Where no suitable Welsh speaking candidates can be found for a post where Welsh is desirable, the person appointed will be encouraged to learn Welsh.
- 6.10 A candidate unable to speak Welsh may be appointed to a post for which Welsh is considered *essential*, but where time can be allowed to learn the language. In these cases, learning the language to the required level of competence, within a reasonable agreed period, will be a specific performance criterion.
- 6.11 When no suitable Welsh speaking candidates can be found for a post where Welsh is *essential* (or whilst a candidate unable to speak Welsh has been appointed and is learning the language) we will make temporary arrangements under which the Welsh language service can be provided (by using, for example, Welsh speaking staff from elsewhere in our organisation to deliver parts of the service).
- 6.12 Information packs and application forms will be provided in Welsh and English for all of our jobs where fluency in Welsh is considered to be desirable or essential. For all other jobs, information packs and application forms will be provided in Welsh when requested by a job applicant.

## Language training

- 6.13 Our staff based in Wales will be encouraged to learn or improve their Welsh – and we will support those who wish to do so. Priority will be given to those who have extensive and regular contact with the public, or who regularly deal with Welsh speakers as part of their work.
- 6.14 Where use of the Welsh Language is necessary in their work, staff who need to improve their Welsh will agree this with their line manager and record it in their Performance Development Plan. The British Council will fund training for such staff and allow them to attend courses during work time.
- 6.15 For all other staff based in Wales the British Council will fund Welsh Language training in classes within their own time.

## Information and Communications Technology

- 6.16 The need to provide information and services in Welsh will be considered as we develop, design and purchase information and communications technology products and services. As we do so, we will take into account the Welsh Language Commissioner's guidance: [Technology, websites and software: Welsh language considerations](#).
- 6.17 Where practicable, we will modify our existing information and communications technology systems to ensure that they enable us to provide information and services in Welsh in accordance with this scheme.

## Partnership working

- 6.18 When we are the strategic and financial leader within a formal partnership, we will ensure that any public service aspects comply with this scheme.
- 6.19 When we join a formal partnership which another organisation is leading, our input to the partnership will comply with this scheme and we will encourage the other partners to comply.
- 6.20 When we are a partner in a consortium, we will encourage the consortium to comply with this scheme. When acting in the name of the consortium, our normal practice will be to operate in accordance with this scheme.

## Internal arrangements

- 6.21 Reference to the British Council's Welsh Language Scheme is included in our Equal Opportunity Policy which is progressed through our Diversity Strategy.
- 6.22 The British Council will continuously review compliance with the scheme by its staff.
- 6.23 Managers will have the responsibility of implementing those aspects of the scheme relevant to their work.
- 6.24 We will appoint a senior member of staff to coordinate the work required to deliver, monitor and review this scheme. This is currently Alison Cummins, contactable on 029 2092 4334 or by e-mail [alison.cummins@britishcouncil.org](mailto:alison.cummins@britishcouncil.org)
- 6.25 The scheme will be publicised to our staff, and to the public in Wales. It will be published on our website.
- 6.26 We will produce staff guidelines, for our staff to ensure that they know how to implement the measures contained in this scheme.
- 6.27 Existing guidance used by our staff, will be amended to reflect the measures contained in this scheme.
- 6.28 We will arrange briefing sessions for our staff to increase awareness of this scheme - and to explain how it will affect their day to day work.
- 6.29 We will ensure that we use only qualified translators or interpreters when we use an external provider for translation of electronic and printed material – and for simultaneous translation. We will expect those translators to be members of the Association of Welsh Translators or a similar organisation.
- 6.30 Any form of contact with the public in Wales, which is not specifically dealt with by this scheme, will be undertaken in a manner which is consistent with the general principles enshrined in this scheme.

## **Freedom of Information Act and the Environmental Information Regulations**

6.31 When we release information under the Freedom of Information Act or the Environmental Information Regulations, we will normally only provide information in the language in which it is held. If the information is held in English, we will translate it into Welsh where:

- it is the applicant's preferred language and
- the information is not already available in Welsh and
- the number of words to be translated is less than 100.

## **Monitoring**

6.32 We will monitor our progress in delivering this scheme.

6.33 Our existing monitoring and reporting procedures will include reference to progress in delivering this scheme, as appropriate.

6.34 We will report to the Welsh Language Commissioner on our progress in delivering this scheme.

6.35 We will provide an annual report to the Welsh Language Commissioner in a form approved by the Welsh Language Commissioner, which describes progress in implementing the measures in the scheme.

## **Reviewing and amending the scheme**

6.36 We will review this scheme within four years of its coming into effect / being revised.

6.37 Also, from time to time, we may need to review this scheme, or propose amendments to this scheme, because of changes to our functions, or to the circumstances in which we undertake those functions, or for any other reason.

6.38 No changes will be made to this scheme without the Welsh Language Commissioner's approval.

## Complaints and suggestions for improvement

6.39 Complaints related to this scheme, or suggestions for improvement, should be directed to the following address:

**British Council Welsh Language Scheme**  
British Council Wales Cymru  
One Kingsway  
Cardiff  
CF10 3AQ

6.40 Or by e-mail to: [alison.cummins@britishcouncil.org](mailto:alison.cummins@britishcouncil.org).

So that we can respond to you, please provide your name, postal address and/or e-mail address and/or telephone number.

6.41 All complaints will be dealt with seriously and impartially and responded to promptly. We aim to acknowledge your comment or complaint within five days and will seek response to feedback or resolution of complaints within fifteen working days.

6.42 Customers who are hearing and/or speech impaired can give feedback or make their complaint by text to the following number: 07826532212

6.43 We will cooperate with the Welsh Language Commissioner in order to resolve complaints - and during any investigations held under section 17 of the Welsh Language Act or sections 111-119 of the Welsh Language (Wales) Measure 2011.

