



department for  
**culture, media  
and sport**

# DCMS Welsh Language Scheme

2007 - 2011

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

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# About This Scheme

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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 scheme 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 covers the services that we provide to the public in Wales. 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.

Further information about the scope and purpose of Welsh language schemes can be found in the Welsh Language Board website:

<http://www.Welsh-language-board.org.uk>

This scheme was prepared under Section 21 of the Act and in accordance with guidelines issued by the Welsh Language Board under Section 9 of the Act.

# About DCMS

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The Department for Culture, Media and Sport aims to improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries.

We are responsible for Government policy on the arts, sport, the National Lottery, tourism, libraries, museums and galleries, broadcasting, creative industries including film and the music industry, press freedom and regulation, licensing, gambling and the historic environment.

We are also responsible for the listing of historic buildings and scheduling of ancient monuments, the export licensing of cultural goods, the management of the Government Art Collection and for the Royal Parks Agency. We have responsibility for humanitarian assistance in the event of a disaster such as the London bombings, as well as the organisation of the annual Remembrance Day Ceremony at the Cenotaph.

In May 2005 we broadened our existing links to the creative industries by taking over responsibility for fashion design, advertising and the arts market from the Department for Trade & Industry (DTI). We now also work jointly with DTI on design issues (including sponsorship of the Design Council) and on relations with the computer games and publishing industries.

The Department's Strategic Priorities are:

**Children and Young People** – enhancing access to a fuller cultural and sporting life for children and young people and giving them the opportunity to develop their talents to the full

**Community** – Opening up our institutions to the wider community to promote lifelong learning and social cohesion

**Economy** – maximising the contribution which the tourism, creative and leisure industries can make to the UK's economy

**Delivery** – modernising the way we deliver our services by ensuring our sponsored bodies are set and meet targets which put consumers first

**Olympics** - Host an inspirational, safe and inclusive Olympic Games and Paralympic Games and leave a sustainable legacy for London and the UK.

A concordat has been drawn up which defines operational and working procedures between the DCMS and the National Assembly for Wales. This is relevant to issues such as joint working cooperation between the two bodies. Decisions on the division of responsibility for Welsh language provision will be determined in consultation with the National Assembly of Wales and with reference to the concordat. Much of DCMS areas of responsibility are devolved to the National Assembly for Wales. However DCMS retains policy responsibility

for a number of policy areas. These include Alcohol and Public Entertainment Licensing, Broadcasting, Film, Gambling Law and regulation, and National Lottery. Also a number of schemes are retained e.g. Acceptance in Lieu of Tax, Government Indemnity Scheme, Public Lending Right. New policies will be kept under review as they are created with regard to the relevance they may have to Welsh speaking people under the general principles of this scheme.

The Department provides almost no services direct to the general public, whether in Wales or the rest of the UK. Most services to the public are provided via Non-Departmental Public Bodies (for example, the national museums and galleries.)

DCMS is the sponsor department for S4C, the Welsh Fourth Channel Authority. S4C, like the BBC, is both a broadcaster and a regulator. S4C is funded primarily by government grant (supplemented by commercial revenues) but is independent of government. The Authority is a statutory corporation and operates under the provisions of the Communications Act 2003. S4C has its own Welsh language scheme, details of which are available on the Authority's website at:

<http://www.S4C.co.uk/abouts4c/authority/e-index.shtml>

Ofcom is a statutory corporation and the independent regulator and competition authority for the UK communications industries, with responsibilities across television, radio, telecommunications and wireless communications services. DCMS and the Department of Trade and Industry are Ofcom's joint sponsoring departments. Ofcom operates a Welsh Language Scheme, details of which can be found at:

<http://www.ofcom.org.uk/consult/condocs/welsh-lang/>

# Service Planning and Delivery

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

All senior managers in the DCMS will be made aware of the scheme through a DCMS Office Notice to all staff alerting them to the Scheme, and the principles underlying the Welsh Language Act. Strategy Division will be the point of reference for reporting compliance to the Welsh Language Board.

Formulating and delivering policies and initiatives that impact on Wales the DCMS will:

- ensure that the linguistic consequences have been assessed;
- ensure that the contents of such policies and initiatives are consistent with this Scheme, and do not undermine it or the schemes of other organisations;
- ensure that the measures contained in this Scheme are also applied to new policies and initiatives when they are implemented, as well as to existing policies;
- if existing policies, codes of practice, guidance etc are found to be at odds with the provision of the Welsh Language Act and this scheme, they will be revised as soon as possible;
- promote and facilitate the use of Welsh wherever practicable;
- whenever possible, our consultation documents will discuss in consultation documents the relationship between the Welsh language and the policies, initiatives and services under development;
- move the Department closer to the goal of achieving full equality at every opportunity;
- contribute to the development or delivery of policies and initiatives, services or legislation led by other organisations in a way that is consistent with this scheme;
- take advantage of every opportunity to ensure that new primary and secondary legislation supports the use of Welsh.

## Delivery of Services

DCMS services to the public in Wales will be delivered in accordance with the contents of this Scheme. We will let the public know when services are available in Welsh.

Services provided in Welsh and English will be of equal quality and will be provided within the same timescale. This will be made clear whenever the DCMS makes statements on service quality and equal opportunities.

## **Our Regulatory Functions and Services Undertaken on our Behalf by Third Parties**

Any agreements or arrangements which we make with third parties based outside Wales will be 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.

We will ensure that any agreements or arrangements which we make with third parties, who are based in Wales, will be consistent with the appropriate provisions set out on the Welsh Language Board's standard Welsh language scheme for Crown bodies and similar organizations, when those agreements or arrangements relate to the provision of services to the public in Wales. We will agree those provisions with the third parties concerned and with the Welsh Language Board.

## **Our Agencies**

We will ensure that our agencies operate in accordance with this scheme. We will encourage them to cooperate with the Board as they do so and prepare their own Welsh language scheme if requested by the Board.

## **Awarding Grants and Loans**

When we award grants and loans for activities to be undertaken in Wales, we will include conditions with regard to the use of Welsh. In doing this, we will have regard to the Welsh Language Board's guidelines on awarding grants and loans.

# Dealing With The Welsh Speaking Public

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## Correspondence

Members of the public who deal with DCMS will be welcome to do so in Welsh as well as English. If a member of the public in Wales writes or sends an application to the Department in Welsh, the Department will:

- Reply in Welsh
- Do so, in the case of a letter and applications, within the same target date as for replies to those who write in English

DCMS will initiate correspondence in Welsh with an individual, a group or organisation, which is known to work mainly in Welsh or to prefer to receive letters in Welsh. We will develop a system to record the language preference of those who wish to correspond with us in Welsh. All subsequent correspondence will be in Welsh, unless the person or organisation concerned indicates to the contrary. Enclosures sent with bilingual letters will be bilingual, when available. Enclosures sent with Welsh letters will be Welsh or bilingual, when available. The above will apply to e-mail correspondence as well as paper correspondence. All hard-copy Welsh correspondence that we issue will be signed.

We will use a scoring system, to be agreed with the Board, to identify objectively any standard or circular correspondence which need not be published in Welsh or bilingually (for instance, when the correspondence is very technical or lengthy).

## Decision Letters

If a decision letter is intended to convey policy to a much wider audience than those directly involved with the inquiry, or other statutory procedure, the DCMS will consider whether it should be treated, under this scheme, as a publication.

## Telephone Communications

Due to our location, it would not be practicable for us to conduct telephone conversations in Welsh. Telephone helplines, or similar facilities, to give information, services or support to the public in Welsh will be made available if the issue has wide appeal and relevance to the

general public in Wales. Where this is not the case members of the public wishing to communicate with DCMS in Welsh would be able to do so by letter or email.

## **Public Meetings**

DCMS does not often hold public meetings, inquiries or hearings. Where such DCMS led meetings are held, and where they take place in Wales, translation services will be provided, unless DCMS has established that all participants are likely to use the same language. Invitations and advertisements for public meetings will be bilingual and either note that translation facilities will be available or invite the public to let DCMS know in advance in which language they wish to speak. DCMS will let those attending public meetings know when translation facilities are available and encourage contributions in Welsh. DCMS normal practice will be to provide papers and other information for public meetings in Welsh and English. Due to our location it would not be practicable for us to conduct face- to- face meetings with the public through the medium of Welsh.

## **Other Dealings with the Public in Wales**

When DCMS undertakes public surveys, normal practice will be to ensure that all aspects of communication with the public will be bilingual. Wherever practicable respondents will be asked if they wish to respond to the survey in Welsh or English. When DCMS arranges seminars, training courses or similar events for the public, DCMS will assess the need to provide them in Welsh.

# The Department's Public Face

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## Publicity Campaigns, Exhibitions and Advertising

Publicity, public information, exhibition and advertising material the DCMS use in Wales (in order to target the general public) will be produced 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.

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).

In Welsh language publications advertisements will be in Welsh only. Television, cinema and radio advertising 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. We will avoid using Welsh language subtitles, or dubbing adverts into Welsh (excepting voice-overs).

Telephone response lines and other ways of responding to campaigns in Wales will be bilingual or will include a separate Welsh response service.

## Publications

We will publish material made available to the public in Wales bilingually, subject to a scoring system agreed with the Board. Wherever it is practicable and cost-effective to do so, they will be issued as a single bilingual version, rather than separately in Welsh and English.

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. Each version will note clearly that the material is available in the other language. 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. The above will also apply to material made available electronically on our website, on CD Rom or otherwise.

We will prepare a programme, to be agreed with the Welsh Language Board, setting out how we will increase the availability of bilingual publications, over time.

## Websites

DCMS is making increasing use of the Internet for the dissemination of information. When designing new websites, or redeveloping our existing websites, we will take into account the Welsh Language Board's *Bilingual Software Guidelines and Standards* and any other guidance issued by the Board with regard to developing websites.

## Forms and Associated Explanatory Material

Our normal practice will be to ensure that all forms and associated explanatory material for use by the public in Wales will be fully bilingual, with the Welsh and English versions together in one document. This will include interactive forms published on our websites.

Where prescribed forms, rules or procedures are required for use by the public in Wales, these will be produced in Welsh or bilingual format. When we enter information on Welsh versions of forms that are sent to the public, we will do so in Welsh. 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 and English only. When other organisations distribute forms on our behalf, we will ensure that they do so in accordance with the above.

We will prepare a programme, to be agreed with the Welsh Language Board, to increase the number of forms available bilingually, or as separate Welsh and English versions.

## Official Notices, Public Notices and Staff Recruitment Notices

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. 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. 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.

Recruitment notices placed in English language journals (and other publications) with a UK-wide distribution may be in English, 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.

Any official notices, public notices or staff recruitment notices placed elsewhere in Wales will be bilingual.

## Press Releases and Contact with the Media

Press releases to the Welsh language press and broadcasting media in Wales will be issued in Welsh where deadlines permit. When we post press releases which deal with matters in Wales, our normal practice will be to post them in Welsh and English.

# Implementing The Scheme

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## Staffing

For any posts having extensive and regular contact with the public in Wales we will consider whether fluency in Welsh should be a desirable or essential – and this will be stated in job competencies and advertisements.

Bilingual requirements and an understanding of Welsh language matters are considered when appointments are made to Boards, Panels or Tribunals if they are based in Wales or are likely to make decisions on Welsh matters.

## Training

We will support and fund training for staff that, as part of their duties, have extensive and regular contact with the public in Wales – and who wish to learn Welsh, or improve their Welsh. We will allow staff to attend courses during work.

Whenever practicable, we will provide vocational training in Welsh to develop the ability of staff who, as part of their duties, have extensive and regular contact with the public in Wales.

## Information and Communications Technology

The need to provide information and services in Welsh, and operate in accordance with this scheme, will be catered for as we develop, design and purchase information and communications technology products and services. As we develop or procure ICT systems we will take into account the Welsh Language Board's *Bilingual Software Guidelines and Standards*.

## Partnership Working

When we are the strategic and financial leader within a formal partnership, we will ensure that any public service aspects comply with this scheme. When we join a formal partnership which another organisation is leading, our input to the partnership will comply with this scheme. When acting in the name of the consortium, we will operate in accordance with this scheme. 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, we will operate in accordance with this scheme. The above refers only to formal partnerships dealing with services available to the public in Wales.

# Internal Arrangements

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This scheme is issued with the full support of the DCMS Board. The scheme will be monitored by the DCMS Strategy Division.

All Directors and Deputy Directors will be sent guidance on the operation of the scheme and will be responsible for its implementation and operation within their areas of command. Each Division will have a member of staff responsible for liaising about the scheme (and with Strategy Division in its co-ordination capacity.) We will appoint a senior member of staff to coordinate the work required to deliver, monitor and review this scheme.

We will prepare and continuously update a detailed action plan to be agreed with the Board, setting out how we will ensure that we will operate in accordance with this scheme. The action plan will come into effect on the date on which the scheme comes into effect, or as soon as possible thereafter. The plan will include targets, deadlines and a report to progress against each target. The overall aim of the action plan will be to ensure that we deliver the commitments set out in this scheme as soon as possible.

The scheme will be publicised to our staff and to the public in Wales. It will be published on our website in a prominent place. Existing desk instructions, or similar guidance used by our staff, will be amended to reflect the measures contained in this scheme. We will ensure that we use only qualified translators or interpreters to help with the delivery of this scheme. We will expect those translators to be members of the Association of Welsh Translators.

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.

We will operate in accordance with the Board's advice on the *Welsh Language Act*, the *Freedom of Information Act* and the *Environmental Information Regulations*.

When we release information under the Freedom of Information Act or the Environmental Information Regulations, we will translate it into the applicant's preferred language provided that the number of words to be translated is less than a hundred.

## Monitoring

We will monitor our progress in delivering this scheme against the targets set out in its accompanying action plan. We will report to our senior management on that progress. Our existing monitoring and reporting procedures will include reference to progress in delivering this scheme, as appropriate. We will report to the Welsh Language Board on our progress in delivering this scheme, when requested by them.

Our target is to ensure that we act in accordance with this scheme within four years of its coming into effect. We will use a self-assessment procedure, to be agreed with Board, in order to monitor progress against this target.

## **Reviewing and Amending the Scheme**

We will review this scheme within four years of its coming into effect. We may also 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. No changes will be made to this scheme without the Welsh Language Board's approval.

## **Complaints and Suggestions for Improvement**

Complaints about specific aspects of the implementation of the Scheme will be dealt with by individual Divisions. Strategy Division welcomes suggestions from the public or from staff on how the operation of the Scheme might be improved. These will be evaluated and the originator of the suggestion will be informed of the outcome.

Complaints related to this scheme, or suggestions for improvement, should be directed to the senior member of staff with responsibility for the scheme, at the following address:

Welsh Language Scheme Co-ordinator  
Strategy Division  
Department for Culture Media and Sport  
2-4 Cockspur Street  
London  
SW1Y 5DH

[enquiries@culture.gsi.gov.uk](mailto:enquiries@culture.gsi.gov.uk)

We will cooperate with the Board in order to resolve complaints and during any investigations held under Section 17 of the Welsh Language Act.



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