

Appendix A

City & County of Swansea

Welsh Language Scheme

Draft Annual Monitoring Report

2013-2014

Summary 2013-2014

Welsh language has become more mainstreamed across the Council, with earlier engagement in initiatives and better understanding of the requirements (including possible future impacts of Welsh Language Standards). Departmental involvement in consultation responses to both the Welsh Government and the Commissioner on draft Standards has reinforced this

During the year existing practice has been consolidated with work undertaken on the proposed standards and on implementing “More Than Just Words” in Social Services.

Performance has improved against each of the Welsh Language Performance Indicators, although to varying degrees with further work required in the coming year. Complaints continue at a low level.

Progress has been achieved against most areas of the Action Plan, with a small number delayed awaiting technical enhancements or the final version of the Standards. The Equalities Committee considered departments’ progress on the Action Plan during visits and presentations.

Examples of Good Practice

Improving the Welsh language aspect of the EIA report has enabled earlier consideration in initiatives.

Some areas delivered within the Action Plan include

- § More integrated partnership working with Menter Iaith Abertawe across a range of activities for children and young people.
- § Hosting of a month long public exhibition in the main Civic Centre building featuring local Welsh language groups.
- § Improved performance across all Key Stages in English medium schools for Welsh as a Second Language.
- § Upgrading the authority’s HR system to allow staff to maintain their own Welsh language skills data directly.
- § Gathering information from external Social Care providers on staff Welsh language skills.

The Staff Equality Survey has allowed the first report on the Welsh language skills of the workforce – albeit only a partial picture.

A training course to increase confidence in using Welsh language skills has been successfully piloted.

Increasing the amount of Welsh language information on StaffNet

Areas requiring improvement

Further work in relation to the Welsh Language Performance Indicators

Measures to strengthen the Welsh medium provision at reception areas and other points of contact where numbers of Welsh speaking staff remain low.

Further work with service areas that do not consider the Welsh language aspect of their work early enough.

Development of further training courses and opportunities to support front line staff.

Introduction of Welsh Language Standards

The Standards are due to be fully operational during 2015 and so this report is the final one in this format.

Our current Welsh Language Scheme will be retained in the interim with its Action Plan being reviewed and compared against the Standards when they are published.

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1. Introduction

The City and County of Swansea Council has a declared priority to promote the Welsh language and culture.

The Council has operated a Welsh Language Scheme since 1997 under the requirements of the Welsh Language Act 1993. Our third and current Scheme was ratified by the Welsh Language Board on March 31st 2011.

In line with the terms of the Welsh Language Measure 2011, this Scheme will remain in operation until the introduction by the Welsh Government of Welsh Language Standards for public bodies and will detail how the authority deals with and provides Welsh language services.

Each point in the Scheme's Action Plan is updated as part of the annual monitoring process - with new or amended initiatives being added and changes in the structure of the authority also being reflected.

In addition to the specifics of the Scheme, the authority continues to refer to Welsh Language usage as an additional characteristic on an equal footing to the protected characteristics (as detailed in the Equality Act 2010) when considering issues of equality.

Advice and guidance in the operation of the scheme is provided through the Access to Services Team (part of the Communications and Customer Engagement service area), where the designated Welsh Language Officer is located.

The approved report will be published on the Council's public website and available to download in Welsh or English at [www.abertawe.gov.uk/cymraeg]. Other formats will be made available as required.

2. Background

The City & County of Swansea is the second largest unitary authority in Wales (by population) with a population of 239,000 (2011 Census).

Initial figures from the 2011 Census show that 19.3% of the population aged 3 and over (44,659 individuals) have some Welsh language skills. This represents a decrease of 3.2% from the 2001 figures (22.5%; 48,582).

At 11.4%, Swansea ranks 13th in terms of unitary authority percentage of Welsh speakers (compared with 12th at 13% in 2001) – but 8th in terms of numbers at 26,332 (compared with 7th; 28,938 in 2001).

The change in numbers is reflected across Wales (numbers of recorded Welsh speakers down by 20,352; 1.9% between 2001 and 2011).

Comparative census figures for 2001 and 2011 at electoral district level can be found in Appendix 2. This shows that the reduction in numbers and proportion of Welsh speakers varies between communities with some experiencing a gain. Appendix 2 also contains the 2011 census figures for Welsh language skills by Age Group across the authority area.

The figure of 26,332 above should be considered in conjunction with the *StatsWales* Annual Population Survey estimates for 2012-13 which gives a figure for Welsh speaking residents of Swansea of 35,700 (16.0% of the population).

In addition to our residents:

- Some 28,000 people commute to work in Swansea – many from areas with higher proportions of Welsh speakers.
- Swansea is a tourist destination from around the world, but especially from other parts of Wales.
- The city is the main regional centre for South West Wales and its facilities attract people from a large hinterland for its own attractions as well as for major events
- The continued presence of Swansea City AFC in the Premier League and in competing in the UEFA Europa League has provided further opportunities to promote the area and its heritage around the world –introducing many people to the Welsh language for the first time through bilingual advertising and other promotions.

3. Overview of 2013-2014

The main focus planned during the reporting period revolved around publicising and promoting the proposed Welsh Language Standards and preparing the authority for as seamless a transition as possible from the Scheme to Standards. The publication of draft Welsh Language Standards for consultation by the Welsh Government Minister in January and the subsequent Standards Investigation undertaken by the Welsh Language Commissioner until mid-April gave an opportunity to get the views of all sections of the authority on the possible effects on their operation. It also gave an opportunity to further promote the current Scheme and areas covered by the proposed standards. We await the upcoming report and recommendations with great interest.

A steering group has been set up to formulate our response to the local authority actions identified in ***More than just Words*** – the Welsh Government Strategic Framework for Welsh Language Services in Health, Social Services and Social Care. While restructuring and staff movements have had an impact, as in other areas of the work of the authority, there has been some progress in this area which is detailed later in this document.

The work of the Equalities Committee (of elected members) has included visits to customer-facing service areas to observe working practices and to see how both Welsh language and wider equalities requirements are met in practice. These visits were followed up by presentations and Q&A sessions with the departments.

The elected member Champion for Language (including Welsh) has reviewed and commented on a number of proposed Council initiatives and their potential effects on future use or promotion of the Welsh language.

Data from the staff survey undertaken in the previous reporting period has now been loaded on to the authority's HR system. A breakdown of the data is contained in Appendix 4. The data will assist in identifying service areas and teams where an exercise to enhance Welsh language provision may be required.

A pilot "Cwrs Graenus" (booster course) was held with 9 staff attending from the Social Services Department. They comprised a mix of Welsh learners and others who

had not used their Welsh language skills for some years. The overall evaluation from participants was very favourable and we will be looking to extending this offering to other areas as well as exploring methods of fostering and encouraging use of Welsh language in the day-to-day life of the authority. Work continues on the basic Meet-&-Greet course.

4. Welsh Medium Education

This is dealt with specifically in the Council's Welsh Education Scheme but it should be noted here that the demand for Welsh medium education continues to grow across the city. There are now 11 Welsh medium primary schools feeding into the two senior schools – Ysgol Gyfun Gŵyr and Ysgol Gyfun Bryntawe.

Menter Iaith Abertawe has continued to deliver some aspects of social and recreational Welsh language activities that support work in both Welsh and English medium schools (and in the wider community) through partnership and service level agreement with the City & County of Swansea.

5. The Council's Public Face

In all its dealings with the public, the authority is identified by its full bilingual title - **City and County of Swansea – Dinas a Sir Abertawe** - and this is displayed on all Council property, uniforms, vehicles, etc.

All signs visible to the public which are installed, replaced or refurbished will be bilingual. This principle is also applied to signs elsewhere – providing a set of standard designs for use in both public and non-public areas.

Information sent to individuals (or organisations) is provided bilingually except where their preferred language is known. A small number of other exceptions are also detailed in the Scheme. Production of any other items outside these guidelines will be discussed with and justified with the Welsh Language Officer before actual production or action.

While, as previously noted, parts of our Linguistic Skills Framework are operational, we await final proposals for Welsh Language Standards, before confirming the framework's provisions and progressing its formal adoption.

A bilingual greeting is defined as standard within the authority's Customer Service Standard for incoming telephone/text calls and when welcoming visitors.

Welsh language services are available across all areas of the authority. Welsh speaking staff, whether or not in front-line positions, are encouraged to wear *Iaith Gwaith* badges and lanyards.

Where a front-line Welsh speaker is not immediately available, each service area has its own strategy to meet requests for Welsh language services.

A further, final option is available to all staff in the authority through our membership of the Wales Interpretation and Translation Service (WITS) partnership – giving immediate access to telephone interpretation.

6. Compliance with the Welsh Language Scheme

The City & County of Swansea Welsh Language Scheme was approved by the authority on 3 February 2011 and ratified by the Welsh Language Board on 31 March 2011. While initially due to run until 2014, the Scheme will remain in operation until the Welsh Language Standards are formally introduced.

a). Report on the Action Plan

An updated version of the Scheme's Action Plan is in Appendix 1 of this report and includes the status of each action point at the review date. Where appropriate, specific actions have been added or amended to reflect changes made necessary by external or other forces and agreed by those departments affected.

The action plan includes points agreed within the authority which comply with and extend the operation of the Scheme. Progress continues to be made towards achieving the action plan outcomes.

While any example of non-compliance with our Scheme is regrettable, complaints, whether upheld or not, can provide an opportunity to examine and clarify procedures. Menter Iaith Abertawe acts as a critical friend to view the authority's Welsh language service provision. They also act as a point of contact with a range of groups within the Welsh language community. The support given to Menter Iaith Abertawe through a Service Level Agreement includes its work in supporting specific service delivery in certain areas, e.g., in leisure and library services. Appendix 3 outlines the key areas of work undertaken by Menter Iaith Abertawe with the City & County of Swansea.

7. Frontline Services

a). Reception Areas / Contact Centres

– data and information with regard to language skills and provision in reception areas and contact centres

Welsh Language Performance Indicator 2: Face to face service – The number and percentage of posts in the main reception area, contact centre or one stop shop designated as being Welsh essential and the percentage of those filled by bilingual speakers.

Being able to use the Welsh language at the point of contact is integral to good service provision and Welsh language skills are welcomed as being a useful skill in any role within the authority and desirable in the case of those dealing with members of the public.

The Contact Centre is the main reception point for the Council dealing with up to 80% of customer queries at first contact. 14 are employed at the Centre with 1 Welsh speaker. Welsh speaking staff in the benefits section are available to supplement this number as and when necessary.

Other contact or reception areas within the council include:

- Environment call centre
- Social Services Intake

- Housing local district offices
- The main Council switchboard

Work is continuing to develop an objective measure to be used during recruitment to identify a Welsh language skills shortfall in a team. In such cases, a Welsh language requirement in order to provide a Welsh language service would be viewed as 'a proportionate means of achieving a legitimate aim'.

This "team skills" principle from our Linguistic Skills Framework means that where the current level of Welsh speakers in a team is insufficient to deliver a Welsh language service, recruitment will target those with relevant Welsh language skills. Until fully implemented, arrangements have been made to consider this principle when a post in a front-facing area becomes available - initially internally and then, if no suitable candidate emerges, externally.

As part of this approach work was undertaken to assess requirements in the following areas:

i). Environment Call Centre:

An assessment of language skills and needs was undertaken which, in accordance with the Linguistic Skills Framework, led to the recruitment of a Welsh speaker.

ii). Social Services Intake (Adult Services):

As part of work implementing More Than Just Words an outline linguistic skills audit undertaken with the team:

- One member of staff has some skills in Welsh and has agreed to undertake further training
- Reception skills training for staff was identified as a need
- Language needs will be considered when any recruitment occurs in future

Since low levels of recruitment restrict the effectiveness of this approach (although, as noted above, some recruitment of Welsh speakers has been successful) a course to enhance the Welsh language skills and confidence of staff in reception areas is in development.

Welsh speaking staff throughout the authority, but particularly in customer facing positions are being provided with Iaith Gwaith badges and ID lanyards with posters and desk notices being provided for use in reception areas. For example, in Culture and Tourism Welsh speakers in reception areas are provided with Iaith Gwaith badges and ID holders. Posters and desk notices offering a Welsh Language service are also displayed.

Currently, each department has its own strategy to meet customer needs if Welsh speaking staff are not immediately available through a graduated response based on availability. These strategies are bolstered by the availability of immediate telephone translation through WITS/thebigword where internal processes cannot respond adequately

b). Other Services

Although there is no single integrated system available to all service areas detailing the preferred language of a service user, the vast majority of customers will make an initial contact with the authority through the Contact Centre. In such cases, the

language preference is recorded and is passed to the relevant service area to progress the matter.

Service areas dealing directly with the public have individual methods of recording language preference to ensure continuity during service provision. Language choice is included when customer information is transferred between departments.

In those services where an initial interview or assessment is undertaken for service users, the language choice is an integral part of the process and is taken into account during the whole of the service provided.

8. Management and Administration of the Scheme

The chief point of contact within the Council for issues concerning the Welsh Language Scheme is the authority's designated Welsh Language Officer (cymraeg@abertawe.gov.uk) who is part of the Access to Services team.

The team's remit, also includes advising staff on wider Equality and Diversity issues, Consultation and Engagement, the Older People's Strategy and aspect of digital inclusion. During the reporting period in question, the team also oversaw aspects of the relationship with the Third Sector - thus providing a wider context for the Welsh language within the work of the authority.

The team will continue to relate closely to these other aspects of the authority's work in the future along with others such as anti-poverty and community cohesion. This, along with the planned incorporation of the team into the Communications and Customer Engagement Service will further facilitate Welsh language requirements to be more deeply mainstreamed in further parts of the council's work.

While any questions or queries regarding the operation of the scheme are directed here, the officer and the team are involved in providing advice and guidance and disseminating information on these issues across the whole of the Council.

a). Contracts / Procurement

– report on requirements in relation to the Welsh language in contracts and an explanation of any arrangements to review or strengthen the consideration given to the Welsh language

Welsh Language Performance Indicator 1: Services on contract – the percentage of a sample of monitored contracts that comply with the requirements of the Language Scheme

As noted last year previous standard wording in contracts for service delivery with an implicit requirement for contractors to follow our Welsh Language Scheme has been replaced with the following:

Welsh Language

- 1) The service and training delivery must be provided in Welsh or English as required by the service users on an equal basis. The Service Provider will need to demonstrate that the service will be operated in a manner which facilitates and promotes this ability from inception to end i.e. marketing the training, handling bookings, co-ordinating service delivery and providing supporting literature.*

- 2) *The Service Provider shall at all times comply with the Welsh Language Act 1993 and the Council's Welsh language scheme (available on the Council's public website <http://www.swansea.gov.uk/index.cfm?articleid=2059>), as amended from time to time, as if it were the Council to the extent that the same relate to the provision of the Services. The Service Provider shall deliver the Services (in accordance with the Specification) through the medium of English or Welsh (on an equal basis).*
- 3) *The Service Provider shall be responsible for promoting the delivery of the Services in Welsh or English to the service user and shall use all reasonable steps to achieve this.*
- 4) *The Service Provider shall be responsible for monitoring the level of*
 - *take up for the service through the medium of Welsh and English*
 - *and shall report to the Council on an agreed basis by providing the following information in writing:*
- 5) *The number of users requiring the service in Welsh and English*
 - *The percentage increase/decrease from the previous report*
 - *The allocation of staff to deliver the services in Welsh and English*
 - *Any changes in service delivery made or anticipated by the Service Provider as a consequence of the above and, if relevant, the timescale for their implementation*
 - *Any complaints of difficulties indicated by service users or staff of the Service Provider in delivering the services in compliance with Welsh language obligations during the report period and any advice or guidance that is required by the Service Provider in delivering such services*

Once a contract has been signed, the corporate procurement team has no other involvement. The execution and monitoring of the contract is the responsibility of the contracting department. Discussions will need to be undertaken to ensure that due consideration is given to the requirements of the Scheme in monitoring the execution of contracts. This will be further progressed during the next year – but an initial response from Domiciliary Care providers to a request by the Social Services Department for information on numbers of Welsh speaking staff employed indicated that 3 providers (who responded out of a potential 11) had 32 Welsh speaking staff members. As the amount of information returned varied in detail further work on standardisation will be considered. It was also reported that the numbers self-reporting as “Welsh-speaking” may be an underestimate, since some staff could use some conversational Welsh with service users even though they may not have reported these skills.

b). Governance and Internal Scrutiny

– evidence that there are robust governance and internal scrutiny arrangements in place for the language scheme

Our Welsh Language Scheme was considered and agreed by the authority's Corporate Management Team (CMT) and the Cabinet and adopted by Council prior to implementation. Annual reports are considered by Executive Board, Equalities Committee and Cabinet.

The Equalities Committee was set up in May 2012 under the new administration. The Committee made up of councillors, meets monthly and completed its second annual review in April 2014. The Committee's role includes:

To support the Council in complying with equality and Welsh Language legislation and regulations in relation to staff, elected members, members of the public, visitors and others closely associated with the City & County of Swansea.

Committee meetings through 2013 focused on departmental visits and presentations, in order to learn more about equality practices 'on the ground' in relation to the equality objectives set in the Strategic Equality Plan and departmental actions in relation to the Welsh Language Scheme. The following areas were covered during the year::

- Culture, Sport, Leisure & Tourism
- Housing & Public Protection
- Social Services:
- Education:
- Human Resources & Delivery & Information
- Poverty & Prevention.

The Committee also considered the Welsh Language Scheme Annual Monitoring Report for 2012-13 prior to consideration and approval by Cabinet.

The Councillor Champion for Language (including Welsh) and another committee member visited Menter Iaith Abertawe to meet staff and users and provided a report to the Committee.

The minutes of Committee meetings can be found here:

<http://democracy.swansea.gov.uk/ieListMeetings.aspx?CId=152&Year=0&LLL=-1>

Any new or amended initiatives within the authority – whether departmental or of a wider aspect – are subjected to an Equality Impact Assessment process. This includes the potential effect that it may have on the Welsh language and/or users of the language. The latest version of the EIA process highlights the Welsh language aspects of an initiative, prompting action to maximise benefits and minimise adverse effects (see Section 10a and Appendix 5).

c). Departmental Arrangements

– information on the extent to which departmental business plans relate to the language scheme and including appropriate references and targets

The development of the current Welsh Language Scheme involved all departments in the authority. In particular, the Action Plan was developed by the departments involved and agreed as achievable and beneficial.

The individual actions from the Scheme are included as integral to the departmental business plans and so are reported against on an annual basis. Any changes, amendments or updates to actions are documented and the business plans adjusted as appropriate.

The implementation of Mwy na Geiriau/More than Just Words (the Strategic Framework for Welsh Language Services in Health, Social Services and Social Care) is being progressed within the authority's Social Services Department.

A Steering Group has been set up to direct the implementation of the framework and develop a local action plan. This includes work on the practicalities of the provision of the "Active Offer" of a Welsh language service at the start of any contact with a service user and the continuing use of Welsh wherever possible in these cases. The

outcomes of the first year of implementation are available in Appendix 4 with progress reports having been made to the Directorate Management Team.

As well as reminding departments on the operation of our current scheme, we have appraised service areas of the timetable and likely effects of the proposed Standards on working practices, with an IntraNet page being maintained giving details. Where appropriate, they have also been encouraged in early adoption of probable standards in current projects.

d). Complaints

– summary of valid complaints received and action taken

Welsh Language Performance Indicator 6: Standard of Service – Number of complaints received concerning the implementation of the language scheme and the percentage of complaints dealt with in accordance with the organization's corporate standards

i). Corporate Complaints

The figures in this section include initial (level 1) complaints received by the Corporate Complaints Team and passed to the relevant department; plus higher level complaints returned to the team following an unsatisfactory initial response.

A new Corporate Complaints procedure was introduced in April 2013 which will record all level 1 and above complaints centrally, thus providing a more detailed picture of the service issues across the authority.

Corporate Complaints Team

During the period April 2013 – March 2014, the Corporate Complaints Team recorded a total of five complaints in connection with Welsh Language issues (out of 655 received in total).

This compares with 6 and 7 received in the last and prior reporting periods.

Of the five, one was found to be not justified.

One of the others related to a web page which was not displayed in Welsh – this was awaiting a translation and was corrected during the day.

A third related to a new initiative where the team involved did not allow sufficient time for translation of the publicity for an event. As a result, the department concerned has been reminded of its obligations in this area and performance is being monitored.

The other two involved an error in the Welsh language portion of a poster – the section concerned was informed of the proof-reading aspect of the work of the Translation Unit and plan to utilise this in the future.

ii). Hate and Harassment Incident Reports 2013-2014

During the reporting period 8 hate and harassment incidents were reported to the Council. None of these were reported as being motivated by the Welsh language

e). Welsh language website content

– evidence of arrangements for ensuring the quality of Welsh language content on the corporate website/plans for increasing and improving Welsh language content

Website content is maintained by staff in each department working as web editors – normally in addition to their normal duties. This relatively small group meets regularly to discuss matters of common interest. Dissemination of good practice and discussion and resolution of problems encountered in respect of the provision of Welsh language content are frequent topics.

Most new information added to the authority's public website is done so bilingually. This is not possible for some specific types of data and, to deal with these cases, a set of notices has been developed in explanation. These, along with other standard translations, are available on our intranet.

Because of the structure of our web site, separate figures are not available to indicate traffic to Welsh and English versions of pages.

A new version of the Council website is being introduced imminently. Information which is no longer relevant will be removed from the website. Existing pages with no current Welsh version will have translations prepared – with the most popular or useful pages being prioritised to be translated first. The process should be completed by Autumn 2014 by which time all normal pages should be available in Welsh and in English. The opportunity has been taken to consider some of the more likely proposed web standards and to allow provision for their implementation. As pages such as forms and questionnaires are updated, efforts are directed to simplifying the questions and providing a single bilingual version if possible.

The new content management system will rectify one long-standing problem – the inability to display some of the Welsh language diacritics (specifically *ŵ*, *Ŵ*, *ŷ* and *Ŷ*). Any new pages which require these should be shown correctly – although where old (incorrect) page content has been transferred to the new system, this may continue in the short term until all examples are corrected.

All sections are directed to use the authority's Welsh Translation Unit in all cases except where simple, minor amendments can be safely undertaken.

9. Welsh language skills

a). Staff Skills

– better information on the workforce's Welsh language skills and a report on the data

Welsh Language Performance Indicator 5: Human Resources, Equality and Diversity – The number and percentage of staff in the organization's service who can speak Welsh (excluding teachers and school staff, if relevant)

i). by service department

ii). according to grade of post

iii). per workplace (office, centre and main area offices)

The base data from the Staff Profile undertaken in the last reporting period has been loaded on to the main HR system. Some overall analysis has been undertaken and is available in Appendix 6 of this report. The analysis based on the responses received (around 20% of the workforce) indicates that:

- there are Welsh speakers in every Directorate and Head of Service area
- 57 out of 242 locations have at least one Welsh speaker.

Further work will now be undertaken to identify any shortfall in locations which have contact with the public.

Now that staff members can update their own details in real time, an exercise to improve the data coverage is planned, with the aim of better defining where the authority is currently able to offer Welsh language service provision and identifying those areas where action may be necessary to improve this.

Some sections of the authority maintain their own registers of Welsh speakers and/or contribute to a corporate list with all lists being available on the Council Intranet Welsh Language pages. In all cases, appearance on the list is voluntary and depends on the individual's confidence and skill levels. There is no direct link between the recording of Welsh language skills (following the staff survey or otherwise) and appearance on the Welsh speakers register.

Currently, four departments maintain their own lists of Welsh speaking staff: Housing and Community Regeneration (with 19 staff), Legal Services (3), Social Services (76) and Education (21). The figure for Education excludes those in the Translation Unit and Welsh Language Centre. The corporate list contains 42 staff across other departments – totalling 161 in all.

b). Welsh Language Training

– evidence of investment in Welsh language training and an explanation of other action taken to improve workforce skills during a period of constraints on external recruitment

Welsh Language Performance Indicator 3: Human Resources and Skills (1) – The number and percentage of staff (Welsh speakers and learners) who have received training in the Welsh language to a specific level of competence.

Initial analysis from the staff survey indicated that a number of staff have a conversational level of Welsh language skills but lack the confidence to use them in the work environment and may benefit from less structured practice sessions rather than more formal courses to develop their skills. Work with contact or reception areas (as noted in Section 7) highlighted the need for a tailored reception skills training course. However, work on the course for reception and contact centre staff has not progressed as envisaged given staff resource constraints. Current work on customer contact provision across the authority may provide a better opportunity to progress this area of work.

An initial one day “Cwrs Graenus” (booster course) was attended by 9 staff from Social Services. They demonstrated a wide range of experience from former students in Welsh medium education to limited conversational courses, but found the course successful in giving an opportunity to gain confidence in using their ‘working’ Welsh skills in a low risk environment.

The staff survey indicated that 142 of the staff responding are learning Welsh outside of the authority. Consideration will need to be given to what measures are possible to support these members of staff, e.g., during the next year consideration will be given to organising a *siop siarad* (talking shop) at lunchtimes.

The staff survey indicated a need for promotion and enhancement of existing initiatives – e.g. the current Staff Handy Guides and Council-oriented translations. Discussions have been held with our Translation Unit on the most effective way forward bearing in mind issues mentioned during investigation and report into proposed standards.

As Part of implementing More Than Just Words the following has been undertaken:

- the Active Offer is now covered in the social services Induction programme including signposting to the online case studies.
- a series of articles in the staff newsletter provided information and guidance about Welsh language issues, including the More Than Just Words Framework and the Active Offer

Work is planned on both updating the corporate Welsh awareness e-learning course and tailoring it to meet the needs of social services using online case studies.

c). Language awareness training

– evidence of improvement in the provision of language awareness training

Welsh Language Performance Indicator 4: Human Resources and Skills (2) – the number and percentage of staff who have received language awareness training.

An on-line Welsh Awareness course has been produced in house and is available through the authority's Learning Pool / Swansea sub-site. Any staff member with access to the authority intranet can register to access this course, which is also more generally available as a "guest" on the system.

Initially promoted within the Social Services Department the course is now available to all sections of staff but particularly those in front-line positions.

The Welsh Awareness e-learning course contains some basic spelling and pronunciation guidelines as well as an overview of the Welsh language over time. It has been further disseminated and adopted by bodies and institutions who have found its level and content suitable for general staff instruction.

24 members of staff have registered on the system and undertaken the course. However, registration is not mandatory and the numbers who have taken the course as "guests" is unknown.

Information on our Welsh Language Scheme is presented to all new starters as part of their induction course on equality and diversity, augmented by information on the Welsh Language Measure and the imminent introduction of Welsh Language Standards.

All departments were also consulted on the draft Welsh language standards prior to the authority's consultation response.

10. Mainstreaming the Welsh Language

a). Effect of policies

– information on arrangements for assessing the impact of policies on the Welsh language and any action taken to review arrangements to ensure appropriate assessments are conducted

The integrated approach taken within the authority with Welsh language skills and needs being a central aspect of equality policy and practice has resulted in this becoming more firmly embedded within the work of the authority than when considered as an isolated issue.

Being part of the Council's Equality Impact Assessment (EIA) process means that Welsh language issues should be considered and, where relevant, included early in

any initiative (project, procedure, proposal, strategy, etc.). Changes to procedures around project initiation and authorisation have made EIA reports fundamental to the process. The Access to Services team examines these EIAs prior to agreement and so the Welsh language and compliance with the Welsh Language Scheme is integral to this.

During the year the EIA process has been reviewed and updated to include an additional question regarding the Welsh Language in Section 4 of the report (Appendix 5).with the associated guidance now including the following:

Consider any effects the initiative may have on the use of Welsh. Specifically, aim to ensure that Welsh is treated no less favourably than English and that people have an equal opportunity to use either language.

To meet our legal duties, we need to focus on two main areas:

- *Maximise opportunities for the Welsh language to be used*
- *Minimise any barriers to the use of the language.*

Reports to Cabinet and Council now have an Equality and Engagement Implications section for noting whether or not there are any equality implications and how the EIA process has been applied to the report's subject which includes Welsh Language. The process includes sign-off by the Access to Services team which helps ensure that equalities issues (including Welsh language) are appropriately addressed.

The launch of the Swansea Standard has reinforced the message from a corporate level of the importance of being able to respond to the Welsh language needs of the citizens of Swansea. It has also promoted practical measures such as the bilingual greeting that should be given out at contact points and over the phone, - "out of office" messages should be bilingual, and Social Media accounts should be available in both Welsh and English

b). Examples of mainstreaming

– information on any action taken to promote the wider use of Welsh

Work on preparing the council's response to the standards investigation supported further mainstreaming and raising awareness. The internal process included:

- StaffNet page set up with details of the process of the Standards Investigation. This holds the relevant documents, important dates and the planned process together with what we have undertaken and what effects the standards are likely to have on various areas of operation. This has been circulated to all managers in the authority and has been highlighted through corporate communications.
- A briefing note on the proposed standards was produced for Executive Board, Heads of Service, Senior Managers and the Leader of the Council
- As part of the Standards Investigation, the proposed standards were circulated to all departments across the authority to get their views and comments on the workability of each. The collated response was considered by the Executive Board and Cabinet Member prior to return to the Welsh Language Commissioner.
- Opportunities were taken during more general contacts to include proposed standards in discussions – partly to pre-empt compliance issues but also to familiarise other areas of the requirements.

The Welsh Language Officer has attended meetings of Rhwydiaith (the Welsh Language Officers' Network) where the main discussion points were issues and

potential solutions to ensure a smooth transition from Welsh Language Schemes to Standards. They also attended briefings given by the Welsh Language Commissioner and their staff, including an individual meeting attended by the Officer and the Council's Director of Corporate Services (who has responsibility for the Welsh Language Scheme). The information from these meetings has been incorporated into briefings and other information circulated in the council.

As part of implementing More Than Just Words articles about the strategic framework and the Active Offer have been produced in the Social Services newsletter. The articles have offered items to assist staff who are Welsh speakers to identify themselves, e.g., lanyards and badges.

Participation in the Swansea Welsh language Forum allows information on developments within the Council to reach a large cross section of the Welsh language community and to respond to their experiences.

Menter Iaith Abertawe, both as a member of the Fforwm and independently, acts as a critical friend to advise and report on the availability and quality of Welsh language service provision. The support given to Menter Iaith Abertawe through an SLA includes its work in promoting the language, e.g. through cultural activities such as Twrw Tawe and a Facebook page to promote Welsh language events in Swansea.

Council wide groups such as the Customer Services Corporate Working Group and the Corporate Communications Group provide a forum for Welsh language issues, allowing a consistent approach and sharing of good practice.

Service areas have further developed their publicity in terms of the availability of Welsh language service provision and promoted this to both staff and service users.

The requirement for bilingual resources is flagged up at the start of the design process by DesignPrint - the authority's in house design and publishing function. Internal procedures preclude external sourcing of print materials and so this check is applied to all such items.

The proof-reading facility provided by the Translation Unit is increasingly being employed both during development and as a final pre-production check. In general, work for translation is being presented with longer and more manageable lead times, allowing the Unit to better plan their workload.

Information held on the Council intranet Welsh Language section has been further developed in line with requests and suggestions to improve and enhance these resources that support the implementation of the Scheme. The areas covered are as follows:



Downloads

Handy Guide - Welsh Council Website [271kb]	Handy Guide - Welsh Telephone Services [283kb]
Handy Guide - Welsh Documents and Publications [292kb]	Handy Guide - Dates and Times [293kb]
Handy Guide - Welsh Standard Forms and Notices [275kb]	Handy Guide - Welsh Forms [278kb]
Handy Guide - Welsh Meeting Members of the Public [280kb]	Handy Guide - Welsh Electronic Information and Communication [269kb]
Handy Guide - Welsh and EIAs [272kb]	Council Welsh Reference Look-up [215kb]
Contracting Out Public Service Contracts - Welsh Language Issues [1.4Mb]	National Anthem [111kb]

c). Other information on mainstreaming activities

In addition to undertaking the review and supporting service areas with the implementation of the Scheme, the work of the Policy and Strategy Officer (which incorporates the role of Welsh Language Officer), continues to include:

- Encouraging and disseminating good practice both from within and outside the authority.
- Regularly meeting and liaising with the Welsh Language Officers from other public bodies and representatives from the Office of the Welsh Language Commissioner.
- Within the Swansea Welsh Language Forum, discussing joint initiatives with other local groups which support the language.
- Advising on, and assisting with responses to, comments and complaints from members of the public.
- Supporting and advising service areas on the implementation of the Scheme and development of Standards
- Monitoring and guiding the development of internal practice to ensure compliance with the Scheme.

11. Performance Analysis

a). identify risks and priorities for next year

- i). the priorities for the last year included (with a brief update in italic):
- Work with service areas to meet the requirements of WLPI1 in terms of sampling monitored contracts for compliance with the Scheme:
Some initial work undertaken in Social Services – this area will need further follow up in 2014/15.
 - Work with reception points in particular service areas to assess requirements in relation to WLPI2:
Work has been undertaken with some service areas as noted in Section 7 and will need further follow up in 2014/15.
 - The finalization and publication of the Linguistic Skills Framework following further analysis of the staff profile to include measures to address WLPI 3 (training) and WLPI4 (language awareness training):
Areas of the proposed Linguistic Skills Framework that cover the designation process have been agreed in principle and applied in specific cases. The remainder of the Framework will be revised when the standards are known. The areas in relation to further implementing the designation process and training will need further follow up in 2014/15.

- Further analysis of the workforce profile and language skills audit to address WLP15 on Welsh language skills within the workforce using the data available to identify possible shortfalls in provision:
Work has been undertaken as identified in Section 9 and Appendix 6 – this area will need further follow up in 2014/15.
- Supporting the implementation of More Than Just Words within Social Services including the Active Offer as a model for possible use in other service areas:
The first year of implementation has been supported – see Appendix 4 for the Action Plan report – this work will continue in 2014/15.
- Implement the review of the Welsh language in the EIA process:
The revised EIA process has been piloted and completed - see Appendix 5
- Further work on the action plan in relation to outcomes and identifying areas of good practice:
This area will need further follow up in 2014/15.
- Work on the standards when published by the Welsh Government Minister:
Standards Investigation response completed and for 2014/15 work will need to be undertaken to meet the Standards when decided
- Work outlined to monitor the quality of Welsh language services:
See c) below.

ii). the priorities for this year continue as identified above and in addition:

- enhancing the Welsh Language support available on Staffnet.
- the need to develop a package of formal and informal support for Welsh speaking staff to deliver services bilingually.

iii). A key risk and challenge is the reducing resources and financial constraints faced by all local authorities now and in the coming years.

b). Examples of relevant good practice

As noted last year departments within the authority continue to be increasingly aware of the need to incorporate Welsh language aspects in their service delivery programme with most requests for advice relating to the most appropriate manner to achieve this. As Welsh language issues are discussed in wider Equalities forums, experiences, problems and innovative solutions can be disseminated across much of the Council.

Areas of good and developing practice within service areas include, for example

- Culture & Tourism:
 - 5x60 service partnership with the Urdd
 - Fforwm Iaith Abertawe exhibition held in the Central Library held in March
 - Centenary celebration of Seren Gomer in the Library
 - Library provision for young children and families in partnership with TWF and Menter Iaith Abertawe.
- Housing & Public protection:
 - promotion of Welsh at Home Swapping events in the Civic Centre with two Welsh speaking members of staff available
 - quarterly monitoring of telephone and face to face Welsh Language service requests.
- Education:

- performance in Welsh as a second language continues to improve across all key stages.
- Social Services:
 - implementation of the first year of the More Than Just Words Action Plan.

c). evidence of efforts to monitor the quality of Welsh language services and/or service user surveys.

1. As noted in the report the Equalities Committee has discussed provision with a number of service areas (Action 8b).

2. As part of the work on More Than Just Words:

- The questionnaire on the views and experiences of service users and carers will be developed for use during 2013/14 and made available for front line staff to use.
- An initial engagement meeting was held with a group of seven Welsh speaking staff to get their views about the service that Welsh speaking citizens receive, the level of support provided to staff, and the obstacles to delivering the Active Offer. Work will be undertaken to consider issues that staff identified including a follow up meeting during the second year of implementation.

3. In partnership with Menter Iaith Abertawe setting up a forum for Welsh speakers with a link to the elected member Champion and reviewing the Welsh Language Scheme will now commence during 2014/15.

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Appendix 1 – Action Plan Update

A1.1. Action Plan – General Principles						
The underlying principles of this action plan are that, during the currency of this Welsh Language Scheme :						
						2013-2014 UPDATE
A1.1.1	The provision of Welsh language services in all areas of the authority's work will, as a minimum, be maintained at current levels.	The Access to Services team provides advice and guidance in all areas of the work of the authority. The Equality Impact Assessment procedure (which examines initiatives to ensure negative effects on various groups are minimised) deals explicitly with Welsh language usage as a characteristic and so highlights this as a consideration in all cases.	The level of service across the authority has been maintained and enhanced this period. Recruitment of front-line staff now routinely considers Welsh language staffing levels. The Equality Impact Assessment process ensures consideration of Welsh language issues during any significant developments. Publicity regarding, e.g. proposed standards, keeps Welsh language requirements in the spotlight.			
A1.1.2	Public facing areas of operation will promote the availability of Welsh language services.	The Scheme continues to be promoted to staff through Team Information Sheets and the Intranet, and to customers through the Open House magazine. Progress is monitored through an annual reception area audit. Promoted in Team Information sheet Dec 2011. Open House Magazine 2011 Issue 2. Compliance will be monitored during annual reception area audit in Spring	Previous points such as provision of Iath Gwaith badges and lanyards. ID holders, posters, desk notices, etc. remain available and are regularly promoted internally. Within Social Services, the provision of an Active Offer in line with the MTJW framework is being progressed in line with the overall action plan. The provision of Welsh oriented information (e.g. standard wording for messages, signs) available through StaffNet is also being developed All information developed within the authority for			

		<p>2012. The following teams now have Welsh E-mail addresses: Rents Team, Housing Options, Housing Advice, Furnished Tenancies, Tenancy Support Unit, Urban Renewals, Community Regeneration Unit, Communities First, Manager of Customer Services Team and the Participation Officer. Welsh Speakers list in Customer Service Information Manual, Induction Booklet and Intranet are updated regularly. Last updated December 2011.</p>	<p>members of the public should be bilingual – only a very small percentage fail to meet this target, some of which are specifically mentioned within our Welsh Language Scheme. A bilingual policy is in operation for all new or replacement signage, whether for public or internal areas</p>
A1.1.3	<p>Partnership working (internally or externally) will be employed where possible to raise the profile of the Welsh language and its use. The need for internal partnerships to meet our Welsh</p>	<p>Agreements have been made with Menter Iaith Abertawe in order to provide a Welsh language service provision in partnership particularly in relation to children and youth services.</p>	<p>The need for internal partnerships to meet our Language Scheme is generally met. We welcome the call by the Welsh Language Commissioner for further guidance in the implementation and operation of multi-agency partnerships. Whenever possible – and especially when acting as the lead agency - the authority highlights the need to ensure a consistent and comprehensive response to the needs of the Welsh speakers when such partnerships are set up and when their terms of reference are formulated. A service level agreement with Menter Iaith Abertawe has continued for 2012/13 to assist the authority in various aspects of its Welsh language provision, to act as a critical friend and to provide a link to sections of the Welsh language community during engagement and</p>

			consultation exercises as well as more informally.
A1.1.4	Staff will be provided with Welsh Language Awareness training to illustrate the linguistic and cultural history and current status of the Welsh language in the authority's area.	An on-line e-learning Welsh Language Awareness course has been developed and piloted. Minor amendments have been incorporated following initial feedback and this course is now available to release more widely and will be available to all staff with internet access.	As previously noted, in order to widen the range of people able to access the course the Welsh Awareness e-training does not require registration and so the total recorded as undertaking it belies the actual numbers. The course is promoted as part of corporate and departmental induction courses for new staff as well as on the staff intranet
A1.1.5	Staff will be encouraged to use the Welsh language as a part of their role both internally and customer facing.	The increased availability of Handy Guides and other business related information on Staffnet and their promotion across service areas continues to raise the profile of the language. Extended use of Welsh language promotion tools such as "Iaith Gwaith" badges and reception desk notices in areas including Housing and the Contact Centre have further encouraged use of the language.	Distribution of Iaith Gwaith materials has encouraged use of Welsh both formally and informally between members of staff and with service users. Data from the Staff Survey will allow further analysis to identify and encourage more Welsh speaking members of staff to promote and use these skills during their normal duties.
A1.1.6	Formal and informal classes will be made available for staff members to increase their knowledge and use of the Welsh language	The planned workforce profile survey will identify the most suitable staff member base to target training. A Welsh awareness e-learning course is now available for general use within the authority, having been tested and piloted. Initial work has been done on the development of a basic Welsh usage (recognition/spelling/pronunciation) course aimed at staff members in a	The e-learning Welsh Awareness course is mentioned above. An initial Cwrs Graenus (booster course) to build confidence of staff members who have learnt Welsh or may be out of practice has been held was well received. This course concentrated on the Social Service department (in line with the MTJW Framework Active Offer). Staff in other sections have expressed interest in such a course and it is planned to hold further

		customer facing post. In addition, the Libraries section is investigating the possibility of an on-line Welsh language course which would be available to members of the library.	courses and to develop a follow-on programme to maintain the interest and progress of those attending will be developed. It is still planned to develop a “meet & greet” course with basic skills. Any new on line courses will be determined when results of the recently held staff survey become available.
A1.1.7	Information will be gathered on the operation of the Scheme to highlight areas of good practice as well as areas where improvements can be made.	Information sharing within the Customer Services Corporate Working Group and its Welsh language sub-group provided a means of highlighting both aspects. The annual review has highlighted a need for a specific Task & Finish Group to address this action and will be progressed during the next year.	The Annual Review and associated Monitoring Report provide opportunities to assess the performance of individual departments and to publicise both good practice and areas for improvement. It is also allows senior managers to gain reflect on the current state of progress towards implementation of a full bilingual service across the authority

Reference is made within the plan to Welsh Language Indicators (WLI1 – WLI6) (as defined by the Welsh Language Board). The indicators may be viewed in Appendix 4.

A1.2. Corporate Actions

Corporate Actions

Note that every item in this action plan will be reviewed annually

	Action required	Responsibility	Expected outcome		Update 2013-2014
A1.2.1	Implement the Welsh Language Scheme across all	All Directorates; Access to Services Team	Welsh Language Scheme implemented within	The Access to Services Team continues to provide advice and guidance to all directorates on implementation of the Welsh Language Scheme.	The Access to Services Team, where the Welsh Language Officer is based, continues to provide advice and guidance to all directorates on implementation of the Welsh Language

	areas of the Council		legislation and best practice and in line with advice and guidance	<p>The Scheme's Action Plan has enabled a more objective measure of progress against identified targets.</p>	<p>Scheme and the work continues to mainstream the Welsh language across the work of the authority.</p> <p>Specific information on Welsh language issues and practices are available on the IntraNet.</p> <p>Increasingly, departments consult the team earlier in developments – helping to ensure that Welsh language issues are better incorporated within initiatives</p>
A1.2.2	Review implementation of the scheme annually and supply data for annual monitoring report.	All Services; Access to Services Team		<p>Information from relevant service areas has been collected and collated for this review.</p> <p>WLS actions will be integrated into the current performance management framework for completion and the annual Head of Service survey as part of the review for 2012/13. A cross authority Task & Finish Group chaired by the Head of Performance & Strategic Projects will be established to monitor and review the action plan during 2012/13.</p>	<p>Annual report was considered and agreed by Corporate Management Team and Cabinet and published in line with the timetable agreed with the Office of the Welsh Language Commissioner. A review meeting was held to discuss the areas where further information was required by the Commissioner.</p> <p>In addition, a number of meetings were attended regarding the proposed Welsh language standards and departments apprised of the probable future requirements in this area. This included a meeting between the Director of Resources and the Deputy Commissioner at the Commissioner's Office in Cardiff.</p>

A1.2.3	Develop, implement and review the Linguistic Skills Framework to meet WLI2, WLI4 and WLI5	Resources; Human Resources; Service Areas; Individual Staff Members and their Managers	A better picture of the key language skills available throughout the Authority	<p>Linguistic Skills Framework has been produced in draft format. The workforce profile audit now planned for mid-September will include questions in relation to Welsh Language Skills which will be reported on through the ISIS system. The Framework will be reviewed following the outcomes of the survey but in the meantime relevant areas, e.g., designation will be considered and reflected within HR policies.</p> <p>Departments, including Culture and Tourism, have been updating their information on Welsh speakers.</p>	<p>While, as previously reported, some areas of the Framework have been implemented - particular for use in recruitment, the final version of the Framework awaits the formal publication of Welsh Language Standards so that it may effectively reference these new requirements.</p> <p>The adoption of the Framework will be progressed during the next reporting period as a means of detailing measures needed to ensure compliance.</p>
A1.2.4	Promote and encourage Welsh language content during events, ceremonies and other proceedings	All relevant service areas; Resources- Access to Services Team	Higher profile and greater use of Welsh language content during events hosted or organised by the authority	<p>Housing : Most promotional material for events etc. are bilingual e.g. Gardening Competition, Max your Money leaflet and Project Hope bridge banner</p> <p>C&T currently produce all marketing material for events bilingually and are introducing Welsh to a greater extent at events. For example bi-lingual introductions at events and through the staging / hosting of Welsh based events (e.g. St David's Day celebrations and the Urdd</p>	<p>Service levels have been maintained by Culture and Tourism, whose brochures now incorporate enhanced Welsh content including terms and conditions and booking details.</p> <p>Where appropriate Welsh language productions are supported in Welsh ie Sioe Igam Ogam. Menter Iaith Abertawe are supported to host and promote other Welsh medium events.</p> <p>The promotional posters for the District Housing Offices and the electronic display screen shown at the Civic</p>

				Eisteddfod).	<p>Centre for the Homeswapper events which took place in Sept 2013 and April 2014 were displayed in English and Welsh.</p> <p>Two Housing Welsh speaking staff wearing Welsh Speakers badges/lanyards were available throughout the events.</p> <p>Bilingual pop up banners for the presentation evening of the annual Gardening competition were displayed in September 2013, and will be used in subsequent years.</p> <p>Registration Services offer Marriage/Civil Partnership ceremonies in Welsh or bilingually..</p>
A1.2.5	Promote and implement the Council's Welsh Language Scheme in all partnerships	Project Managers; Service Areas	Welsh Language Scheme included as an integral part of joining or setting up any partnership	<p>Housing :</p> <p>Guidance for staff with regard to promoting and implementing the Councils Welsh Language Scheme in all partnerships is covered in detail in the Housing Customer Services Information Manual which is available to all staff and is promoted regularly in the Team Information Sheet. To be promoted in TIS article May 2012</p> <p>Culture & Tourism has a Business and Partnership Unit which monitors the leisure operation partnerships such as the LC. C&T have advised partners to make 'reasonable endeavours' to meet the Council's</p>	<p>See A1.1.3.</p> <p>More Than Just Words - Strategic Framework for the Welsh Language in Health & Social Care Services has been highlighted in the Western Bay regional project.</p> <p>The Wales National Pool (a partner of C&T) is being encouraged to adopt the WLS and have been offered use of the Welsh Language support services of the council.</p> <p>The Housing and Public Protection Access to Services Audit monitors the promotion of the of the Councils Welsh Language scheme in the Service Level agreements we have with our partners.</p>

				commitment to the Welsh Language Scheme. A recent quality check showed that the LC were complying with 'reasonable' compliance such as ensuring all permanent signs and information is bilingual and that temporary information is offered in Welsh. This Unit will address this aspect across the other partnership sites in 2012-13	
A1.2.6	Monitor telephone and face-to-face Welsh language service requests and the response which they receive.	All service areas; Resources – Access to Services Team	Record maintained of numbers of Welsh language service requests and the response received.	Housing : Quarterly monitoring procedures have been put in place to record this in detail. Figures indicate the type and level of task undertaken and although initial results (for July 2011 - March 2012) show a fairly low level of usage, the exercise has increased the profile of and encouraged the use of Welsh in the working environment. The possibilities of developing a single recording system available across the Council is being investigated and will be presented to the Task & Finish Group.	In Housing and Public Protection Departmental initiatives have continued. Initial discussions on the development of a single recording system have resulted in this being put on hold until resources are available. Quarterly monitoring of telephone and face to face Welsh Language service requests continues and now includes the Welsh Speakers of the Public Protection Service. Welsh Speakers lists are available in the Customer Services Information Manual, Housing Induction Booklet, and Intranet pages updated January 2014. Welsh Speakers monitoring figures for Housing and Public Protection are available on the "Facts and Figures" pages of the Intranet.
A1.2.7	Investigate available	All service areas;	Improved and faster access	C&T has developed an events hotline facility which is linked to the TIC	The Tourist Information Centre telephone system now updated so

	<p>Answerphone technology (or separate Welsh language contact numbers) to allow direct (or push button) access to Welsh language recorded messages.</p>	<p>Resources – Access to Services Team</p>	<p>to information for Welsh speaking clients</p>	<p>telephone system. This facility allows the customer an automated facility to order a brochure, or find out about the Council’s major events. This also works in tandem with the tourism website to provide an effective out of hours information service. All options are fully bi-lingual both in referral and delivery of information</p>	<p>messages are available in both Welsh and English</p> <p>An initiative to upgrade all telephony systems to allow a similar provision is being progressed across the Council.</p>
A1.2.8	<p>Monitor public web pages to ensure :</p> <ul style="list-style-type: none"> - An increasing percentage are available bilingually - Pages not available in Welsh are displayed with a target date of when the bilingual version will be added. 	<p>All service areas; Resources – Access to Services Team</p>	<p>Annual increase of percentage of web pages available bilingually</p> <p>Published dates for Welsh language content availability successfully met</p>	<p>Bilingual requirements of the authority's public web pages are publicised at meetings of Web Editors group. This includes the standards expected of pages awaiting translation of content and those where full bilingual content is not feasible.</p> <p>System makes specific figures of percentages of pages available bilingually difficult to ascertain, but most sections report new updated pages as being bilingual wherever possible.</p> <p>Internal reorganisation has impacted on Customer Services Corporate</p>	<p>Rationalisation of public web site data, coupled with the imminent introduction of a new web content system will remove much of the older, English only content.</p> <p>The introduction has taken the likely Welsh language standards into account.</p> <p>New procedures and practices should ensure a more consistent application of our bilingual content policy.</p>

	to meet requirements of WLI3. A detailed workplan will be developed through the Customer Services Corporate Working Group to include current baseline and priority areas for development.			Working Group activities so the workplan will be considered and progressed during 2012/13. Within C&T, this has been integrated into the Marketing/ Communications Strategy	
A1.2.9	Investigate further corporate partnership working and joint initiatives in relation to advertising, promotion, etc.	Directorates Communications Resources – Access to Services Team		Specific opportunities for corporate partnership working and joint initiatives will be progressed within the Corporate Communications and Task & Finish Groups during 2012/13.	Opportunities in this area have been limited but events promoting council services and information sharing have increasingly involved cross-department participation. Advertising of these events and the literature available is bilingual. Specific information on the authority's Welsh Language Scheme is made available within the context of the wider equalities agenda.
A1.2.10	Build up partnership working with other	Directorates Resources – Access to Services	Identified resources available for partnership	The authority has provided input to the Welsh Government initiative on joint/centralised translation facilities - our Translation Unit is run jointly with	Rhwydiaith continues to be a valuable forum for general discussion on Welsh language issues, particularly in response to the Welsh Language

	statutory bodies in relation to bilingual provision, workers, etc.	Team	work	<p>Neath Port Talbot CBC.</p> <p>Informal contacts are maintained through the Swansea County Welsh Language Forum and Menter Iaith Abertawe.</p>	<p>Measure and the incoming standards.</p> <p>In addition to continuing work with local regional partners (ABMU, Swansea University, SW Police), we have discussed Welsh language policy and both current and proposed implementation strategies with other local authorities in order to gauge a standardised response.</p>
A1.2.1 1	Building up information on the Council intranet site suitable for e-learning in relation to Welsh language skills, etc	All service areas; Resources – Access to Services Team	Welsh language resources made available to staff on the intranet	<p>The main page of the Authority intranet contains a "Welsh language" link to pages dealing with the use of the Welsh language in the work of the Council.</p> <p>General information (such as addresses) is held Welsh and English side by side, allowing a simple look-up to be used when advertising meetings, etc.</p> <p>There is advice on formatting standard documents to make them more generic and thus easier to amend</p> <p>The section also contains links (internal and external) to other pages and sites with a specific Welsh language connection whether local, regional or national. This includes details of Welsh language course providers and a direct link to the Authority's on-line Welsh awareness course.</p>	<p>The information available has been augmented in line with requests received during the reporting period.</p> <p>Further information being considered will include a standard list of commonly required notices and signs ("Out of Order", "Queue here", etc.) to allow departments to provide bilingual information at short notice without having to contact the authority's Translation Unit</p>

A1.3. Actions for Corporate Services

Corporate Services

Note that every item in this action plan will be reviewed annually

	/Action required	Responsibility	Expected outcome	Status	Update 2013-2014
A1.3.1	Develop appropriate communication and promotion plan for promoting the availability of Welsh language/bilingual services in service areas	Communications Access to Services Team	New corporate communications plan will reinforce need for bilingual communication Staff updated with information on Welsh Language Scheme as required.	Internal communications are used to inform staff of bilingual requirements when producing literature etc. Efforts have been concentrated on ensuring that staff are aware of the need to provide Welsh language services through staffnet, handy guides and liaison with service areas. Suitable methods of promoting the services available across the authority will be considered over the next year	The issue of design and recognition of the authority "brand" is being developed and progressed through the Customer Services Working Group. The requirements of the Welsh language scheme are integral to this. During the year significant support was given by the team (&WLO in particular) to HR in delivery of the staff profile survey. Initial work is being undertaken to identify a new web content management system and the need for a bilingual interface will be part of the required specification.
A1.3.2	Monitor external communications from the Council to ensure compliance with the Scheme	Communications	Increased profile and publicity within the authority of the Corporate Communications plan. Strengthened corporate support for	External communications are monitored daily and issues are raised with the Welsh Language Officer	Procedures continue as last year.

			bilingual		
A1.3.3	Identify and train suitable people as spokespeople in service areas for the Welsh medium media	Communications, all Service Areas	Suitable individuals identified within service areas to undertake role Communications to explore training opportunities for these staff	Those staff identified by their services as "media Welsh speakers" are utilised when Welsh interviews are required.	Welsh-speaking interviewees are provided when available. This has been particularly successful with the broadcast media coverage of Swansea based events as well as Swansea's links to the national and international events. A register of staff authorised to speak on behalf of the Council is being further developed. Changes to the staffing and structure of the Council have highlighted the need to review and formalise the "media Welsh speakers" resource within the Council.
A1.3.4	Continue to use internal communications to promote Welsh Language Scheme, improving Welsh language skills, skills framework, etc	Access to Services Team Communications.	Increased profile of Welsh Language and the Welsh Language Scheme within the authority	Internal communications are used to promote the Welsh language requirements and opportunities. These include news stories, emails and use of corporate briefings. Welsh language resources available on the Council intranet have been highlighted. Presentation on revised Scheme and Action Plan at Top Managers meeting in July 2011.	Throughout the reporting period there have been numerous communications about the Council and the Welsh Language. While the majority of these have concerned the proposed standards, opportunities have been taken to reference our current Welsh Language Scheme and to highlight potential changes to our working practices which may result. Staff newsletters in, for example, Culture, Tourism, Leisure and Sport; Housing and Public Protection; and Social Services, have detailed the needs of service provision and promoted available courses and other resources, including the Welsh

					Language section of the intranet.
A1.3.5	Continue to use internal and external communications to promote availability of Welsh Language facilities and aspects during events developed by the authority.	Communications Relevant Service Areas	Continue to promote and highlight the use of Welsh language and bilingual materials, activities, workshops, etc during major events and initiatives	These opportunities are promoted for those attending events.	<p>We endeavour to include Welsh language items in events which we organise and support Menter Iaith in delivering events through the medium of Welsh.</p> <p>Most communications produced by the authority to promote events in the area are produced bilingually.</p> <p>Some of the advertising which is produced for specific markets outside of Wales (e.g. homes of teams facing Swansea City in the Premier League) will be mainly English language, but often with some inclusion of reference to Welsh language aspects of the area.</p>
A1.3.6	Explore the need for further guidance on the design and format of bilingual material in partnership with Design Print	Communications	<p>Bilingual approach to printed material further embedded corporately.</p> <p>Less material produced outside the Welsh Language Scheme</p>	<p>DesignPrint works closely with departments to ensure Welsh needs are met on a job-by-job basis.</p> <p>Different methods/layouts to meet bilingual design requirements are considered at start of design process.</p>	<p>DesignPrint has maintained a watching brief on internal requests for work to remind departments of the requirement for bilingual production and distribution.</p> <p>As a Corporate Design strategy develops, the proposed Welsh Language Standards will be an integral part of this process.</p>
A1.3.7	Remind client	Communications	Welsh	DesignPrint ordering system includes	Increasingly, departments are

	<p>service areas of provisions of Welsh Language Scheme if required and advise contact with the Council's Welsh Language Officer</p>	<p>ons</p>	<p>Language Scheme further embedded corporately - especially with printed material; Less material produced outside the Welsh Language Scheme; Problem areas identified and passed to Welsh Language Officer to address</p>	<p>Welsh language requirement. This has resulted in earlier consideration of Welsh language aspects in design and production leading to increased compliance.</p>	<p>contacting the Welsh Language Officer early in the development of individual initiatives which may have a Welsh language aspect.</p> <p>In part, this is a result Welsh language scheme provisions becoming more mainstream, but the wider application and understanding of the EIA process across the authority also highlights potential areas of concern.</p> <p>In addition, a pro-active approach by the Welsh Language Officer to news of upcoming developments encourages forethought in design and implementation.</p>
A1.3.8	<p>Use the Customer Services Corporate Working Group Welsh Language Group to identify and promote good practice.</p>	<p>Communications</p>	<p>Good practice (to include problems and solutions) to be a standard agenda item at meetings</p>	<p>The functions of the Welsh Language Group have returned to the main Working Group where a standard agenda item ensures that any developments are promoted across a wider audience. Welsh language issues are also included within departmental or directorate equality and diversity working groups.</p>	<p>The group is being reformulated in within the wider context of the Swansea Standard with Welsh language being an integral part of its remit.</p>

A1.4. Actions for Corporate Services

Corporate Services

Note that every item in this action plan will be reviewed annually

	Action required	Responsibility	Expected outcome	Status	Update 2013-2014
A1.4.1	Develop and implement an annual review process for the Scheme within performance, audit and business/service planning processes	Access to Services Team	Process identified to effectively monitor performance against the Welsh Language Scheme	Items from Welsh Language Scheme Action Plan included within business planning processes and monitored and reviewed alongside other actions. Appropriate sections of business plans reviewed.	While internal reorganisation has changed some responsibilities, annual reporting continues with updates received from relevant sections.
A1.4.2	Review and report implementation of the scheme annually to CMT, Cabinet and the Welsh Language Board	Access to Services Team	Annual Reports in line with published timetable of Welsh Language Board	Annual report information collected from service areas and collated for publication to Welsh Language Commissioner's Office timetable including reporting to CMT and Cabinet	. The Annual Report for 2012-13 was produced to timescales agreed with the Office of the Welsh Language Commissioner.
A1.4.3	Support and advise directorates and service	Access to Services Team	Consistency of approach to implementation across all	With one or two exceptions, the Access to Services team and the Welsh Language Officer are recognised as a mainstream point of	Further information has been added to the Welsh Language section of the authority's intranet.

	areas in the monitoring, implementation and review of the scheme including development of appropriate guidance.		service areas, advice and guidance provided to resolve identified problem areas	contact for advice and information on Welsh language issues.	<p>Ad-hoc advice continues to be supplied as well as more formal information on proposed standards supplied.</p> <p>Implementation of the new public website is imminent and should rectify some of the longer-standing issues regarding Welsh language display. Involvement with departments in responding to the proposed standards and the Standards Investigation has raised the profile of the language further. Work on mapping the proposals against our current Welsh Language Scheme, to highlight changes has led to some departments incorporating standards in new initiatives.</p>
A1.4.4	Identify and define language skill levels and criteria to allow more objective classification as part of the Linguistic Skills Framework	Access to Services Team	Method of gauging individual skill levels against specific criteria	Criteria defined for use in Linguistic Skills Framework to allow individual members of staff to self-assess their language skills.	<p>Initial results from the Staff Survey - and in particular figures on Welsh speakers have demonstrated that most areas of activity have staff with Welsh language skills.</p> <p>"Self-serve" has recently been introduced to allow staff members to update their details (including linguistic skills) directly onto the system. The classifications used in gauging skill levels seem to be reasonably intuitive, displaying a range of perceived skills. The data now available will assist in targeting actions to improve Welsh language service provision.</p>
A1.4.5	Develop form	Access to	Method to	In order to improve availability of and	The imminent introduction of the new

	and process to monitor telephone and face-to-face Welsh language service requests and the response which they receive.	Services Team	record numbers of Welsh language service requests and the response received	access to the form this will now be developed as an on-line document available through the authority internet. This will be progressed in this format during 2012/13.	corporate website will allow this action to be progressed. The proposed standards for recording requests for Welsh language service provision will be the basis for this.
A1.4.6	In partnership with Menter Iaith Abertawe, develop an on-line Welsh Awareness training package	Access to Services Team, Corporate Training	Training available through the Council intranet - especially for customer facing staff and new starters at all levels	On-line Welsh Awareness training package has been developed and piloted with 13 staff members and is available to all staff with internet access (whether through the authority intranet or personal home access). Session delivered by Menter Iaith with Youth Service workers.	The Welsh Awareness course has been promoted during corporate and departmental induction courses. While as noted previously, to ensure the widest access, there is no requirement to register for the course, the number of staff who have done so has risen to 25 - although this is an underestimate of the total. The course has been further adopted by a number of external bodies as a general resource providing an overview to the subject.
A1.4.7	Review Welsh Language fields for employee data to ensure they reflect	Human Resources, Access to Services Team	Structure in place to maintain appropriate levels of linguistic skills on employee records	Agreement has been reached on the structure to hold the necessary information but the necessary enhancement of the ISIS system to accommodate this is delayed pending a major ISIS system upgrade. Alternative methods of holding the information until this upgrade will be	COMPLETED See A1.4.4 above. Initial results are available in Appendix 6 if this report.

	proposed levels within linguistic skills framework to meet requirements of WLI 5			progressed during 2012/13.	
A1.4.8	To ensure the provisions of the scheme for third party/commissioned arrangements are included in the review of the Procurement Strategy including the process for monitoring and review to meet the requirements of WLI1.	Procurement	Procurement Strategy includes specific provisions from Welsh Language Scheme	The Council's Procurement Strategy (2010) - Theme 5 Objective 2 - sets out the requirement for contracts to support the Council's Welsh Language Policy.	While new contracts contain wording explicitly, but generally, mentioning Welsh language requirements, In line with the proposed standards, future invitations to tender and contracts will refer to specific Welsh language elements which must be met.
A1.4.9 - A1.4.1 4					As previously reported A1.4.9 - A1.4.14 either reassigned or no longer relevant
A1.4.1 5	Work with the Access to	Human Resources	All posts examined for	Initial work undertaken with draft Framework developed. Framework	Menter Iaith Abertawe and Fforwm Iaith Abertawe have been used to attract

<p>Services Team on the development of the Linguistic Skills Framework including:</p> <ul style="list-style-type: none"> - guidance on designation of posts - guidance on assessment of bilingual skills within recruitment and appointment process <p>[Former A1.4.17] Explore corporate and joint service methods of attracting and recruiting bilingual workers to</p>		<p>the relevance of Welsh language skills.</p> <p>Skills for any new posts dealing with members of the public to be considered desirable and/or to a specified level.</p> <p>Standards for assessment agreed</p>	<p>will be reviewed following the outcomes of the workforce profile survey. Relevant areas of the Framework such as designation and assessment of skills will be taken account of within relevant HR policies, e.g., recruitment. In parallel with the survey over the next year work will be undertaken with some key services on this area.</p>	<p>Welsh language applicants to some positions.</p> <p>Individual initiatives have continued where recruitment has been possible to front-line posts, e.g. in line with the More Than Just Words Framework for Social Services</p> <p>These have resulted in a Welsh speaker being recruited to the Environment Department Call Centre.</p> <p>As the proposed standards are confirmed, the opportunity to take these into account in future recruitment will be taken and the Linguistic Skills Strategy will be taken forward.</p>
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	particular service areas				
A1.4.1 6	Ensure cross reference of the Scheme within the review of policies.	Human Resources	Provisions of Scheme embedded across all HR policies	Policy review incorporated the corporate Equality Impact Assessment process which ensured Welsh language issues were considered.	The Review of Policies has been completed. Consideration of the Welsh language aspect of any front-facing role which becomes vacant will be monitored prior to advertising posts.
A1.4.1 7					Incorporated into A1.4.15
A1.4.1 8	Incorporate work on and outcomes from Linguistic Skills Framework into the Workforce Development Project within the Workforce Programme	Human Resources	Welsh language aspects included as integral part of Workforce Programme	Draft of Linguistic Skills Framework has been produced and work during development of the framework has fed into recruitment practices.	To be progressed in line with both the Linguistic Skills Framework and the Welsh Language Standards.
A1.4.1 9	Consider training and development requirements arising from the Linguistic Skills Framework in	Human Resources	Suitable training and development resources made available	Draft Linguistic Skills Framework has been produced. The workforce profile survey planned for mid-September contains questions about Welsh Language Skills. This information will be used to consider training and development requirements and revising the Framework. In addition	An initial Cwrs Graenus / Booster Course has been trialled with staff (Welsh learners and speakers needing some confidence building) - introducing basic workplace vocabulary and situations. This has been well received and we shall be looking to hold more courses but also to provide some

	line with available resources and the Council wide review of training and development - to meet the requirements of WLI4			<p>parallel work will be undertaken with key service areas as noted in A1.4.15.</p> <p>The Welsh Language Awareness course is being promoted initially through the Social Services Department.</p> <p>In response to a number of departmental requests, a basic course for Welsh language pronunciation, spelling and numeracy is in the course of production.</p>	<p>informal practice sessions.</p> <p>Once analysis is available, a more targeted set of courses should be able to be organised.</p>
A1.4.20					No longer relevant
A1.4.21	Maintain current levels of Welsh medium and bilingual service	Legal	No degradation in Welsh medium service provision	The level of Welsh medium and bilingual service has been maintained	<p>Welsh language service provision has been maintained.</p> <p>In addition, with Equality and Engagement Implications (including Welsh Language) now being examined in respect of all Council reports, the need to comply with Welsh Language legislation has been further highlighted.</p>
A1.4.22	Continue to separately monitor the numbers of complaints received in relation to the Welsh	Legal & Democratic Services – Complaints Team	Report on performance	<p>Figures with regard to Welsh language complaints received and processed by the authority's Corporate Complaints Team are compiled on an annual basis and details may be found in section *** of the annual report.</p>	<p>The new corporate system has been implemented with the result that all stage 1 complaints should now be recorded centrally, as well as those which are escalated to other stages.</p> <p>Figures supplied by the Corporate Complaints team are to be found in the</p>

	Language Scheme to meet requirements of WLI6				body of the Annual Report.
A1.4.23 - A1.4.24					As previously reported A1.4.23 - A1.4.24 COMPLETED
A1.4.25 former A1.4.9	Undertake a workplace/workforce audit to optimise current staff Welsh Language/bilingual skill levels	Human Resources, Access to Services Team	Mapping of available Welsh medium skills against areas of service provision	Individual sections maintain Welsh language skills information - a more integrated register will need to await the ISIS upgrade once survey has been undertaken.	Progress has been limited - but should be improved with the availability of staff linguistic skill statistics. Mapping of these against areas of service provision and an objective measure of required (versus existing) staffing levels would be the initial steps.
A1.4.26 former A1.4.10	Assess designation of posts and develop a plan to address the need within the contact centre in relation to recruitment, promotion of service, etc.	Human Resources, Finance, Access to Services Team	Plan to maintain a sufficient level of Welsh language service provision within the Contact Centre	Audit undertaken and Welsh speaker recruited in the Contact Centre. Welsh speakers available from Revenues and Benefits to support the Contact Centre as required.	Ongoing
A1.4.2	Use StaffNet	Human	Regular	Rather than a regular spot, articles	Much of the promotion activity has been

7 former A1.4.1 1	to promote Welsh Language awareness skills, useful links and activities	Resources, Access to Services Team	articles published on Council intranet highlighting information for staff on Welsh language	have been published in relation to developments - internal and external - impacting on the use of Welsh in the Council. Articles have been augmented by specific information sent out to heads of service as necessary. This information has highlighted statutory aspects rather than the Council specific information held in the intranet 'Welsh language' pages.	as an adjunct to informing staff on proposed standards, taking opportunities to reinforce/enhance current Welsh language Scheme provision.
A1.4.2 8 former A1.4.1 2	Develop Welsh Language intranet pages including useful information and links and investigate similar provision for the internet (to meet requirements of WLI3)	Human Resources, Access to Services Team	<<WELSH LANGUAGE>> section accessible by one click from front page of Council intranet. Feasibility of web pages detailing Welsh language services and activities across the authority's area	Link implemented to Welsh Language pages on the Council intranet containing "Handy Guides" and other "useful information" documents. The information is updated and extended in line with suggestions from staff. Links are now in place highlighting some of the Welsh language organisations working within the authority area Some links to local or regional services included within these pages but further development relies on an external information collection exercise and advice on which services may be suitable for inclusion on the Council website.	"Welsh Language" information on the authority's intranet has been expanded and suggestions received from staff on any further resources which they believe would be useful. These include generic signage allowing staff to easily download and print information such as "Out of Order"; Use Other Door"; "Queue Here"; etc. A page detailing the timeline and progress on Welsh Language Standards has also been introduced. Discussions continue on a wider facility of Welsh language resources (both Council and external) across the authority area.
A1.4.2	Deliver Welsh	Finance	All front line	Online Welsh Awareness course has	Limited progress on this action.

9 former A1.4.1 3	Language Awareness training for all front line staff in Contact Centre		staff made aware of Welsh language issues in the City & County of Swansea	been piloted and is now available. Work will now be needed with front facing sections on delivery, feedback and follow-up. Course on basic Welsh language elements including spelling and pronunciation in preparation (unlikely to be online).	
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A1.5. Actions for Social Services**Social Services Department****Note that every item in this action plan will be reviewed annually**

	Action required	Responsibility	Expected outcome	Status	Update 2013-2014
A1.5.1	Work with Care and Social Services Inspectorate Wales; the Care Council for Wales; and Welsh Assembly Government Social Care Policy Division to support, develop, adopt and promote the inspection toolkit aimed at providing services through the medium of Welsh across the social	Social Services	Inspection toolkit implemented	<p>CCoS Social Services Department has followed through the required actions, but the CSSIW has not as yet been in a position to deliver the toolkit.</p> <p>While the toolkit has in some part been superseded by the incoming Strategic Framework, the work undertaken is still of use in a local context.</p> <p>Consequently, the requirement for this action item will be monitored and a decision on its viability made during the next year.</p> <p>Initial work undertaken in the context of the consultation on the draft Strategic Framework and action plan More than Just Words.</p>	This Action has been replaced by the implementation of More Than Just Words. A steering group to monitor the MTJW Action Plan normally meets bimonthly to review progress. WLO has supported implementation. (Please see Appendix 5).

	care sector on a proportionate basis.				
A1.5.2	Pursue the essential elements necessary to introduce the toolkit:-			The implementation of the toolkit is dependent on its receipt from CSSIW and so this action will be reviewed as part of work on the Framework.	See above (A 1.5.1) Incorporated within MTJW Action Plan
A1.5.3	Review contracts for external providers in relation to Welsh Language provision and monitoring arrangements , including information for WLI1 in relation to care services.	Social Services, Procurement	Improved provision of Welsh medium services to Welsh speaking service users	There is currently a clause covering equality included in contracts which will now be reviewed as part of implementing the action plan of the strategic Framework for Welsh Language in Health & Social Care	Information from a number of external providers has been obtained. This will be further progressed in Year 2 of the MTJW Action plan.
A1.5.4	Highlight cultural awareness training provision across the sector.	Social Services, Access to Services Team	Welsh Awareness training facilitated across the Social Care Sector.	Staff communications continue to be used to highlight the needs of Welsh speakers – both as part of the MTJW Framework and more generally. A basic Welsh language elements, spelling and pronunciation session to be designed and piloted to SSD with	During spring/summer 2013 a series of articles in the Social Services staff newsletter provided information and guidance about Welsh language issues. Information about the importance of the Active Offer and language sensitivity is included in staff induction.

				a possible roll out more widely across the authority.	<p>A group of Welsh-speaking staff was convened to discuss issues around supporting staff to use the Welsh language more in the workplace.</p> <p>The hosting of MTJW video clips as a reference resource will be investigated when the new corporate website is implemented.</p>
A1.5.5	Review service user journey in respect of language choice including continuity of provision	Social Services	Encourage completion of the language choice field (PARIS) during the initial data entry.	Although the actual number of completed language choice fields has increased marginally, the rise in the number of referrals means that this illustrates a reduced percentage.	Consideration is being given to the feasibility of having a prompt inserted about completion of the language preference field when initial assessments are input into PARIS. The questionnaire on the views and experiences of service users and carers will be developed for use during 2013/14 and made available for front line staff to use.
A1.5.6	As posts become vacant, consider the options of recruiting a Welsh speaker	Social Services; Human Resources	Reviewed job descriptions and person specifications for staff	Following review the person specification for staff in reception posts/customer facing posts will now include Welsh as desirable.	The ability to speak Welsh has been included as desirable when new staff are recruited to first contact teams. The Adult Services Intake Team has recruited one person who, although not fluent in Welsh, has some ability and has agreed to undertake further training.
A1.5.7	Enhance available Welsh Language Awareness	Social Services, Access to Services	Welsh Awareness training facilitated across the	The on-line Welsh awareness training course will be made more widely publicised and made available to members of the SSD;	During spring/summer 2013 a series of articles in the staff newsletter provided information and guidance about Welsh language issues, including the More Than Just Words Framework and the

	and Welsh Language training.	Team	Social Care Sector.	Investigation of targeted SSD-specific training and its delivery to be undertaken; A basic Welsh language elements, spelling and pronunciation session to be designed and piloted to SSD with a possible roll out more widely across the authority.	Active Offer. Staff who speak Welsh have been encouraged to wear the 'Working Welsh' logo. A one day course for staff wishing to improve their Welsh language skills was held in March
A1.5.8	Make available specific experiences of Welsh speaking service users as illustrations of good or bad practice	Social Services, Access to Services Team	Welsh Awareness training facilitated across the Social Care Sector.	Hosting of externally provided information (eg video clips from More Than Just Words) to be progressed;	This will be addressed through the MTJW Action Plan. The MTJW video clips have been directed to some specific staff. See also A1.5.4
A1.5.9 (NEW)	Progress the implementation of Mwy na Geiriau - the Welsh Government Framework for Social Care	Social Services, Access to Services Team	Wider availability and more proactive promotion of Welsh language services	Three year Action Plan with specific actions for 2013-14, 2014-15 & 2015-16 is included within the Framework and is the basis for review.	Mwy na Geiriau (MTJW) is being actioned through other actions in this plan (see A1.5.1 et al)

A1.6. Actions for Education

Education Department

Note that every item in this action plan will be reviewed annually

	Action required	Responsibility	Expected outcome	Status	Update 2013-2014
A1.6.1	Ensure delivery of the Welsh Education Scheme	Education	The Education department will meet Welsh language needs through their own Welsh Education Scheme.	<ul style="list-style-type: none"> • Welsh Education Scheme replaced by Welsh in Education Strategic Plan 20102-15 from April 1st 2012. This will be a statutory plan from April 2013. Available at: www.swansea.gov.uk/wes • Draft WESP approved by WG 30/03/12 	Regulations in Wales require that each council produces a Welsh in Education Strategic Plan (WESP). A council must publish its first WESP by 1st June 2014 and then monitor it annually. The content of a WESP is prescribed by Welsh Government. A new WESP for 2014-2017 has been consulted on, agreed by Council and approved by Welsh Government.
A1.6.2	Continue with good practice and maintain service delivery in relation to Welsh medium and bilingualism support services for schools.	Education	Responding to meet changing demand.	<ul style="list-style-type: none"> • Services to support Welsh First and Second Languages were reviewed in summer 2011 to meet requirements of National Strategy and to write the first WESP. • Improvements to Welsh Second Language support in English-medium primary schools were made at the request of the heads. Former Athrawon Bro team refocused to cluster support and renamed Linguistic Development Teachers. The aim long-term is that this team will work across primary and secondary phases. • Provision of courses for teachers of 	Performance in Welsh as a second language is improving across all Key Stages. Those schools that have an inspection recommendation to improve some aspect of Welsh second language receive support for their actions plans from Linguistic Development Officers in primary and secondary phases. Key Stage 2 L4+ improved in the fourth year of teacher assessment – from 36.4% to 47.8% to 59.1% to 67.5%. Schools are becoming more confident in their assessments and have improved standardisation and moderation to achieve better consistency with the support of the local authority's Linguistic

				<p>Welsh Second Language will be offered to an external provider.</p> <ul style="list-style-type: none"> • Welsh Second Language support in English-medium secondary schools is maintained. • Support for Welsh First Language is maintained. Provision for 'latecomers' to Welsh-medium education will take place in schools in future (not at a centre). 	<p>Development Team (Athrawon Bro).</p> <p>Key Stage 3 - There has been good improvement in standards in the last five years (ranked 8th in 2012 and above Wales although a little lower than Wales in 2013 and ranked 13th) as the secondary schools have worked together with the authority and with their cluster primaries to improve provision, standardise assessment and encourage pupils to maintain engagement with the language.</p> <p>Key Stage 4 - Overall, the number of pupils not sitting any exam in Welsh Second Language has fallen steadily from 61.7% in 2009 to 31.4% in 2013. The WEG-funded Linguistic Development Officer (Welsh Second Language Secondary) has been key to co-ordinating and promoting the language under the guidance of PACA and Secondary Heads. Standards at GCSE are good for those pupils that sit the full course but the percentage of the cohort doing so is low. At KS4, 94.6% of those entered for GCSE Welsh Second Language achieved grade C or better in 2013; results in the previous 4 years are in the 83-90% range with an upward trend.</p>
				.	<p>All Wales in 2013 was 76.8%. Uptake of the new Applied Course is increasing. A higher percentage achieved A*-C in the</p>

					<p>new Applied Short Course but the proportion of top grades (A*, A, B) still needs to improve. Key Stage 5 Provision is improving. Olchfa Comprehensive re-established the only school-based Welsh Second Language A level provision in Swansea in 2010 and take-up is increasing. PACA has been exploring external provision for pupils moving on from the 11-16 schools. Gower College Swansea offers Welsh Second Language at A Level and in 2013 all 9 students passed the exam.</p> <p>Partneriaeth Addysg Cymraeg Abertawe, which supports Welsh language development in education, demonstrates how effective partnership working has led to improved outcomes in Welsh-medium education across all key stages.</p> <p>The support for Welsh as a Second Language has resulted in improved outcomes at KS2 and KS3 and an increasing uptake of W2L at KS4. New links to HE establishments in 2012 will strengthen the partnership. The effectiveness of PACA has been endorsed by the Welsh Language Board and Welsh in Education Unit. Rhieni dros Addysg Gymraeg (RhAG) both challenge and support Welsh language provision in Swansea.</p>
A1.6.3	Ensure that	All	Translation	• The Translation Unit continues to	The continuing level of workload in the

	all staff are aware of the requirements of the Translation Unit in order to meet deadlines.	Directorates	Unit better able to schedule workload and meet demand from across the Council	provide a high quality service. • Development of the Translation Unit to provide services to organisations outside the council locally and regionally is being explored.	Translation Unit has meant that the option of providing externally focussed services has not been progressed. The Unit maintains its high standard of service. The higher overall profile of the Welsh language across the authority has prompted a greater use of and earlier contact with, the Unit by user departments. The Unit's proof-reading service is increasingly used during design and production of bilingual products.
A1.6.4 - A1.6.6		Transferred			Renumbered as A1.9.1 – A1.9.3

A1.7. Actions for Environment

Environment Department

Note that every item in this action plan will be reviewed annually

	Action required	Responsibility	Expected outcome	Status	Update 2013-2014
A1.7.1	Explore the possibility of a Welsh Language phone line across different service areas within contact centres	Environment	Feasibility of a separate Welsh language single point of contact for environment customer enquiries.	It has been decided that the initiative to merge call centres across different service areas is cost prohibitive. As staff vacancies arise, we will actively look to recruit Welsh Language speakers to call handler jobs in the Environment call centre.	Recruitment targeting Welsh speakers remains an aim - but no vacancies have arisen during the past year. A Welsh speaking Customer Service Advisor was appointed in the Environment Call Centre, but has now taken a job outside of the authority. Currently working with Welsh Language Policy Officer to set up Welsh courses for staff.
A1.7.2 previous A1.8.1 1	Maintain current levels of service	Transportation	No degradation in the level of Welsh language service provision	For traffic signs we follow procedures set out by the Welsh Government. The Council's Welsh Translation Unit provides a pre-manufacture proof-reading service of draft signs to minimise typographic errors. We use the Welsh Translation Unit for correspondence we receive in Welsh and to respond in the same language.	Service levels have been maintained

A1.8. Actions for Regeneration and Housing

Regeneration Directorate

Note that every item in this action plan will be reviewed annually

	Action required	Responsibility	Expected outcome	Status	Update 2013-2014
A1.8.1	Provide more Welsh Language sport/play provision in Leisure Centres and other venues by working together with partners internally and externally	Culture & Tourism	Increased numbers of people accessing Welsh language provision	This is very much demand led and C&T will look to increase provision as opportunities arise	<p>The offer of swimming lessons in the medium of welsh is still available at selected sites (welsh speaking staff permitting).</p> <p>5x60 service now work with local Urdd Sports officers and support/promote the activities they run after school throughout the county. The Urdd officers occasionally attend AYP team meetings for update and networking.</p> <p>Delivery within Welsh medium secondary and primary schools has continued (via welsh speaking Active Young people officer and community coaches) along with the recruitment and training of Gold and Silver Young ambassadors from the two welsh speaking secondary schools. We plan to roll out Bronze ambassador training throughout all Welsh Medium primaries.</p>
A1.8.2	Libraries:	Culture & Tourism	Increased use of libraries' Welsh Language	- Bilingual display featuring the Eisteddfod held at Central Library for a 2 month period promoting the Welsh Collection.	A number of displays are planned by our Local Studies and Libraryline Teams, all involving use of bi-lingual materials.

	<p>- promote the Welsh Language reference collection</p> <p>- increase take up of Welsh Language books by promotion across all libraries including mobile libraries</p> <p>- target older and younger readers with Welsh medium provision</p>		<p>collection</p> <p>Increased numbers of Welsh language books made available in all library settings</p>	<p>- Further digitisation of materials relating to the Eisteddfod in Swansea during the 1950s planned during 2012 to add to the current collection for future displays.</p> <p>- Welsh language displays planned across several sites during 2012.</p> <p>- Welsh Book of the Year and Welsh Reading Group already held at Pontarddulais this year with plans to roll out further in 2011/12. A new Welsh language Reading Group started in Central Library in 2012 along with a Welsh language Rhyme time for toddlers</p>	<p>Dylan Thomas 100 Booklist is being produced which includes promotion of Welsh Language titles</p> <p>During March, Central Library hosted a month long display from members of Fforwm Iaith Abertawe promoting a range of Welsh medium organisations and opportunities available across the area.</p> <p>Seren Gomer - 2014 saw a major celebration which focused on the library of the anniversary of Seren Gomer, the first ever Welsh language newspaper, which was printed in Swansea in 1814. A bi-lingual display on Seren Gomer appeared in the central library from January – May 2014 and an English language talk in the library covered the history of the newspaper. The talk was repeated in Welsh in another venue. There was extensive coverage in the Welsh language media of the anniversary of Seren Gomer, including a 45 minute programme on S4C which filmed extensively in the library. This all helped focus attention on the library service's Welsh language collections.</p>
				<p>- We continue to work with and support the Welsh Books Council with promotional and project initiatives</p>	<p>Central Library has held Welsh Language Scrabble sessions and currently runs a weekly Welsh</p>

				<p>including the Tir Na Nog Awards for writing for children and young people in the Welsh language or English language with a Welsh background.</p> <p>- In partnership, we have lobbied successfully with the result that 4 new Welsh Large Print titles were brought to publication this year.</p>	<p>Language Rhymetime in conjunction with TWF. Pontarddulais :Library holds a Welsh rhyme-times with Menter Iaith Abertawe It also runs a Welsh Reading Group</p> <p>Two schools are working with a local community artist to bring the story of Charlie and Lola to life and produce art displays for the school and local Library. Using I- Pads children are being supported to produce their own book.</p> <p>A Welsh speaking member of staff at Morryston Library has completed a Welsh Pori Drwy Stori story and singing session at Sketty Library with Ysgol Bryn y Mor. She has also worked with Ysgol Tan y Lan and Ysgol y Cwm for storytimes and book exchanges. Public Welsh story and song session and craft sessions have also been delivered. [See also A1.8.5]</p>
A1.8.3	Continue Council input and support to Welsh language events such as Tyrfa Tawe.	Culture & Tourism	Improved Council profile in the Welsh language community	<p>- Subject to resources, C&T will always look to support Welsh Language events and during the period has supported</p> <p>- various Urdd Eisteddfod activities including hosting the Arts & Crafts competition in the Brangwyn Hall;</p>	Grand Theatre - Only one welsh language shows was added to the programme in 13-14 which was a children's show that only attracted 93 attendees. Such shows make a loss and it has become increasingly difficult for the Theatre to continue to fund these types of show. Instead the Theatre is actively looking for quality welsh

				<ul style="list-style-type: none"> - our annual St David's Festival, including Welsh and English content in Saints, Songs & Celebration Schools Concert; - Welsh language film performances with English subtitles (Ryan a Ronnie; Martha, Jac a Sianco); - Classical and Popular Concerts with bilingual compere and some with Welsh language items. - Twmpath in the Brangwyn Hall 	<p>language commercial programming that is likely to be commercially successful meaning it will be affordable to host these shows at the theatre (in the past welsh medium shows have made losses and it is no longer affordable to continue this).</p>
A1.8.4	Increase Welsh Language input/participation (Welsh bands, etc) in large events organised by the Council	Culture & Tourism	Consideration at planning stage for events to incorporate a Welsh language element	<p>Wherever possible, C&T will look to increase the Welsh language content as part of its events. Partner organisations such as media and promoters are requested to consider and implement this as part of any joint activity.</p>	<p>Special events continue to incorporate Welsh Language input into its events mainly through the use of bi-lingual commentary at events such as the National Air Show, Get Welsh (Welsh culture and bi-lingual activities), and Fireworks Show and at the Brangwyn Hall in its Candlelight and Christmas concerts.</p>
A1.8.5	Improve take-up of Welsh medium provision across different services through improved and targeted	Culture & Tourism	More and better targeted advertising of Welsh medium events	<p>All marketing promotional material produced by C&T's Marketing Services team is bi-lingual.</p> <p>Marketing plans include targeting specific Welsh Language mediums for the promotion of relevant product e.g. St Davids Festival</p> <ul style="list-style-type: none"> - In libraries, issuing of Welsh 	<p>Improvements have been made to the Grand Theatre's seasonal brochure with increased use of the Welsh language, subject to budgetary constraints.</p> <p>Libraries - A number of displays by our Local Studies and Libraryline Teams are planned for 2013/4 including World War One, Emily Phipps the Swansea suffragette,</p>

	advertising (especially through the web) including marketing of the Grand Theatre.			<p>language children's material has increased over the period by 4.7%.</p> <p>- A new Welsh language Reading Group started in Central Library in 2012 along with a Welsh language Rhyme time for toddlers</p>	<p>and Dylan Thomas' 100, celebrating the Centenary of his birth, all involving use of bi-lingual materials.</p> <p>Our Bookstart/Flying Start Officers are working with local English and Welsh schools inviting them to story and craft sessions at their local Library; the sessions are based on the books gifted through the Pori Drwy Stori project . [see also A1.8.2]</p>
A1.8.6	Schedule of replacement of temporary signs implemented and monitored.	Culture & Tourism	Replacement in line with timescale as agreed with the Welsh Language Board	The Special Events team made a commitment to ensure that all new signage purchased was bi-lingual and that all existing monolingual signage would be phased out over a 3 year period. This was achieved well ahead of target. All new signage for events and other internal and external venue signage is bi-lingual	No change – As new signs are required they are replaced with signs that comply with the authority's Scheme
A1.8.7	Review third party arrangements in relation to Welsh Language provision and monitoring including information for WL11 in relation to	Culture & Tourism		C&T has a Business and Partnership Unit continues to monitor the leisure operation partnerships such as the LC, WNP, Bowls Centre, Tennis Centre. C&T have advised partners to make 'reasonable endeavours' to meet the council's commitment to the Welsh Language Scheme. Where compliance is specifically referenced within legal agreements e.g. Bay Leisure Ltd/LC, monitoring shows that they continue to comply by making	Concerning the WNP little progress has been made with this to date. The issue of full/reasonable compliance if funded over £400k has been included in the monitoring reports that are submitted to the Wales National Pool management and this was to be taken to the Pool's partnership management board to discuss the implications of cost. No response has been received yet and so the management have been reminded once again.

	leisure services.			<p>'reasonable endeavours' such as ensuring all permanent signs and information is bilingual and that temporary information is offered in Welsh upon request. There is also an option to view the LC's website in Welsh or English. Other partnership sites will also be encouraged to adopt similar practices, but will only be formally monitored on the specific element if it is included within legal agreements.</p>	<p>All the other information remains unchanged and we are still negotiating with the Bowls Centre on a lease, but subsidy will fall below the levels.</p>
A1.8.8	Maintain and monitor current level of Welsh medium and bilingual provision	Housing	<p>Include an annual update on bilingual provision in the Housing Annual Customer Services monitoring report</p>	<p>Regular monitoring of the provision of Welsh language in face to face and telephone contact as well as written documents continues to be carried out on a quarterly basis. An update will be included in the the next Housing Annual Customer Services report</p>	<p>Since including Public Protection in the monitoring exercise (rather than only Housing as previously) there has been a great increase in the level of Welsh medium/bilingual provision. This is largely due to the geographical area covered by Registration Services which covers areas where there are high levels of Welsh speakers. The most common form of contact in Welsh is now by telephone, followed by face to face contact. Landlord Services currently undertaking an exercise to identify most commonly used standard forms and letters with a view to setting up a programme of translation. All reprints of documents are being produced bilingually. Application for Housing and Transfer forms are now available in Welsh and English. Housing Options advice leaflets are in the process of</p>

					being updated and will be published bilingually.
A1.8.9	Promote Welsh Language service at reception areas and through tenants' magazine in order to increase usage	Housing; Access to Services	Promotional materials made available (via Access to Services Team) and displayed; Increased percentage of customers requesting Welsh language service	Open House magazine has continued to include articles promoting the Welsh language and encouraging tenants to take up the offer of receiving information in Welsh or bilingually. Annual reception audit monitors the quality of Welsh Language promotional materials displayed at public reception areas.	Welsh speaking staff are provided with a "Cymraeg" lanyard for use with ID badge. Open House continues to be published bilingually, and promotional signs offering a bilingual service are displayed in reception areas. Staff provide a bilingual telephone greeting
A1.8.10	Continue to promote Welsh awareness training to staff in the on-line Induction Booklet and the Customer Service Information Manual	Housing	Housing staff aware of the history/context of the Welsh language in the area.	Welsh Language scheme promoted to staff in December 2011 via the Team Information Sheet. Welsh Speakers list last updated January 2012 and circulated to all staff, included in the Customer Services Information Manual, Induction Booklet and the Intranet.	The Team information sheet for June 2013 and May 2014 remind staff of their responsibilities in relation to the Welsh Language scheme and the Welsh language Awareness course. Housing Induction Booklet encourages staff to access Welsh Language awareness training in the e-learning pool.
A1.8.11					Transferred

A1.9. Actions for Poverty and Prevention

Directorate of People

Note that every item in this action plan will be reviewed annually

	Action required	Responsibility	Expected outcome	Status	Update 2013-2014
A1.9.1 - ex- A1.6.4	Develop service level agreement with Menter laith Abertawe to develop, in partnership, Welsh medium provision and internal capacity within youth and play work over the next 3 years. This will include: o Menter staff participating in joint training to ensure consistency	Poverty and Prevention	Improved links between the Council and Menter laith Abertawe. More formal joint working – more integrated approach	<ul style="list-style-type: none"> The Youth Service has developed clear protocols to support and develop Welsh language youth work in Swansea The Youth Service has developed improved provision in the Welsh Language including a 2 year SLA with Menter laith which will provide clear evidenced youth work with Welsh speaking young people; establishing representation from Welsh speaking young people to the new Youth Forum in Swansea – Swansea Young Peoples Voice. Providing youth work training for Welsh speaking youth workers and volunteers throughout Swansea in both the statutory and voluntary sector. Further improved links with external organisations such as Menter laith will be explored under the new WESP. 	<p>Menter laith Abertawe (MIA) continues to deliver its provision in line with the current YPS operational strategy, across the City and County of Swansea. The current SLA has been adapted and the work plan has been submitted to the Welsh Government for 2014-15, and 25k funding has been agreed, for the Welsh language and bilingual work to continue.</p> <p>MIA staff show clear evidence of the work undertaken through the Cognisoft management information system, which is quality assured monthly and quarterly.</p>

	<p>of approach</p> <ul style="list-style-type: none"> o Menter to be included in Planning and Policy discussions <p>Participate in joint bids (CCS & Menter) to build service in these two areas</p>				
A1.9.2 - ex- A1.6.5	<p>Prioritise existing provision in certain areas, e.g., in order to promote bilingualism and Welsh culture in certain youth clubs. This will include improving, e.g. signage, available literature, resources,</p>	Poverty and Prevention	<p>Higher profile of Welsh language across Community Regeneration – especially youth provision</p>	<p>Ensure that the Welsh language is represented on the Youth Support Network (or any subsequent structures).</p> <p>Support recruitment and selection of Welsh speakers to Youth Work posts in the Youth Service. Service has increased the number of Welsh speaking staff.</p> <p>Support has been provided to the Youth Service in its delivery of the Duke of Edinburgh’s Award to Welsh speaking young people/groups.</p> <p>The Youth Service is informed about</p>	<p>MIA staff at all levels attend regular meetings across the YPS network, sharing information, guiding on the planning and delivering on the bilingual opportunities.</p> <p>The MIA manager is involved at partnership, and quality assurance meetings guiding and formulating the work.</p> <p>YPS staff inform Young people and adults of recruitment opportunities on offer through the service.</p> <p>When YPS adverts are submitted we have a sentence on the bottom stating that The Youth Service is seeking to develop bi-lingual youth work opportunities and candidates who can</p>

	<p>etc where they are held as well as in Canoldre</p>			<p>relevant data pertaining to young Welsh speakers.</p> <p>Menter Iaith have a responsibility for ensuring that young people are involved in developing the content of the Shouttawe website through the medium of Welsh.</p>	<p>communicate through the medium of Welsh are encouraged to apply.</p>
				<p>Menter Iaith staff have developed and delivered a planned youth work programme to Welsh speaking young people, Gorseinon Clydach, Penlan and through YS Summer Programmes. .</p> <p>Menter Iaith staff in partnership with youth service have delivered sessions that promote Welsh culture, language and heritage as part of the international youth work programmes Youth Exchange and Youth Initiatives.</p> <p>Work is ongoing with the wider Youth Service provision, i.e. the Rural youth Work Project and the Engage Project, with a view to establishing regular discussion and opportunities for collaboration.</p> <p>4 corners exchange programme has been delivered over the last two years with 12 young people.</p>	<p>Bilingual opportunities delivered by MIA and YPS staff through three YPS Hub provisions at Stadwen, Blaenymaes and Gorseinon.</p>

<p>A1.9.3 - Ex- A1.6.6</p>	<p>Review third party arrangements in relation to Welsh Language provision and monitoring including information for WL11 in relation to youth services and pre-school provision.</p>	<p>Poverty and Prevention</p>		<p>Opportunities are made available for young people to be consulted through the medium of Welsh as part of the participation programme.</p> <p>Menter Iaith staff have attended and advised on Welsh language matters when planning Youth Work Curriculum and youth work provision.</p>	<p>MIA staff are expected to attend several meetings across the year to update the service on any matters around the Welsh language; supporting staff to plan and organise their programmes around the curriculum statement.</p>
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Appendix 2 – Welsh Language Profile

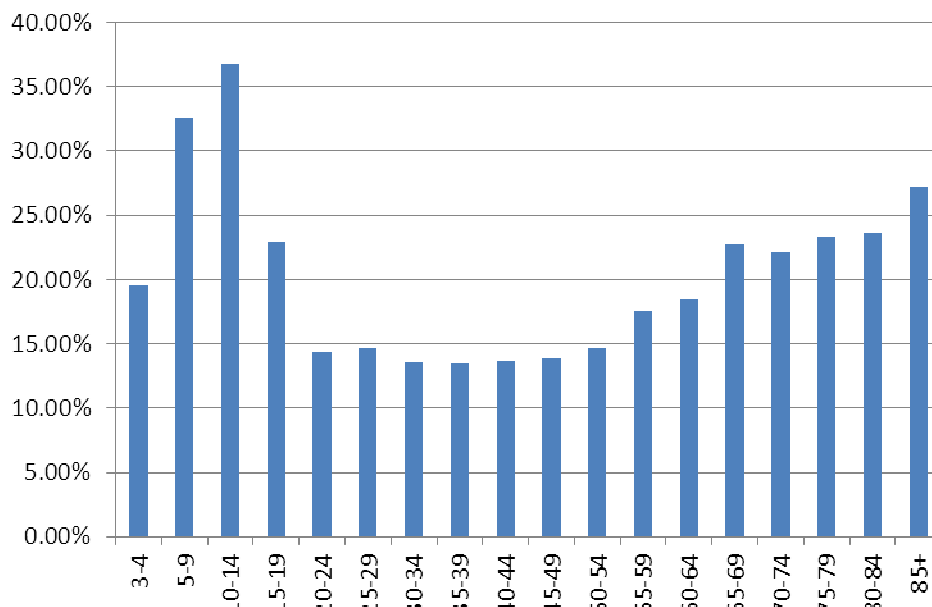
Comparison of Welsh speakers for Swansea electoral districts 2001 - 2011.

Electoral District	2001		2011		Change	
	number	percent	number	percent	number	percent
Bishopston	323	9.7	268	8.4	-55	-1.3
Bonymaen	649	10.3	582	8.8	-67	-1.5
Castle	1,050	8.8	1133	7.3	83	-1.5
Clydach	1,689	23.3	1466	20.3	-223	-3.0
Cockett	1,443	11.5	1260	9.8	-183	-1.7
Cwmbwrla	757	9.2	517	6.7	-240	-2.5
Dunvant	451	9.6	321	7.5	-130	-2.1
Fairwood	332	12.1	287	10.1	-45	-2.0
Gorseinon	557	17	529	12.8	-28	-4.2
Gower	376	10.4	356	9.9	-20	-0.5
Gowerton	757	15.5	666	13.2	-91	-2.3
Killay North	326	9.6	330	9.6	4	0.0
Killay South	218	9.5	148	6.8	-70	-2.7
Kingsbridge	852	21	663	17.0	-189	-4.0
Landore	490	8.1	369	6.3	-121	-1.8
Llangyfelach	850	19.3	815	16.9	-35	-2.4
Llansamlet	1,739	14.6	1914	13.9	175	-0.7
Lower Loughor	391	18.2	341	15.0	-50	-3.2
Mawr	793	44.6	686	38.3	-107	-6.3
Mayals	306	10.8	317	12.1	11	1.3
Morrison	2,428	14.6	1931	11.8	-497	-2.8
Mynyddbach	1,009	11.6	841	9.8	-168	-1.8
Newton	361	11.6	327	10.1	-34	-1.5
Oystermouth	427	10	416	10.3	-11	0.3
Penclawdd	648	17.8	526	14.9	-122	-2.9
Penderry	811	7.4	850	7.4	39	0.0
Penllergaer	444	18.4	422	15.3	-22	-3.1
Pennard	259	9.9	264	10.1	5	0.2
Penyrheol	998	17.3	807	15.0	-191	-2.3
Pontardulais	1,962	37.2	1910	31.6	-52	-5.6
Sketty	407	6.5	463	6.7	56	0.2
St. Thomas	1,544	11.3	1529	10.9	-15	-0.4
Townhill	574	6.9	478	5.8	-96	-1.1
Uplands	1,503	11.3	1638	10.7	135	-0.6
Upper Loughor	614	21.6	451	16.8	-163	-4.8
West Cross	597	9.3	511	8.2	-86	-1.1
Swansea	28,938	13.0	26332	11.4	2606	-1.6

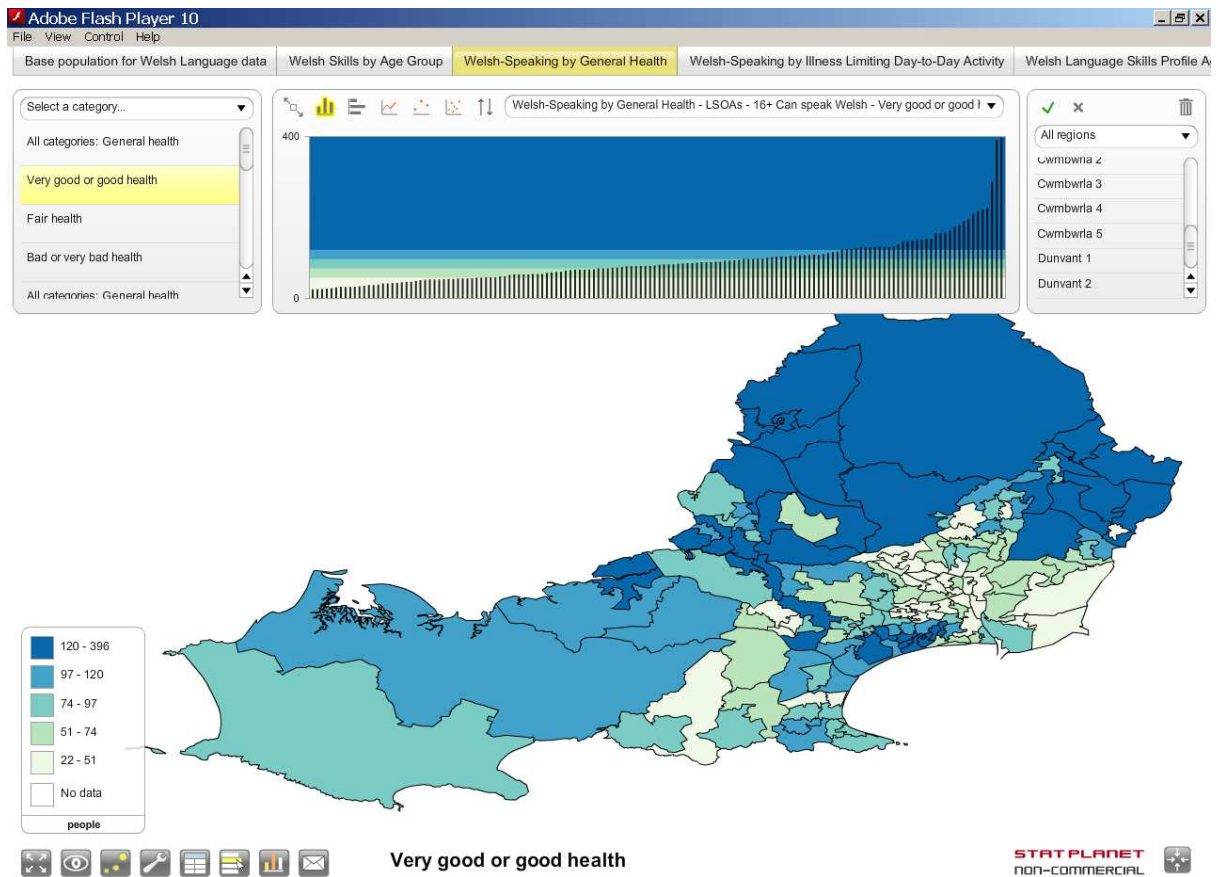
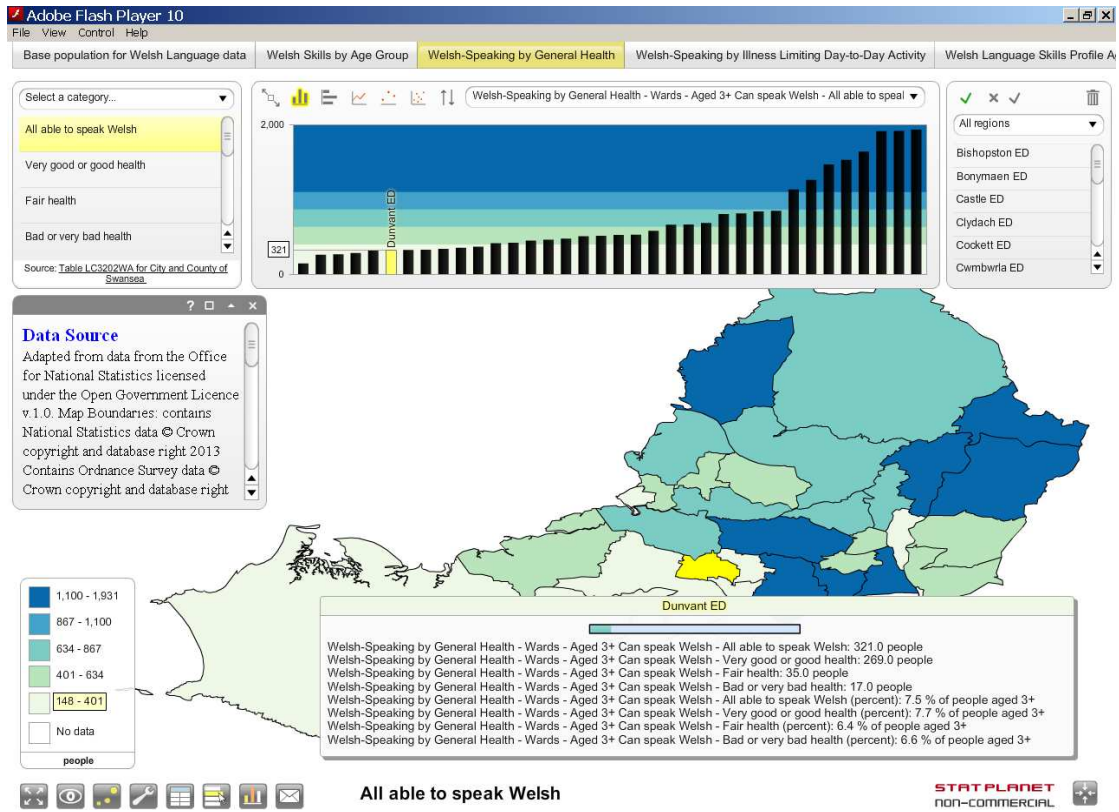
Census 2011 : Welsh Language Skills by Age Group (aged 3+)

Age	Can Speak Welsh	One or more Welsh skills	No Skills	% with 1+ Welsh skills	Total
3-4	757	1025	4,217	19.55%	5,242
5-9	3098	4056	8,383	32.61%	12,439
10-14	3451	4863	8,351	36.80%	13,214
15-19	2455	3675	12,374	22.90%	16,049
20-24	1848	2942	17,578	14.34%	20,520
25-29	1329	2287	13,272	14.70%	15,559
30-34	1128	1954	12,435	13.58%	14,389
35-39	951	1978	12,735	13.44%	14,713
40-44	986	2173	13,756	13.64%	15,929
45-49	1027	2257	14,044	13.85%	16,301
50-54	1036	2217	12,939	14.63%	15,156
55-59	1121	2427	11,429	17.52%	13,856
60-64	1320	2767	12,209	18.48%	14,976
65-69	1413	2741	9,307	22.75%	12,048
70-74	1183	2237	7,871	22.13%	10,108
75-79	1056	2010	6,626	23.27%	8,636
80-84	829	1482	4,783	23.66%	6,265
85+	1022	1568	4,187	27.25%	5,755
	26,010	44,659	186,496	-	231,155

Welsh Language Skills by Age Group



Screen-shots of interactive census data (Welsh language x health/age/etc.)



Appendix 3 – Key areas of work undertaken by Menter Iaith Abertawe include:

- Weekly Club for children aged 8-11 re-established in North Penlan Community Centre
- Weekly coffee morning for parents in Penlan
- Time limited pilot of an after school club in partnership with Gendros Primary School piloted.
- Regular contributions made to the Big Conversation through youth work and contact with clubs and schools to inform communities of enquiry and discussion of specific issues relating to young people.
- Holding a range of Welsh language events during the year including the Tyrfe Tawe festival
- Promotion of Council consultations, e.g. through database of contacts
- Supporting the Youth Service SLA
- Supporting the Children's Service SLA
- Supporting leisure service activities including children's fitness classes and singing with baby sessions in the central and other libraries
- Facilitating and chairing the Swansea Welsh Language Forum which shares information, good practice and enhances partnership working.

Appendix 4 – Mwy Na Geiriau/More Than Just Words Action Plan

The Action Plan for MnG/MTJW covers three years (2013-2016).

The first Annual Report details (below) those actions for Year One 2013-2014 within Social Services and Social Care. Note that some of the actions are outside the control of the local authority – indicated as N/A in the table.

SOCIAL SERVICES AND SOCIAL CARE

'Mwy na Geiriau...' / 'More than just Words...' - Year 1

Strategic Objective 1: Social Services Departments and Social Care providers to implement a systematic approach to Welsh language services as an integral element of service planning and delivery

Outcome	Actions	Lead Responsibility	End of year information April 2013 – April 2014	How will we monitor Progress
1. People receive language sensitive care, because social services and social care providers mainstream Welsh language services into all aspects of planning, commissioning and delivery.	1.1 Informed by the Directors of Public Health needs assessments, the Care Council for Wales working with NLIAH and the Welsh language Unit to issue guidance on how to analyse community language needs.	Director of Public Health, The Care Council of Wales, NLIAH and the Welsh Language Unit.	N/A	Through: Evidence from User Experience Surveys and engagement / involvement networks Evidence in service plans

Outcome	Actions	Lead Responsibility	End of year information April 2013 – April 2014	How will we monitor Progress
	1.2 Under the leadership of Directors of Social Services, department to establish their Welsh language community profile and use this information as a baseline for planning local services.	LA Director of Social Services	<p>Maps of Swansea tabulated against Welsh language skills and age produced which have been circulated these to the Senior Management Group and the Planning Officers.</p> <p>Initial data on proportion of Welsh speakers by ward produced and made available</p> <p>More detailed interactive maps have been produced allowing more in-depth analysis of data. (See example in Appendix 2 of WLS annual report)</p> <p>During the next year work will be undertaken on determining how this information can be used to inform service planning and commissioning.</p>	
2. ICT systems support front line staff to provide services for users and carers in their own language.	2.1 Increase awareness of the impact of language sensitivity (quality care issues and the organisations' legal responsibilities) among ICT staff that support social services.	Director of Social Services and ICT Service Manager.	Meeting held with ICT Services Manager to discuss MNG and issues arising in relation to the Welsh Language which will be raised with the team.	<p>Through:</p> <p>User Record Systems Evidence from ICT commissioning documentation</p> <p>Feedback from staff on ability to operate bilingually</p>

Please include additional information in the box below.



Strategic Objective 2: To build on current best practice and plan, commission and provide care based on the ‘Active Offer’

Outcome	Actions	Lead Responsibility	End of year information April 2013 – April 2014	How will we monitor Progress
<p>1. In line with the emphasis on individual-centred services in Sustainable Social Services for Wales, raise awareness of the “Active Offer” among social services and social care staff.</p>	<p>1.3 Take practical steps to implement the “Active Offer” service in an incremental way, starting with the first point of contact service and information services. Record when able to respond.</p>	<p>Director of social services.</p>	<p>i). Discussion with the Adults Intake Team Leader on how the Active Offer can be promoted Outline linguistic skills audit undertaken Reception skills training for staff was identified as a need Language needs will be considered when any recruitment occurs in future ii). Meeting held regarding recording language preference as current figures recording are very low for Welsh Language speakers with less than 40 in each of the past three years (less than 0.5%, significantly less than the percentage of Welsh speakers in the population). Action: There needs to be a more consistent approach to the recording of people’s main language and encourage staff at the point of referral to the Department to gather this information more consistently- SMG asked to promote better language recording. Possibilities of including a prompt in PARIS to record service user's main language will be investigated.</p>	<p>Through: Established systems such as staff surveys, internal OD and professional development programmes.</p>

Outcome	Actions	Lead Responsibility	End of year information April 2013 – April 2014	How will we monitor Progress
4. Users and carers will be empowered if they are able to speak with staff in their first language.	4.1 Welsh Language Champions within Social Services Departments and local authority HR Departments to disseminate current best practice, particularly to service heads.	Welsh Language Champions and local authority HR Departments.	Champion appointed within Social Services and chairs the Steering Group.	Ongoing
	4.4 Encourage social service and social care staff to wear the “Working Welsh” logo and to incorporate the “Working Welsh” logo into uniforms they provide for some workers.	Commissioners and providers.	<p>i). Articles about <i>Mwy na Geiriau/ More Than Just Words</i> and the Active Offer have been produced in the Social Services newsletter. The articles have offered items to assist Welsh speaking staff to identify themselves e.g. lanyards and badges.</p> <p>ii). The launch of the Swansea Standard has reinforced the message from a Corporate level of the importance of being able to respond to the Welsh language needs of the citizens of Swansea. It has also promoted practical measures such as the bilingual greeting that should be given out at contact points and over the phone, “out of office” messages should be bilingual, and Social Media accounts should be available in both Welsh and English</p>	

Please include additional information in the box below.

i). Engagement with Welsh speaking staff

One of the initial actions agreed by the Steering Group was to engage with Welsh speaking staff to get their views about the service that Welsh speaking citizens receive, the level of support provided to staff, and the obstacles to delivering the Active Offer. An initial meeting was organised with an invitation sent to a representative group of staff with a range of positions in the Department, including social workers, day and residential staff, domestic and catering staff, drivers and OTs. Invitations were sent to about thirty staff and seven were able to attend. There are plans for a follow up event to build on this, reach out to a wider group of staff and consider the areas raised.

ii). Maintaining a record of staff with Welsh language skills

Work has continued to make an annual record of people with language skills across the Department which has included information about the number of staff with a proficiency in Welsh, recording the type and level of proficiency. The current list identifies 71 staff with Welsh language skills, although this is likely to be an under-reporting of the true numbers of staff, since previous reviews of these records have indicated that some staff have not recorded their competence in Welsh mainly due to a lack of confidence.

Strategic Objective 3: To increase the capability of the workforce to provide Welsh language services in priority areas and language awareness amongst staff

Outcome	Actions	Lead Responsibility	End of year information April 2013 – April 2014	How will we monitor Progress
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<p>1. Users are empowered because workforce plans that are informed by an analysis of community language needs and reliable data on the Welsh language skills of staff, will enable organisations to meet their needs.</p>	<p>1.1 Workforce planning methodology to incorporate assessment of community Welsh language needs and the Welsh language skills or the workforce.</p>	<p>Director of Social Services</p>	<p>Initial discussion with the Organisational Development Project Officer on corporate approach to workforce planning methodology. Further follow up required in relation to corporate and social services methodology.</p>	<p>Through: Organisation's workforce plans Care Council for Wales workforce planning reports / data</p>
	<p>1.2 The Care Council for Wales to quality assess the workforce information to ensure that data includes information on community language needs and the workforce's Welsh language skills.</p>	<p>The Care Council for Wales</p>	<p>N/A</p>	

	<p>1.4 The statutory Annual Report of the Director of Social Services in Wales to include information on Welsh language skills within workforce plans, and how this responds to community needs.</p>	<p>Director of Social Services in Wales</p>	<p>N/A</p>	
	<p>1.7 Social Services Departments to report on Welsh language skills within their workforce, as part of the LA data collection, for their Welsh Language scheme performance.</p>	<p>LA Director of Social Services</p>	<p>Report undertaken as part of the Corporate Welsh Language scheme in June 2013: The recording of staff language skills (including Welsh) on the HR database has been part of the recruitment process since November 2007, although skills are not measured. A survey of all authority employees covering linguistic skills (including Welsh) and other Equalities issues was undertaken and closed on 31 March 2013. Participation in the survey was voluntary and, being self-reported, the information cannot be guaranteed as correct. Staff were asked to rate their Welsh language competency against a narrative scale for Reading, Listening, Speaking</p>	

			<p>and Writing. Of the 8676 members of staff issued with the survey either on paper or online, responses were received from 1910 (21.6%). The authority's HR system has recently been updated to hold this data and to allow staff to maintain their own linguistic skill details themselves. An initial analysis of the outcomes by Department has been produced.</p>	
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Please include additional information in the box below

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Strategic objective 4: To create leaders who will foster a supportive ethos within the organisations, so that Welsh speaking users and carers receive language sensitive services as a natural part of their care.

Outcome	Actions	Lead Responsibility	End of year information April 2013 – April 2014	How will we monitor Progress
<p>1. Visible leadership and commitment from political leaders and senior officers to strengthen Welsh language services and create a bilingual culture within organisations, will ensure more user centred services that respect people's cultural identity.</p>	<p>1.1 To ask political leaders, Directors of Social Services to issue a statement setting out:</p> <p>Their wish to see sensitivity to the Welsh language reflected throughout their organisation to ensure quality care and effective services</p> <p>The importance of responding to user's Welsh language needs in assessing and caring for users.</p>	<p>Local Authority Social Services Portfolio Holder and Director of Social Services</p>	<p>The Chief Social Services Officer has written to Welsh speaking staff in an invitation to attend an engagement event, supporting the principles of the National Statutory Framework and Action Plan. Further statements will be made by the Chief Social Services Officer and the Cabinet Member to set out the commitment to strengthen Welsh Language services and the creation of a bilingual culture to ensure a more person centred delivery of services for the second year of implementation.</p>	<p>Through:</p> <p>Director of SS Wales Annual Report</p> <p>LA Director of Social Services reports</p> <p>Public statements in Board / Council meetings on Welsh language service provision</p>
	<p>1.2 Agree the steps they will take to satisfy themselves that the service they provide are sensitive and appropriate.</p>	<p>Portfolio Holders and Directors of Social Services</p>	<p>Regular reports are made from the Steering Group to the Directorate Management Team.</p> <p>This report will be referenced and included to the Council's Welsh Language Scheme Annual Monitoring Report which is considered by the</p>	

			Council's Executive Board, Equalities Committee and Cabinet.	
	1.3 Directors to put arrangements in place to monitor how the National Strategic Framework and Action Plan is being implemented.	Director of Social Services	A Steering Group has been established with representation from across the Department to populate the Action Plan, review progress and discuss what further actions are required. A report on progress is made to the Directorate Management Group.	
	1.5 Directors of Social Services to designate a senior officer as Welsh Language Champion within the Department.	Director of Social Services	A senior officer has been designated and chairs the Steering Group. There is close co-working with the Corporate Welsh Language Officer.	

Please include additional information in the box below.

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Strategic objective 5: To design and provide education, learning and development programmes which reflect the services' responsibility to plan and provide Welsh language services.

Outcome	Actions	Lead Responsibility	End of year information April 2013 – April 2014	How will we monitor Progress
1. Mainstreaming the Welsh language dimension into health and social care training and professional development programmes	2.3 Training and staff development programmes to increase the capacity of staff to provide services through the medium of Welsh, and to initially target training at increasing the confidence of existing Welsh speakers to use the language at work, and raise awareness among key staff particularly front line staff and team managers.	Director of Social services and senior managers of all care providers	<p>The Active Offer is now covered in the social services Induction Programme which includes reference to the MTJW case studies.</p> <p>Initial guidance on the Active Offer has been made available through the social services newsletter and to commissioned partners.</p> <p>The corporate Welsh awareness e-learning course is shortly to be upgraded and updated and a version tailored to Social Services is planned.</p>	<p>Through:</p> <p>Care Council for Wales reports</p>

Please include additional information in the box below.

Strategic Objective 6: National Strategies, policies and leadership.

Outcome	Actions	Lead Responsibility	End of year information April 2013 – April 2014	How will we monitor Progress
3. Strong leadership from Government departments to strengthen Welsh language services will ensure priority is given to providing better quality services for Welsh speaking users.	3.1 The Annual Report of the Director of Social Services Wales to include a section on how service provision is meeting user's needs and report on progress and improvement targets.	Director of Social Services Wales	A section will be included in the Annual Report.	Through: Published policies and strategies reflect the principles of "More than just words"
	3.5 Value Wales to issue guidance on Welsh language procurement/ commissioning in line with the Welsh Language Commissioner's procurement guidance.	Value Wales	N/A	
	3.6 Commissioning and contracting work undertaken by DHSSC and national agencies to operate in accordance with	DHSSC and national agencies	N/A	

	the Welsh Language Commissioner's procurement guidelines.			
4. Strong and visible leadership from ADSS Cymru to the Welsh Language Strategic Framework.	4.1 ADSS Cymru to commit and demonstrate visible leadership to the implementation of the Strategic Framework.	ADSS Cymru	N/A	Public Statements by ADSSC and engagement in implementation programme.

Please include additional information in the box below

Appendix 5 – Revised Equality Impact Assessment Process

Since its introduction within the authority, our EIA process has included Welsh Language in a similar manner to the protected characteristics as defined in the Equality Act 2010.

In addition to this, the EIA report form also contains the following section :

Section 4 - Other Impacts:

Please consider how the initiative might address the following issues. You could base this on service user information, data, consultation and research or professional experience (e.g. comments and complaints).

Foster good relations between different groups	Advance equality of opportunity between different groups
Elimination of discrimination, harassment and victimisation	Reduction of social exclusion and poverty

(Please see guidance for definitions on the above)

Please explain any possible impact on each of the above.

What work have you already done to improve any of the above?

Is the initiative likely to impact on Community Cohesion (see the guidance for more information)?

How will the initiative treat the Welsh language in the same way as the English language?

Actions (to mitigate adverse impact or to address identified gaps in knowledge).

In respect to this question, the report form guidance (to be consulted when completing the form), gives the following :

Welsh language – consider any effects the initiative may have on the use of Welsh. Specifically, aim to ensure that Welsh is treated no less favourably than English and that people have an equal opportunity to use either language.

To meet our legal duties, we need to focus on two main areas:

Maximise opportunities for the Welsh language to be used

Minimise any barriers to the use of the language.

The report form is open-ended and free-format, allowing the person completing it to include as much detail as necessary. As indicated, the Actions would detail specific measures identified to meet our legal duties.

Appendix 6 – Staff Survey – Welsh language statistics

NOTES : Figures are based on self-assessment and voluntary reporting and as a result, response rates will vary widely across all elements (grade, location, service area) No further analysis (eq weighting of results) has been done.

152 of the 1943 staff who responded replied “YES” to the question “Do you speak Welsh?”. This equates to 7.8% of the total.

Responses to the more detailed questions (proficiency at each of the four linguistic skills [0 = None; 5 = Fully Proficient]) provided the following :

Level	Listen	Read	Speak	Write
1	162	176	202	191
2	120	83	72	41
3	40	51	35	38
4	28	30	38	37
5	86	71	75	47
Total	436	411	422	354
	22.44%	21.15%	21.72%	18.22%
Total 3-5	154	152	148	122
	7.93%	7.82%	7.62%	6.28%

This indicates that those answering YES to the general question assessing themselves at level 3, 4 or 5 – but also illustrates that there are approximately 3 times that number with at least basic Welsh skills which could be built upon.

The following breakdowns have been recorded.

*(NOTE: Where numbers in the breakdowns could potentially allow identification of individual members of staff, figures have been replaced by *)*

DEPARTMENTAL

Department	Total Staff	Percentage Response	Total staff responses	Welsh Speakers	Percentage
Directorate - Corporate Services	731	28.32%	207	22	10.63%
Directorate – People	298	21.14%	63	7	11.11%
Directorate – Place	1394	31.28%	436	44	10.09%
Education	1500	37.33%	560	22	3.93%
Operations Department	1342	18.18%	244	24	9.84%
Social Services	1867	23.19%	433	33	7.62%
TOTAL	7132	27.24%	1943	152	7.82%

SERVICE UNITS

Service Unit	Total staff responses	Welsh Speakers	Percentage
Adult Services	310	26	8.39%
Child and Family	67	*	*
Communications and Customer Engagement	29	*	*
Corporate Building and Property Services	98	12	12.24%
Culture Sport Leisure and Tourism	271	24	8.86%
Delivery and Information	24	*	*
Directorate Reports	56	*	*
Economic Regeneration and Planning	40	*	*
Education Improvement	50	*	*
Education Inclusion	116	*	*
Education Planning and Resources	323	11	3.41%
Financial Services	56	*	*
Highways and Transportation	121	10	8.26%
Housing and Public Protection	125	16	12.80%
Human Resources and Organisational Development	74	*	*
Legal and Democratic Services and Procurement	24	*	*
Poverty and Prevention	63	*	*
Schools	71	*	*
Waste Management	25	*	*

GRADES

Grade Name (where 10 or more responses per grade)	Total staff responses	Welsh Speakers	Percentage
Grade_01 LW LW	16	*	*
Grade_02 11-11 11A	353	15	4.25%
Grade_03 12-13 12A-13A	193	11	5.70%
Grade_04 13-16 13A-16A	210	*	*
Grade_05 17-20 17A-20A	300	20	6.67%
Grade_06 21-25	265	23	8.68%
Grade_07 26-30	174	17	9.77%
Grade_08 31-35	138	17	12.32%
Grade_09 36-40	89	10	11.24%
Grade_10 41-45	45	*	*
Grade_10A 41-43	10	*	*
Grade_11 46-50	28	*	*
Grade_12 51-55	23	*	*
Threshold Teacher 001-003 P00	38	*	*

WORKPLACE LOCATION

LOCATION - Staff responses indicated 242 different locations, with 57 having one or more Welsh speakers. Locations below include only those with 10 or more responses recorded.			
Location	Total staff responses	Welsh Speakers	Percentage
Morrison Leisure Centre	10	*	*
Suresprung	10	*	*
Tircanol Playing Fields	11	*	*
Fforestfach Day Service	12	*	*
Hollies HFA	13	*	*
Parkway HFA	13	*	*
Llanfair House	14	*	*
Penlan Leisure Centre	14	*	*
Penyrheol Leisure Centre	16	*	*
Rose Cross HFA Cleaning Services.	19	*	*
St Johns House HFA	20	*	*
Home Farm	21	*	*
Bryn House Community Learning Centre	24	*	*
Clydach Depot	24	*	*
Ty Waunarlwydd HFA	31	*	*
Fforestfach Depot	36	*	*
Employment Training Centre	40	*	*
Pipehouse Wharf	49	*	*
Heol y Gors	69	*	*
Oldway Centre	121	*	*
Penllergaer Civic Offices	128	17	13.28%
Guildhall	200	16	8.00%
Civic Centre	256	28	10.94%