Welsh Language Scheme
Annual Monitoring Report

June 2013
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</table>
1 INTRODUCTION

1.1 The purpose of this monitoring report is to outline the progress made by the Office of Fair Trading (OFT) during the period 1 April 2012 to 31 March 2013 in delivering public services in accordance with our Welsh Language Scheme\(^1\) and identify areas of improvement.

About the OFT

1.2 The OFT is the UK’s consumer and competition authority: our mission is to make markets work well for consumers. Competitive markets create incentives for greater business efficiency and ensure firms are responsive to consumers’ demands. We also support economic growth by ensuring that innovation and entry to markets is not stifled by anticompetitive behaviour.

1.3 The Government is creating a new Competition and Markets Authority (CMA) which will bring together most of the functions of the OFT and the Competition Commission (CC). The CMA will formally launch on 1 April 2014. The Chairman and the Chief Executive are already in place. It is intended that the CMA will deliver more efficient markets and mergers regimes, building on the best of the OFT and CC. It will advocate competition and consumer choice in the UK and internationally. The development of a Welsh Language Scheme for the CMA has commenced and will replace the current schemes operated by the OFT and CC.

1.4 Alongside this, a reorganisation of responsibilities for delivering key aspects of the consumer protection and empowerment regime is underway, with changes taking place between April 2012 and March 2014. Local authority trading standards services now have greater responsibilities for enforcing consumer law, the Trading Standards Institute has taken on a broader business education role and Citizens Advice leads on consumer advice, information and advocacy. These changes involve the transfer of a number of responsibilities from the OFT.

\(^{1}\) [www.oft.gov.uk/about-the-oft/accessing-information/welshlanguagescheme/]
1.5 The Government is also transferring responsibility for the regulation of consumer credit from the OFT to the new Financial Conduct Authority (FCA). The transfer will take place in April 2014.
2 THE OFT'S WELSH LANGUAGE SCHEME

2.1 The Welsh Language Act 1993 places a statutory duty on every public body providing services to the public in Wales to produce a Welsh Language Scheme.

2.2 The OFT’s Welsh Language Scheme (the Scheme) was adopted in 2010. It describes how it will give effect, so far as is appropriate in the circumstances and reasonably practicable, to the principle established by the Act that Welsh and English should be treated on a basis of equality.

2.3 The Scheme also covered the provision of consumer advice services offered by Consumer Direct. As noted in the introduction (Chapter 1) responsibility for consumer education was transferred to Citizens Advice on 1 April 2012. Work in the reporting period therefore does not include any reference to Consumer Direct.

2.4 This is the OFT's third monitoring report.
3 DEALING WITH THE WELSH SPEAKING PUBLIC

Correspondence

3.1 Correspondence services are consistent with the Scheme and appropriate processes are in place to ensure the provision of Welsh responses to correspondence when required.

3.2 The publications’ scoring system (see Annexe A) is used to identify objectively which standard and circular correspondence will be published in Welsh, or bilingually.

Telephone communications

3.3 A Welsh-speaking member of staff, accessible via the OFT Enquiries line, is available to give basic information, services and support to the public if they require the service in Welsh. This is a voluntary and not a permanent service. The staff member can be contacted via our Enquiries team. Where the public requires complex advice and support they are directed to Citizens Advice Cymru or to their local Trading Standards Service.

3.4 The Welsh language telephone service is not currently advertised alongside the English language service due to the non-permanent status of the service.

3.5 There were no Welsh language telephone enquiries during the reporting period.

Public meetings in Wales

3.6 The OFT did not hold any public meetings in Wales during the reporting period.

Other meetings in Wales

3.7 Roundtable discussions have been held with a variety of organisations in Wales. They have followed the accepted format agreed in the Welsh Language Scheme of holding the meetings in English.
3.8 Where it is known that the meeting includes Welsh speakers, and there is a Welsh speaking OFT member of staff present, the opening words of welcome and closing thanks have been delivered in Welsh and then English.

Other dealings with the public in Wales

3.9 The OFT did not conduct seminars/training courses or surveys in Wales to which the public has had access during the reporting period, however appropriate processes are in place to ensure these activities can be carried out in accordance with the Scheme.
4  PUBLIC FACE

Publicity campaigns, exhibitions and advertising

4.1 Three consumer and business publicity activities included a bilingual element in 2012-13 as guided by the scoring system (see Annexe A).

Remote Communities

http://www.oft.gov.uk/OFTwork/consultations/remote-communities/welsh/

Dentistry

http://www.oft.gov.uk/OFTwork/consumer-protection/campaign11-12/dentistry-welsh/

Energy Efficiency

http://www.oft.gov.uk/OFTwork/consumer-protection/campaign11-12/energy-efficiency-welsh/

4.2 The OFT also provided Welsh language versions of the Skilled to go consumer education ‘scams’ and ‘buying and selling’ modules for use by local authority Trading Standard Services. Both English and Welsh versions were equally accessible. These materials were transferred to Citizens Advice on 1 April 2013.

4.3 Due to the Government’s spending restrictions on above the line advertising in 2012-13 the OFT only produced a very limited amount of campaign materials for the general public.

4.4 The OFT did not advertise in any newspapers during the year.

4.5 The OFT did not advertise in any Welsh language publications during 2012-13.

4.6 The OFT did not carry out any television campaigns during 2012-13.

4.7 The OFT has taken into consideration the need to translate all materials into Welsh. Appropriate processes are in place to ensure these activities can be
carried out in accordance with the Scheme. The publications scoring system (see Annexe A) is used to identify objectively what will be published in Welsh, or bilingually.

Publications

4.8 A number of publications were translated during the reporting period these supported the campaigns referred to in 4.1 and include.

Remote Communities

Dentistry

Energy Efficiency

4.9 Appropriate processes are in place to ensure these activities can be carried out in accordance with the Scheme. The publications’ scoring system (see Annexe A) is used to identify objectively what will be published in Welsh, or bilingually.

Websites

4.10 The OFT website meets the minimum standards as set out by the Welsh Language Scheme which include:

- Welsh Language Scheme page available in both English and Welsh

- ‘Cymraeg’ button in header on all pages.

4.11 Further Welsh language pages were provided on the OFT’s website alongside the promotional activity outlined above, for our campaigns on:

Remote Communities

Dentistry

2 www.oft.gov.uk/about-the-of/Accessing-Information/welshlanguagescheme/

www.oft.gov.uk/about-the-of/Accessing-Information/cynlluniaithgymraeg/
Energy Efficiency

4.12 Publications available in Welsh can be found in the publications section of the OFT website and are issued at the same time as English versions.³

4.13 When designing new websites, or redeveloping existing websites, we have the ability to build in Welsh language requirements with the current website system.

4.14 Appropriate processes are in place to ensure these activities can be carried out in accordance with the Scheme. The publications scoring system (see Annexe A) is used to identify objectively what will be published in Welsh, or bilingually.

Forms and associated explanatory material

4.15 The response form and explanatory materials for the call for evidence on Remote Communities were translated into Welsh, and into Gaelic for Scotland.

4.16 Appropriate processes are in place to ensure these activities can be carried out in accordance with the Scheme. The publications’ scoring system (see Annexe A) is used to identify objectively which forms and associated explanatory material will be published in Welsh, or bilingually.

Official notices, public notices and staff recruitment notices

4.17 No official notices were produced in Welsh.

4.18 No posts where the ability to speak Welsh was essential were advertised during the reporting period.

4.19 Appropriate processes are in place to ensure these activities can be carried out in accordance with the Scheme.

³ www.oft.gov.uk/OFTwork/publications/
Press releases and contact with the media

4.20 The OFT issued press releases for a number of issues that had a specific resonance for a Welsh audience and were therefore translated for distribution in Wales, including

Remote Communities

http://www.of t.gov.uk/news-and-updates/press/2012/46-12w#.Uc lVtfmTiSo

Dentistry

http://www.of t.gov.uk/news-and-updates/press/2012/114-12wel sh#.Uc lVW_mTiSo

Energy Efficiency

http://www.of t.gov.uk/news-and-updates/press/2013/02-13w#.Uc lWPPmTiSo

4.21 Other press notices were sent to Welsh language broadcast and media as appropriate. The majority of OFT’s press notices are cleared for litigation risk which can be a lengthy process. If the notices were translated the Welsh language versions would also need to pass through a litigation process before being issued. The need to release our press notices in a timely fashion precludes the ability to both translate the notices and pass them through a litigation check for a second time. When notices that do not require a litigation check are sent to Welsh language broadcast and media processes are in place to ensure these are translated. This is in line with our Welsh Language Scheme.

4.22 Press Office guidance ensures that media related activities are carried out in accordance with the Scheme.

4.23 Welsh language Tweets were also sent out from the @OFTgov Twitter account.
Mae'r Swyddfa Masnachu Teg (OFT) yn gofyn am fam cymunedau anghysbell yng Nghymru

[ow.ly/a5Tin]
5 IMPLEMENTING THE SCHEME

Staffing

5.1 Under the Welsh Language Scheme the OFT is required to seek information about the Welsh language skills of job applicants and existing staff.

5.2 The OFT requested information from staff on their Welsh language skills in a skills audit exercise seven years ago. The OFT HR team is investigating updating data on existing staff's Welsh language skills during the transition to the CMA.

5.3 The OFT does not currently ask job applicants to provide information about their Welsh language skills. However the OFT’s recruitment system is currently undergoing a move to a purely electronic format and a question on applicants' Welsh language skills will be included.

Recruitment

5.4 No posts in the OFT have been identified as requiring fluency in Welsh as either a desirable or essential skill.

Language training

5.5 The OFT's services are consistent with the Scheme and appropriate processes are in place to ensure language training can be delivered. There were no requests for language training during the reporting period.

Information and Communications Technology (ICT)

5.6 The OFT’s services are consistent with the scheme and the Bilingual Software Guidelines and Standards are taken into account during all tendering processes. There were no tendering processes during the reporting period.

Partnership working

5.7 All partner groups that the OFT liaises with in Wales have their own Welsh language policies. (This includes those organisations based within England).
All of these organisations have responsibility for their own Welsh Language schemes.

**Internal arrangements**

5.8 The Welsh Language Scheme was approved by the Director of Communications.

5.9 Managers have responsibility for implementing those aspects of the Scheme relevant to their work. All managers have equality and diversity objectives as part of their work objectives.

5.10 Delivery, monitoring and review of this scheme was undertaken by a Senior Marketing Manager and overseen by the Head of Marketing and Campaigns.

5.11 The OFT’s main target dates for scheme delivery and an update on activity can be found at Annexe B.

5.12 The Scheme and monitoring reports are published on the OFT website.4

5.13 There is staff guidance on the Welsh Language Scheme published under the Effective Project Delivery guidance.

5.14 Translation is undertaken by professional translators sourced from within the Welsh Association of Translators’ membership. From 1 April 2013 the services will be procured through Williams Lea.

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

5.15 There have been no Welsh language requests under the Freedom of Information Act or the Environmental Information Regulations during the reporting period, however appropriate processes are in place to ensure these activities can be carried out in accordance with the Scheme.

4 www.oft.gov.uk/about-the-oft/accessing-information/welshlanguagescheme/

www.oft.gov.uk/about-the-oft/accessing-information/cynlluniaithgymraeg/
Monitoring

5.16 The monitoring report is due to be submitted to the Welsh Language Board on the 30 June 2013 as requested, which will include:

- a written report outlining achievements
- progress in delivering this Scheme against the targets - see Annexe B.

5.17 The OFT’s Annual Report includes reference to its activity in the devolved administrations.
6. ADDITIONAL PERFORMANCE INDICATORS

6.1 Reporting on the following additional performance indicators was requested for the 2011 monitoring report and is being replicated for the 2012 and 2013 monitoring reports.

**Information technology**

6.2 Details of the bilingual software accreditation scheme are available for consideration when new IT systems and improvement plans are developed.

**Administering the Scheme**

6.3 The OFT’s services are consistent with the Scheme and appropriate processes are in place to ensure this.

6.4 There was one complaint received regarding the OFT’s Welsh language service provision during the reporting period. The Welsh Language Commissioner formally closed the complaint in September. The Commissioner also asked OFT to consider providing the interactive credit licence application form(s) in Welsh. This consideration is incorporated into the planning for the new arrangements for consumer credit licensing which the Financial Conduct Authority will deliver from April 2014. In the remaining period of the OFT’s management of the licensing scheme the OFT has arranged to make available ad hoc translation support for any Welsh speaker who needs to submit an application.
7 MAINSTREAMING THE WELSH LANGUAGE

7.1 The OFT has taken a number of steps which encourage the mainstreaming of the Welsh language into its policies, initiatives and activities. These include:

- ensuring that Welsh language speakers are catered for in meetings held in Wales
- formally including a Welsh language assessment in the OFT’s Effective Project Delivery process during the reporting period.
- providing a Welsh-language contact at the office for any enquiries in Welsh
- ensuring that a member of the OFT’s Trading Standards Partnership Team focuses on Welsh issues
- promoting the bilingual nature of campaigns in internal communications.
8 PUBLICATION OF INFORMATION ON PERFORMANCE

8.1 The Report has been:

- approved by OFT Director of Communication, Paul Latham prior to publication and submission to the Welsh Language Commissioner's Office.

8.2 The Report will be:

- disseminated to all staff including OFT Board Members and Senior Directors
- posted on the intranet
- Published on the OFT's website.
A WELSH LANGUAGE SCHEME SCORING SYSTEM FOR PRODUCING PUBLICATIONS

A.1 The purpose of this document is to offer a method to help decide whether or not to publish material in Welsh, and if so, to produce bilingual documents or separate Welsh and English versions.

A.2 The scoring system is not intended to be completely prescriptive or inflexible. It should be used to help with the task of deciding the way forward in each case. If a decision is taken not to act in accordance with the scoring system, we must be able to explain why.

A.3 A scoring document should be kept on file for each publication, as a record of the scoring process.

Scoring system (7 questions)

1. The number of copies to be printed each year:
   - 1 to 500                score = 1
   - 500 to 5,000         score = 5
   - over 5,000           score = 10

   score =

2. The target audience:
   - general public                                       score = 10
   - particular sector of the public               score = 5
   - individuals representing specific fields                   score = 1

   score =

3. Will the publication be relevant to a subject area or a part of Wales of particular interest with regard to Welsh? For example, work involving young people, the elderly, agriculture, education, sport or the arts – or will it be aimed exclusively at areas with a high percentage of Welsh speakers:
   - yes                    score = 5
   - no                      score = 0

   score =

4. For how long will the publication be used? (Reprinting the publication, small changes such as changing the year at the top of the publication, or changing part of the publication to reflect new rules, should not be considered as the end of the life cycle of the old version). However, if the publication is a consultation
**document**, this question should be ignored and question 7 answered instead (because of the special nature and status of those documents):

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 6 months</td>
<td>1</td>
</tr>
<tr>
<td>6 months to 2 years</td>
<td>5</td>
</tr>
<tr>
<td>over 2 years</td>
<td>10</td>
</tr>
</tbody>
</table>

**score =** 

5. Number of words in the publication:

<table>
<thead>
<tr>
<th>Word Count</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 1000</td>
<td>6</td>
</tr>
<tr>
<td>1000 to 5000</td>
<td>4</td>
</tr>
<tr>
<td>over 5000</td>
<td>2</td>
</tr>
</tbody>
</table>

**score =** 

6. Best estimate of number of pages in a single language version of the publication:

<table>
<thead>
<tr>
<th>Pages</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 10</td>
<td>6</td>
</tr>
<tr>
<td>10 to 20</td>
<td>4</td>
</tr>
<tr>
<td>over 20</td>
<td>2</td>
</tr>
</tbody>
</table>

**score =** 

7. (Question for **consultation documents only**). Dealing with a subject which is:

<table>
<thead>
<tr>
<th>Subject Type</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialist / very technical</td>
<td>1</td>
</tr>
<tr>
<td>Fairly complex but of interest to many</td>
<td>5</td>
</tr>
<tr>
<td>Easy to understand / of general interest</td>
<td>10</td>
</tr>
</tbody>
</table>

**score =**

**TOTAL SCORE =**

**Check your scores below**

Compare your total score with the score ranges below to check if a **paper version** of the publication is required:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 22</td>
<td>No need to produce a Welsh version.</td>
</tr>
<tr>
<td>23 to 28</td>
<td>Serious consideration should be given to producing a Welsh version. A Welsh summary should be produced, as a minimum.</td>
</tr>
<tr>
<td>over 28</td>
<td>A Welsh version should be produced.</td>
</tr>
</tbody>
</table>

Add your **scores from questions 2, 3, 4, 5 and 7 only** and compare with the score ranges below to check if an **electronic version** of the publication is required for the OFT website:
0 to 14  No need to produce a Welsh version.

15 to 18  Serious consideration should be given to producing a Welsh version. A Welsh summary should be produced, as a minimum.

over 18  A Welsh version should be produced.

Decision on publishing as a bilingual document, or as separate Welsh and English versions

A.4 The Welsh Language Board recommends that the starting point should be a presumption in favour of bilingual documents rather than separate Welsh and English versions. Providing bilingual material is easier administratively (in terms of stock management and distribution) than providing separate English and Welsh documents. It also has advantages in terms of meeting the needs of mixed-language families, other mixed audiences and learners. It also ensures that both versions of a document are equally accessible in any location – avoiding the need for Welsh speakers to choose between having to use the English version, or requesting the Welsh version and suffering delays as a consequence.

A.5 Decisions may be taken, however, to publish a document as separate Welsh and English versions if cost and practicality make the issue of separate versions unavoidable. This could reflect the number of pages in the document (if preparing a bilingual version would make it too bulky and unwieldy).

A.6 For documents published as separate Welsh and English versions, which are distributed 'on demand' (for example, in response to an advertising campaign) and where the predicted use of the document is low, it may be possible to justify publishing initially only on the OFT website. In these cases the publication of a hard copy should be arranged if a member of the public requests it. This can be done in-house, or arranged through professional printers.

A.7 This advice on publishing a document bilingually, or as separate Welsh and English versions, does not apply to documents published on the OFT's website. By its very nature, an electronic Welsh document will be as equally accessible as its English counterpart, whether published as a bilingual document, or as separate Welsh and English versions.
A.8 Click here to see the The Welsh Language Board's *A Guide to Bilingual Design*. 
### B UPDATE TO TARGET DATE

<table>
<thead>
<tr>
<th>Activity</th>
<th>Completion date</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dealing with the Welsh speaking public</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correspondence</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Public meeting in Wales</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Other dealings with the public in Wales</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Public face</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publicity campaigns, exhibitions and advertising</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Publications</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Websites</td>
<td>Within 12 months of this Scheme being published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Forms and associated explanatory material.</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Official notices, public notices and staff recruitment notices</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Press releases and contact with the media</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Implementing the Scheme</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staffing and recruitment</td>
<td>When this Scheme is published</td>
<td>Implementation linked with transition to CMA</td>
</tr>
<tr>
<td>Language training</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Information and Communications Technology (ICT)</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Partnership working</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Internal arrangements</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>Freedom of Information Act and the Environmental Regulations</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
<tr>
<td>-------------------------------------------------------------</td>
<td>-------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Monitoring</td>
<td>When this Scheme is published</td>
<td>Achieved</td>
</tr>
</tbody>
</table>

### Additional Performance Indicators

<table>
<thead>
<tr>
<th>Information Technology</th>
<th>When this scheme is published</th>
<th>Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administering the Scheme</td>
<td>When this scheme is published</td>
<td>Achieved</td>
</tr>
</tbody>
</table>