

RSPB Cymru Welsh Language Scheme

The Welsh Language Scheme of RSPB Cymru received the approval of the Welsh Language Board on 16 March 2006.



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Introduction

The RSPB

The RSPB is the UK charity working to secure a healthy environment for birds and other wildlife. The RSPB carries out a variety of roles including:

- campaigning on behalf of birds and the environment
- protecting, restoring and managing habitats for birds and other wildlife
- researching the problems facing birds and the environment
- carrying out recovery projects for many threatened species
- managing over 180 nature reserves
- enabling people to enjoy the natural world and learn more about it
- acting across the four countries of the UK
- tackling international conservation issues through BirdLife International.

The RSPB's operations are prioritised by the Trustees, and the UK Executive Management Board. In Wales, operations are overseen by a Board Member and managed by the Director Wales based in Cardiff. The RSPB in Wales is referred to as RSPB Cymru, and tailors its operation to be appropriate for Wales. In respect of language, RSPB Cymru has prepared a **Welsh Language Scheme** in accordance with guidelines and advice of the Welsh Language Board. The Scheme sets out how the RSPB will operate in Wales using two languages.

RSPB Cymru has adopted the principle that in the conduct of public business in Wales, the English and Welsh languages will be treated on a basis of equality. The Welsh Language Scheme forms part of the RSPB's commitment to high quality communications within Wales, and has been developed to enable RSPB Cymru to make sustained progress towards its objectives. This document should be read in conjunction with the guidelines set out in **Communicating for the RSPB in Wales**, RSPB Cymru's Customer Care document.

This scheme applies to RSPB Cymru's operations in Wales, all RSPB Cymru staff and volunteers who work in Wales, and to those RSPB UK staff whose work focuses on Wales. Nothing in this scheme conflicts with, or compromises the RSPB's charitable objectives.

The RSPB Welsh Language Scheme was prepared with the help of the RSPB's Advisory Committee for Wales (Minutes of November 2002 and April 2003) and was approved by the Management Board in December 2003.

In the text that follows, the numbered paragraphs describe the objectives and principles that we will endeavour to work towards. The bullet points describe the tasks and actions that we will undertake to implement this scheme. These are summarised together with a proposed timetable in paragraph 4.2 (page 9).

1 General Principles

- 1.1 In the conduct of public business in Wales, the English and Welsh languages will be treated on an equal basis.
- 1.2 Welsh and English print will appear in the same size on all public material originated by RSPB Cymru.
 - Guidelines produced and circulated to all Wales staff (Wales public folders and appended to this Scheme as developed).
- 1.3 Materials will be produced bilingually (ie in both languages in the same document) as far as is reasonably practicable. Where this is not possible, publications will be made available in English and in Welsh as separate publications.
 - An audit of materials not reaching this standard will be conducted.
- 1.4 Exhibition material will always appear in both languages, one alongside the other
 - Guidelines produced and circulated to all Wales staff (Wales public folders and appended to this Scheme as developed) and Creative Services Department at the RSPB UK Headquarters.
- 1.5 Material will always be of the same professional standard whether in Welsh or in English
 - Guidelines produced and circulated to all Wales staff (Wales public folders and appended to this Scheme as developed) and Creative Services Department at the RSPB UK Headquarters.
- 1.6 This Scheme will be supported by training, which will be made available to all staff for whom a higher level of Welsh language communication is considered necessary (as identified in the Welsh Language Audit).
 - Staff language audit undertaken. Any job with a 2+ scoring to be offered Welsh language lessons.
 - Guidelines produced on the courses which RSPB will support staff to attend. (Wales public folders and appended to this Scheme as developed.)

2 External Contacts

2.1 Written Communication

2.1.1 All written correspondence will be answered in the language of the original correspondence.

- Guidelines produced, including details on translators, and circulated to all Wales staff (Wales public folders and appended to this Scheme as developed) and Creative Services Department at the RSPB UK Headquarters.

2.1.2 Response times for both languages will be the same, as set out in **Communicating for the RSPB in Wales**, RSPB Cymru's Customer Care document.

- **Communicating for the RSPB in Wales** circulated to all Wales staff (Wales public folders) and Creative Services Department at the RSPB UK Headquarters

2.1.3 Individuals and organisations will be encouraged to think of us as a bilingual organisation that can correspond in both languages.

- The following materials available bilingually: headed paper, fax sheets, business cards, compliment slips, email footers and Christmas cards (hard copies or emailed versions)
- Guidelines produced for new materials and circulated to all Wales staff (Wales public folders and appended to this Scheme as developed) and Creative Services Department at the RSPB UK Headquarters

2.1.4 On RSPB Cymru Contacts databases, a note will be made on all contacts who prefer to correspond in Welsh. Staff will be encouraged to use the Office Contacts database as a source of information to ensure the correct language is used.

- Ensure Office Contacts database regularly updated and used by all Wales staff (Office Managers to action).

2.2 Verbal Communication

Where training is identified as a method of achieving an objective, a timescale is provided in paragraph 3.2, and the implementation timetable at paragraph 4.2.

2.2.1 Telephones will be answered with a bilingual greeting and answer-phone messages will carry the same message in both languages.

- The guidelines set out in **Communicating for the RSPB in Wales**.

2.2.2 All staff whose job descriptions include answering the phones will be trained to answer with a bilingual greeting and to deal appropriately with calls from speakers of either language.

- Arrange tailor made course with Welsh language tutor. All relevant staff to attend.
- Support staff to keep a record log of the calls received in each language.

2.2.3 All staff who answer the phones to be trained in how to pronounce Welsh place and personal names correctly.

- Arrange tailor made course with Welsh language tutor. All relevant staff to attend.

2.3 Meetings (Private)

2.3.1 We will offer a language choice when holding private meetings. Given notice and whenever practical we will accommodate any requests to hold private meetings in the language chosen by the visitor.

- Guidelines produced and circulated to all Wales staff (Wales public folders and appended to this Scheme when developed).

2.4 Meetings (Public)

2.4.1 We will offer a language choice at meetings. An assessment of translation needs will be carried out for any large-scale meetings or gathering with RSPB members or the public, and facilities provided based on that assessment. If, based on the assessment, translation facilities are not provided this fact will be made clear in advance.

- Guidance produced on how to undertake an assessment and a standard Assessment Template drawn up and circulated to all Wales staff (Wales public folders and appended to this Scheme as developed).

2.4.2 Simultaneous or consecutive translation facilities will be provided at meetings of 50 or more people if the assessment reveals a need.

2.5 Printed Materials

2.5.1 All public displays, such as signs, reserve information and exhibitions, will be bilingual and all leaflets, forms and fundraising materials specifically intended for Wales will be published in both languages.

- Guidelines produced and circulated to all Wales staff (Wales public folders and appended to this Scheme as developed) and Creative Services Department at the RSPB UK Headquarters. See 'A Guide to Bilingual Design' by The Welsh Language Board.

2.5.2 Any single-language materials such as signs, forms, and leaflets originated in Wales will be produced bilingually on replacement.

- Guidelines produced and circulated to all Wales staff (Wales public folders and appended to this Scheme as developed) and Creative Services Department at the RSPB UK Headquarters.

2.5.3 Y Barcud and all other RSPB Cymru originated newsletters will be published bilingually.

- Guidelines produced and circulated to all Wales staff (Wales public folders and appended to this Scheme as developed) and Creative Services Department at the RSPB UK Headquarters.

2.5.4 All publications originating from RSPB Cymru will be available bilingually wherever practicable or in both languages if this is not possible.

2.5.5 When there is a specific section of the RSPB's UK annual report relating to Wales, it will be bilingual.

- Guidelines produced and circulated to all Wales staff (Wales public folders) and Creative Services Department at the RSPB UK Headquarters.

2.5.6 All material will be translated by professional translators. We will not normally expect Welsh speaking staff and volunteers to undertake translation work, unless specifically employed to do so.

- Guidelines on use of translators, plus contact details, circulated to all Wales staff (Wales public folders and appended to this Scheme as developed) and Creative Services Department at the RSPB UK Headquarters.

2.6 Media

2.6.1 RSPB Cymru will offer a bilingual service to the media. We will provide information to the media in Wales in the language that it is requested e.g. Welsh for Radio Cymru and English for Radio Wales.

- Posts dealing entirely or mainly with the media to be filled by bilingual staff.

2.6.2 We will use Welsh speaking staff and volunteers as spokespeople for Welsh language media, ensuring that they have the information and the authority to speak on behalf of the RSPB.

- Training in Welsh or in media work to be given where appropriate.

3 Internal Administration

3.1 Staff and recruitment

3.1.1 An annual audit of the language profile of posts and staff will be carried out to ensure that the Welsh language needs of RSPB Cymru are met. The audit will identify posts where Welsh language skills are essential and the level of skills needed by staff. Any deficiencies will be met training of existing staff or recruitment of new staff as appropriate.

- Conduct a Welsh Language Audit and score all posts and current staff. (Appended to this Scheme)
- Line Managers to undertake a Welsh Language Audit of their staff as part of the RSPB Annual Appraisal.

3.1.2 Contracts of employment will be offered in both languages on request.

- Guidelines produced and circulated to all Wales staff (Wales public folders and appended to this Scheme as they are developed) and Human Resources Department at the RSPB UK Headquarters.

3.1.3 All adverts published in Wales for posts in RSPB Cymru will be bilingual.

- Guidelines produced and circulated to all Wales staff (Wales public folders and appended to this Scheme as they are developed) and Human Resources Department at the RSPB UK Headquarters.

3.2 Training and development

3.2.1 This Scheme will form an integral part of induction for new members of staff in Wales, and staff elsewhere in the UK for whom contact with Wales is an integral part of their work.

3.2.2 For new posts, Welsh language training needs will be identified as part of the induction process, and any training started within the probationary period of each post.

3.2.3 For existing posts, line managers will identify Welsh language training needs as part of their annual appraisal.

- Welsh Language training to reach the standards set out in the Scheme will commence, where operationally pragmatic, within six months of the adoption of this Scheme.

3.3 Finances

3.3.1 Delivering the Scheme will be achieved by incorporating expenditure and use of resources on Welsh language services in the core work of RSPB Cymru, so that it becomes natural to deliver services in the two official languages, and to organise resources to attain this objective.

- The true cost of providing bilingual services to be incorporated in applications for grants (Action Wales Marketing Team).
- Preparation of expenditure plans based on the Scheme's requirements for each year to be included in annual budget proposals (Action Wales Communications Manager).

4 Implementation and monitoring

4.1 Actions

4.1.1 The Scheme will be made integral to planning and project activities.

- Line Managers to ensure all staff are aware of and understand the implications of the Scheme for their work.
- The RSPB's Director Wales will have overall responsibility for the implementation of the Scheme.

4.1.2 Scheme will be included as a regular item on Wales Management Team agendas.

- Director to include the Scheme on agenda annually, with additional items if the need arises.

4.2 Timetable for actions

Where guidelines are referred to within this scheme, the implementation date will be the same as for the associated action.

1.1	In the conduct of public business in Wales, the English and Welsh languages will be treated on an equal basis.	<i>By March 2006</i>
1.2	Welsh print will appear in the same size as English print on all public material originated in Wales.	<i>By September 2006</i>
1.3	An audit of materials not reaching the Scheme standard will be conducted	<i>By March 2006</i>
1.4	Welsh exhibition material will always appear alongside English material.	<i>By September 2006</i>
1.5	Welsh material will always be of same professional standard as English material.	<i>By March 2006</i>
1.6	This Scheme will be supported by training, which will be made available for all staff for whom a higher level of Welsh language communication is considered necessary	<i>First phase by March 2006 and then ongoing</i>
2.1.1	All written correspondence will be answered in the language of the original correspondence.	<i>By March 2006</i>
2.1.2	Response times for both languages will be the same, as set out in Communicating for the RSPB in Wales.	<i>By March 2006</i>
2.2.1	Telephones will be answered with a bilingual greeting and answer phone messages will carry the same message in both languages.	<i>By March 2006</i>
2.2.2	All staff who answer the phones (as written in their job descriptions) to be	<i>By September 2006</i>

	trained in how to answer the phone with a bilingual greeting and how to deal appropriately with calls from Welsh language speakers.	
2.2.3	All staff who answer the phones to be trained in how to pronounce Welsh place and personal names correctly.	<i>By March 2006</i>
2.2.4	A note in Office Contacts database will identify those who prefer to correspond in Welsh. Staff will be encouraged to use the Office Contacts database as a source for generating all correspondence to ensure correct language is used.	<i>By March 2006</i>
2.3.1	We will offer a language choice when holding private meetings. Given notice and whenever practical we will accommodate any requests to hold private meetings in the language chosen by the visitor.	<i>By March 2006</i>
2.4.1	We will offer a language choice at meetings. An assessment of translation needs will be carried out for any large-scale meetings or gathering with RSPB members or the public, and facilities provided based on that assessment. If, based on the assessment, translation facilities are not provided this fact will be made clear in advance. An Assessment Template will be drawn up.	<i>By March 2006</i>
2.4.2	Simultaneous or consecutive translation facilities will be provided at meetings of 50 plus if an assessment reveals a need.	<i>By September 2006</i>
2.5.1	All public displays, such as signs, reserve information and exhibitions, will be bilingual and all leaflets, forms and fundraising materials specifically intended for Wales will be published in both languages.	<i>By September 2006</i>
2.5.2	Any single language signs, forms, or leaflets originated in Wales will be produced bilingually on replacement.	<i>Ongoing</i>
2.5.3	Y Barcud and all other RSPB Cymru originated newsletters will be bilingual.	<i>By March 2006</i>
2.5.4	All publications originated from RSPB Cymru will be available in both languages or bilingually whenever practicable.	<i>By March 2006</i>
2.5.5	The Wales section of the UK annual report will be bilingual.	<i>By March 2006</i>
2.5.6	All material to be translated by a professional translator.	<i>Ongoing</i>

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2.6.1	RSPB Cymru will offer a bilingual service to the media. We will provide information to the media in Wales in the language that it is requested e.g. Welsh for Radio Cymru and English for Radio Wales.	<i>Ongoing</i>
2.6.2	We will use Welsh speaking staff and volunteers as spokespeople for Welsh language media, ensuring that they have the information and the authority to speak on behalf of the RSPB. Training in Welsh or in media work to be given where appropriate.	<i>To be discussed and added to JDs during annual or 6 monthly appraisals.</i>
3.1.1	Conduct a Welsh Language Audit and score all posts and current staff. Line managers to undertake a Welsh Language Audit of their staff as part of the RSPB Annual Appraisal.	<i>Review annually in April</i>
3.1.2	Contracts of employment will be offered in both languages on request.	<i>By March 2006</i>
3.1.3	All adverts in Wales for posts in RSPB Cymru will be bilingual.	<i>Ongoing</i>
3.2.1	This scheme will form an integral part of the induction of new members of staff in Wales, and staff elsewhere in the UK for whom contact with Wales is an integral part of their work.	<i>Ongoing</i>
3.2.2	For new posts, Welsh language training needs will be identified, and any training commenced within the probationary period for each post.	<i>By March 2006</i>
3.2.3	For existing posts, line managers will identify Welsh language training needs, and ensure training has commenced within six months of approval of this scheme.	<i>First phase March 2006 and then annually at Appraisal Time</i>
3.3.1	The Scheme will be incorporated in the expenditure and use of resources of the core work of RSPB Cymru. The cost of bilingual services will be incorporated in grant applications (Action Wales Marketing Team). Annual expenditure based on the Scheme's requirements will be included in annual budget proposals (Action Wales Communications Manager)	<i>First phase by March 2006 and then ongoing</i>
4.1.1	Director Wales to have overall responsibility for implementing the Scheme. Line Managers to ensure all staff are aware of and understand the implications of the Scheme for their	<i>By March 2006</i>

	work.	
4.1.2	Place the Scheme as a regular item on WMT agendas	<i>Ongoing</i>
4.3.1	Communications Manager to review and evaluate the Scheme every three years against indicators and action timetable, and present a report annually to WMT and the Welsh Language Board..	<i>By March 2006 and then annually</i>

4.3 Monitoring

4.3.1 The following indicators will be used annually to measure implementation:

- percentage of Wales originated publications produced bilingually (target 100%)
- percentage of Welsh correspondence dealt with in Welsh within the timescale allowed (recorded by support staff) (target 100%)
- number of staff who received training (target 100% of those in need whose posts fall in the 'essential' category)
- number of Welsh language phone calls dealt with entirely in Welsh (recorded by Support staff) (target year 1: N Wales 75%, S Wales 50%).

4.3.2 The indicators above, as well as the actions in the timetable at 4.2 will be used in an annual review and evaluation conducted by the Communications Manager.

- Communications Manager to present an annual report to the Wales Management Team and to the Welsh Language Board.