

Part 2

**City & County of
Swansea**

**Welsh Language
Scheme**

**Draft Annual Monitoring
Report**

2014-2015

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1. Introduction and Background

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

Our official title is

City and County of Swansea – Dinas a Sir Abertawe

and this is reflected on all official signage, uniforms, vehicles, etc.

The council has operated a Welsh Language Scheme since 1997, our third version being current during this report period. Although this was written initially for 2011-2014, under the terms of the **Welsh Language (Wales) Measure (2011)** it will continue in operation until it is superseded by those standards in **Welsh Language Standards (No. 1) Regulations 2015** specified by the Welsh Language Commissioner as applying to the authority.

In addition, the authority considers Welsh Language usage 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 authority's 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.

Some population and demographic information regarding the Welsh language may be found in Appendix 2

2. Overview of 2014-2015

Welsh language continues to become more mainstreamed across the Council, with earlier engagement in initiatives and better understanding of the requirements (including expected 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.

Work has continued towards improving performance against the Welsh Language Performance Indicators, although to varying degrees and with further work required in the coming year. Complaints continue at a low level.

Progress has been achieved across most areas of the Action Plan, although some specific points have been reassessed due to one or more of:

- external factors in the 5 years since the plan was first developed rendering actions less relevant;
- reprioritisation of workloads to meet reductions in available budgets;
- awaiting a clearer view of the proposed standards;
- awaiting technical improvements.

The Equalities Committee of elected members considered the progress of individual departments against the Welsh Language Scheme Action Plan during visits and presentations.

At the end of the reporting period, the ***Welsh Language Standards (No. 1) Regulations 2015*** completed its passage through the Assembly. The authority awaits a compliance notice from the Commissioner detailing the standards and associated timescales to be applied to the authority.

During the reporting period, awaiting confirmation of the standards meant that some work was put on hold rather than undertake potentially unnecessary developments.

However - decisions taken involving Welsh language issues were, where possible, in line with our view of the expected standards.

3. 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 11 Welsh medium primary schools feeding into the two senior schools – Ysgol Gyfun Gŵyr and Ysgol Gyfun Bryntawe.

4. Compliance with the Welsh Language Scheme

As detailed above, our Welsh Language Scheme went live in 2011 and will remain in force until Welsh Language Standards come into operation.

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 updates for action points 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. Actions which were closed in previous years have been removed from the plan.

b). Complaints

– **summary of complaints received and action taken**

i). Corporate Complaints

During the period, the Corporate Complaints Team dealt with 6 complaints regarding the Welsh language, of these 2 were justified and 4 were not justified.

In summary, the complaints were:

- Newly erected signs said 'Croeso i Uplands' rather than 'Croeso i'r Uplands'. The version on the signs was correct. NOT JUSTIFIED
- A Council twitter feed was being published only in English. JUSTIFIED.
 - The department involved has reviewed their procedures
- Inability to pay Council tax on-line in the Welsh language. NOT JUSTIFIED
 - This facility was available. The apparent problem was down to technical settings on the complainant's browser.
- Street name plates being monolingual. NOT JUSTIFIED
 - Street names are defined as being single language (Welsh or English) within our Welsh Language Scheme.
- Being forced to speak Welsh as a result of a bilingual greeting over the phone. NOT JUSTIFIED
 - Telephones were being answered in line with our Welsh Language Scheme. There was no refusal to speak English.
- Public Notices on lamposts regarding planning applications being in English only. JUSTIFIED
 - The department has been reminded of their responsibilities in this area and reviewed their procedures.

ii). Hate and Harassment Incident Reports 2013-2014

During the reporting period 8 hate and harassment incidents were reported to the council, none were reported as being motivated by the Welsh language.

During the period, the reporting mechanism for such incidents has changed, with data now being recorded via the Wales-wide Victim Support website. Consequently, figures in the future may not be available or, if available, directly comparable.

5. 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 staff are employed at the Centre with 1 Welsh speaker. As and when required, Welsh speaking staff in the benefits section (which has a presence in the reception area alongside the contact centre) are available to supplement this number.

During the next reporting period, the reception area is due to be revamped and self-service machines and floor-walkers introduced to provide an improved service to users. Welsh language issues have been considered from an early stage in this development.

Other contact or reception areas within the council include:

- Environment call centre
- Social Services Intake Team
- Housing local district offices
- The main council switchboard

A “team skills” principle to identify a shortfall in Welsh language skills as set out in our Linguistic Skills Framework mirrors a similar process in the *Workplace Welsh / Cymraeg y Gweithle* initiative from the WJEC/CBAC and one team in the authority is evaluating their process.

The initiative also provides an assessment of individual’s language skills and the authority is considering using this initiative both when specifying the requirements of a role and in assessing candidate skills.

As such requirements are identified (particularly in respect of a front-facing post), recruitment is targeted towards Welsh speakers. Currently, recruitment is first attempted through internal redeployment and then, if no suitable candidate emerges, externally. This latter option would involve distributing information through local Welsh language contacts including Menter Iaith Abertawe.

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

i). Environment Call Centre:

The Welsh speaker appointed to the team under the LSF process has since left the council and, as a result of budgetary constraints the post has not been re-filled.

Other staff in the team have expressed their interest in undertaking an initial basic Welsh language course aimed at front facing staff.

ii). Social Services Intake (Adult Services):

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

- One member of staff with some Welsh language skills 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 a course to enhance the Welsh language skills and confidence of staff in reception areas is to be developed.

Welsh speaking staff throughout the authority, but particularly in customer facing positions are being provided with Iaith Gwaith badges and ID lanyards. Posters and desk notices being provided for use in reception areas.

Currently, each department has its own strategy to provide a service if Welsh speaking staff are not immediately available. 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.

A project to develop a single customer management system available across the whole authority is in the early stages of development and language choice has been identified as one of the issues to be addressed during the development.

6. 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) based within the Access to Services (AtS) team.

The team also advises staff on wider Equality and Diversity issues (including aspects of the Equality Act 2010 compliance) and the Strategy for Older People. During the reporting period, the team was also responsible for Consultation and Engagement, a Digital Inclusion project and administering Third Sector funding – all giving a wider context for the Welsh language within the work of the authority.

During the reporting period, the team was incorporated into the Communications and Customer Engagement service area – better placing them to further mainstream Welsh language work across the council.

The AtS team is the chief point of contact for queries regarding operation of the scheme and also provides advice and guidance, passing information on these issues across the whole of the council.

To assist in this process, a designated Welsh Language Champion has been appointed in each service area to act as their internal single point of contact – both for passing information on to their area and for returning comments, queries and responses from their area to the AtS team. As a group, they are able to discuss good practice and barriers to this.

As steps proceed to define and implement standards, the Champions have been instrumental in ensuring that the latest information on the process and the likely effects on the work of their sections is widely available across the authority.

The Scheme's Action Plan was developed in association with individual service areas - each being responsible for delivery. The plan is monitored annually with updates being provided by each service area for inclusion in the WLS Annual Review which is presented to the authority's Executive Board and Cabinet before public release.

The '*Welsh Language*' pages accessible to staff from the front page of StaffNet (our IntraNet system) provide information on the operation of the Scheme along with much other council-related Welsh language data.

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 in previous reports, contracts for service delivery explicitly reference the need to provide services in line with the authority's legal duties and to deliver, promote, monitor and otherwise evidence this.

Corporate procurement is considering the implications of proposed standards on future contracts and this will be finalised once the standards are confirmed.

However, responsibility for the execution and monitoring of the contract passes to the contracting department after signing.

An update to the figures from Domiciliary Care providers included in the previous report is not yet available. To reiterate those figures, the 3 providers who responded (out of a potential 11) indicated that they employed 32 Welsh speaking staff members. As with authority staff, figures obtained through self-reporting are open to

a wide range of interpretation and often give an underestimate of the actual position. An update to these figures using a more standardised approach is being developed.

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.

The Welsh Language Scheme Annual Review is presented to the authority's Executive Board and Cabinet for agreement before public release.

The authority's Equality Impact Assessment (EIA) process – which is applied to all new or amended initiatives, whether departmental or with a wider aspect – includes a specific section on the Welsh language which prompts the author to consider the actions to maximise benefits and minimise adverse effects on the language.

Complaints regarding the compliance with the Scheme are all channelled through the authority's Corporate Complaints Team which categorises such contact so that it can be identified as a 'Welsh language' complaint. All complaints are dealt with to the same standard as any other type of complaint. The Welsh Language Officer is kept informed of the progress of the complaint and is available to assist and advise the recipient department of their responsibilities.

During the reporting period, as part of a reorganisation of responsibilities and duties of elected members, the Equalities Committee was disbanded – although Councillor Champions retain their portfolios – including that of Councillor Champion for Language (including Welsh).

A network of Welsh language Champions has been set up with one in each service area. They act as a point of contact to pass on information regarding the proposed standards or any other relevant information across the whole of the authority and to feed responses back to the Welsh Language Officer. Information on compliance issues is circulated to avoid errors being repeated in other areas.

The Welsh Language Officer also provides an early-warning system to departments undertaking development prompting them to consider Welsh language issues as early as possible in the process.

As details of probable standards have been circulated, departments have taken the opportunity to pro-actively build some of them into new developments.

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 our 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. However, it must be borne in mind that the environment has changed considerably over the 5 years since the Scheme was drafted and so some sections have become less relevant. The updated Action plan is attached as Appendix 1.

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

As mentioned above, the Welsh Language Champion in each Service Area provides a single point of contact on Welsh language issues to liaise with the Welsh Language Officer and aid in presenting a common approach across all departments.

Within the Social Services department, implementation of the Scheme is in parallel with that of Mwy na Geiriau/More than Just Words (the Strategic Framework for Welsh Language Services in Health, Social Services and Social Care) and this is reflected in this report's action plan.

In addition, the passing of the Social Services and Well-Being (Wales) Act has highlighted the need for compliance in the areas of :

- 1. Information, Advice and Assistance-** ensuring there is proactive offer and choice of language during this early conversation around wellbeing and prevention at our access point and within preventative services, and for any letter relating to this contact to be sent out in language of choice.
- 2. Assessment-** ensuring that language needs are identified early and once only, and that there is opportunity for assessment to be carried out in Wales and recorded in language of choice.
- 3. Local Population needs-** understanding local and community needs, and developing services and responses locally to meet priority needs within integrated partnerships, primary care clusters or commissioning hubs.
- 4. Workforce development-** improving work based language skills of the whole sector workforce, so that an offer of service in the language of choice can be delivered, supporting confidence to use skills and to monitor skill levels and deployment of all staff.

each of which has a specific Welsh language aspect within a wider agenda and all of which reflect specific proposals in the draft standards.

As well as reminding departments of the operation of our current scheme, we continue to apprise service areas of the timetable and likely effects of the expected Standards on working practices, with details available on the authority's IntraNet. Where appropriate, they have been encouraged to adopt likely standards where appropriate when delivering projects.

d). 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

The restructured council public website has rationalised and reduced the number of pages. It has been designed wherever possible in line with the likely expected standards for websites.

The number of web editors has been reduced – assisting in maintaining a corporate approach to the site content and development. Most new information for the authority's public website is added so bilingually – although this is not possible for some specific types of data.

As part of the upgrade, the new system will also allow the full range of accented letters – so that the names of, for example, Ysgol Gŵyr and Tŷ Waunarlwydd can now be displayed correctly (although transferred text may remain incorrect until updated).

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

7. 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)

Since the base data from the Staff Profile was loaded on to the main HR system in 2014, there has been no specific initiative to increase the percentage of staff members who have provided their Welsh language skills data. Despite staff being able to update their own skills data through StaffNet, this has not been popularly used and so changes to the data in the main reflect new starters and the loss of those who have left the authority, the completion rate remaining at around 20%.

Analysis of the current data is available in Appendix 3.

Since last year, the number of recorded Welsh speakers has fallen slightly – more or less in line with the reduction in total staff numbers. Analysis is complicated by the extent that teams have been relocated between sites and also by internal reorganisation during the reporting period.

We are looking at the facilities offered by **Workplace Welsh : Cymraeg y Gweithle** to provide an objective assessment of staff language skills, asking staff members to add these results to their staff records. This will also allow us to gauge how accurately levels of self-assessment relate to this measure.

Welsh speaking staff are asked to indicate their willingness to use the language in the course of their work. Those who agree have their names entered on the corporate list (on the authority's intranet) and/or individual registers maintained within service areas.

Appearance on the list is voluntary and relates to the individual's confidence as well as skill levels. Recorded skills (on HR records) and the registers have no direct link and are maintained separately.

Currently, four departments maintain their own lists of Welsh speaking staff: Housing and Public Protection (with 27 staff), Legal Services (3), Social Services (76) and Education (21). The figure for Education excludes those in the Translation Unit (11) and Welsh Language Centre (16). The corporate list contains 29 staff across other departments – totalling 183 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.

Staff (and other) resource constraints, coupled with the limited progress on the definition of the Welsh Language Standards has militated against development of a corporate process in this area.

In addition to the Cwrs Graenus first undertaken last year, Social Services have provided a course on 'Welsh Conversation in a Social Care Setting' as a further means of encouraging staff with some level of Welsh skills but who may lack confidence to utilise these as part of their role.

A further course, sourced externally, is planned to build on this experience as the implementation date for the standards approaches.

Initial analysis from the staff survey and anecdotal evidence indicates that a number of staff can converse in Welsh but do not record this since they lack the confidence to do so in the work environment. Such staff 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.

The less confident speakers and the numbers of staff who are learning Welsh outside of the authority could benefit from similar support to allow them some time and space to practice their skills – possibly during informal lunch-time Welsh language drop-ins sessions.

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 to address some of the more general issues raised by departments during the various standards investigations.

**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.

The on-line in-house Welsh Awareness e-learning course remains available to anyone with internet access – although it is only promoted within the authority.

Work is planned both on updating the course to reflect latest legislation, etc. and also to provide tailored modules to meet the needs of individual departments.

Currently numbers undertaking the course are not available - but making it available only to registered staff members will record, and allow monitoring of the numbers of, those staff members who have undertaken the course.

Information on this course is presented to new starters as part of their induction course on equality and diversity, along with information on the Welsh Language Measure and the imminent introduction of Welsh Language Standards.

8. 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 of Welsh language skills and needs being a central aspect of equality policy and practice has been maintained and consequently they are becoming more firmly embedded across the work of the authority.

The amended EIA process continues to prompt anyone undertaking any initiative within the authority to consider the potential effects on the use of Welsh and to take action to maximise any benefits and minimise any detriments.

As a mandatory part of the process for all council reports within the authority, EIA production, and particularly its specific Welsh language aspect has strengthened and raised the profile of Welsh language issues to a higher level.

b). Examples of mainstreaming

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

Continuing work on the expected Welsh Language Standards maintained the increased profile of the Welsh language within the authority and supported further mainstreaming and raising awareness. The internal process included:

- Appointment of Welsh Language Champions in each service area to provide a means of disseminating information quickly and consistently across the authority.
- StaffNet page set up as a central repository of information regarding the development of the Welsh Language Standards. Details of this have been circulated to all managers in the authority and further highlighted by corporate communications.
- Promoting the proposed standards to the Executive Board, Heads of Service, Senior Managers and the Leader of the council to maintain their awareness and retain their support.
- Ensuring Involvement of all departments at each stage of developing the standards, garnering their views and comments on their workability.
- Taking the opportunity during any contact within the authority to further reinforce appropriate Welsh language oriented aspects.
- Articles about the More Than Just Words framework have featured in the Social Services newsletter.
- Further promotion of 'Iaith Gwaith' lanyards, badges and posters via the Welsh Language Champions – with an increasing number of Welsh-speakers (front-line and others) now openly identifying themselves.
- 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.
- Promotion of the proof-reading facility provided by the Welsh Translation Unit has led to it being increasingly 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.

- DesignPrint – the authority’s in-house design and publishing arm reminds all internal customers of the need for bilingual format and production as early as possible in the process.
- Information held on the Welsh Language section of the Council intranet has been further developed in line with requests and suggestions to improve and enhance these resources that support the implementation of the Scheme.

c). Other information on mainstreaming activities

- The Welsh Language Officer attended meetings of Rhwydiaith (the Welsh Language Officers’ Network) where main discussion points continued to focus on how to ensure a smooth transition from Welsh Language Schemes to Standards. The information from these meetings has been incorporated into briefings and other information circulated in the council.
- Participation in the Swansea Welsh Language Forum (Fforwm Abertawe) provides a dialogue between the council and a cross-section of the Welsh language community to discuss plans and experiences of service provision.
- Menter Iaith Abertawe both as a member of Fforwm Abertawe and independently, acts as a critical friend to advise and report on the availability and quality of Welsh language service provision. The SLA agreed with Menter Iaith Abertawe 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.
- Key areas of Menter Iaith Abertawe’s work may be found in Appendix 4.
- 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 outwith the authority.
 - Regularly meeting and liaising with the Welsh Language Officers from other public bodies and others from external organisations to develop a consistent approach.
 - 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.
 - Monitoring and guiding the development of internal practice to ensure compliance with the Scheme.

9. Performance Analysis

a). Identified 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 2015/16.
- Work with reception points in specific 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 2015/16.
- The finalisation 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 finalised. The areas in relation to further implementing the designation process and training will need further follow up in 2015/16.
- Further analysis of the workforce profile and language skills audit to address WLPI5 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 3 – this area will need further follow up in 2015/16.
- Supporting the implementation of More Than Just Words (including the Active Offer of a Welsh language service) within Social Services as a model for possible use in other service areas:
The second phase of implementation has been supported – see section 6c above and this will continue for 2015/16. Information on the Active Offer and its relationship to the proposed standards has been promoted across other front-facing services.
- Work on the standards when published by the Welsh Government Minister:
Responses to both the Welsh Government and the Office of the Welsh Language Commissioner have been produced corporately and within designated timescales. Background work and investigation has continued throughout the period awaiting the final version of the standards. Work during the build-up to implementation of standards to ensure compliance will continue throughout 2015/16 until, and beyond, full implementation.

- Work outlined to monitor the quality of Welsh language services:
See c) below.

ii). those priorities outstanding from above continue this year with, in addition:

- concentrating on those areas where changes are necessary to enable successful implementation of the standards.
- sourcing basic Welsh language courses - initially for front-line staff - and otherwise strengthening the Welsh medium provision at reception areas and other points of contact where numbers of Welsh speaking staff remain low.
- enhancing the Welsh language support available on Staffnet– including standard section names, addresses, templates for email signatures and absence messages, etc.
- ensuring that all relevant staff are given information on the standards appropriate to their role in the authority.
- ensuring that Welsh Awareness Training is provided to (and recorded for) all front-line and reception staff and all Senior managers.
- developing support, formal and informal, for Welsh-speaking staff – particularly those who are customer facing – to enhance their language skills and become confident in delivering services bilingually.
- undertaking a further staff Welsh language skills survey to increase the response rate and to provide a clearer picture of the Welsh language skills available across the authority.

iii). Key risks

- A major challenge is the reduction of resources and financial constraints faced by all local authorities now and likely to continue in the short to medium term.
- Availability of suitable training courses.
- Releasing staff for training.
- Provision of other support facilities for staff learning/confidence building.
- Capacity of the Welsh Translation Unit:
 - to undertake one-off translation of information as specified in the standards before implementation.
 - in the longer term to handle what will become day-to-day tasks as specified in the standards after implementation.
 - to provide all necessary simultaneous translation as specified in the standards.
- Ensuring a standard level of awareness and compliance across ALL sections of the authority
- Achieving sufficient levels of Welsh language service provision in customer facing functions.

- Maintaining Welsh language skill levels at a suitable level in the face of downsizing and potential loss of Welsh speaking staff.

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:
 - Hosting and participating in a Fforwm Iaith Abertawe exhibition in the Civic Centre throughout March promoting the activities of various Welsh language groups across the City & County
 - Facilitating, part-hosting and contributing to first annual ‘ *AberDewi* ’ celebration and march for St David’s Day.
 - Discussions with Menter Iaith Abertawe on promoting Welsh medium events and incorporating Welsh language content in council promoted events.
 - Further library provision for young children and families in partnership with TWF and Menter Iaith Abertawe.
- Housing & Public protection:
 - Continued promotion of Welsh language services in the Open House / Tŷ Agored magazine for tenants.
- Education:
 - Improved performance across all Key Stages in English medium schools for Welsh as a Second Language.
 - Increased usage of the fast-track translation facility provided by the Welsh Translation Unit (within Education) for social media postings.
- Social Services:
 - Implementation of the second year of the More Than Just Words Action Plan.

c). Monitoring the quality of Welsh language services

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

- Enhanced mainstreaming of Welsh language issues means that these aspects are incorporated into many initiatives from an early stage.
- The EIA process provides an initial check that these issues have been considered.
- Any Complaints received regarding Welsh language service provision are routed through the Corporate Complaints team – independent of any other

department (including the Welsh Language Officer) and dealt with to standard timescales.

- As noted above, the Equalities Committee has discussed Welsh language service provision with a number of service areas.
- In partnership with Menter Iaith Abertawe the authority attends a forum which provides a conversation between the authority and Welsh-speaking citizens enabling plans to be presented and comments or issues concerning service delivery to be discussed.
- Dialogue with Menter Iaith Abertawe in their role as a critical friend, relaying comments on Welsh language service provision from individual members of the Welsh language community.

APPENDICES

- Appendix 1 – Welsh Language Scheme Action Plan
- Appendix 2 – Swansea Welsh Language demographics
- Appendix 3 – Staff Welsh Language Skills
- Appendix 4 – Menter Iaith Abertawe – key areas of work

Appendix 1 – Welsh Language Scheme Action Plan

A1.1 Corporate Actions					
	Action required	Responsibility	Expected outcome	Status	Update 2014 - 2015
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.	A L L	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 availability of Welsh language services across the authority has been maintained and enhanced during this reporting period.	<p>The level of service across the authority has been maintained and enhanced this period.</p> <p>Engagement with service areas on responses to consultation and other aspects of the Welsh Language Measure / Standards Regulations have maintained interest and awareness.</p> <p>Designation of Welsh Language Champions for each service area provide improved line of communication between each service area and, through the Welsh Language Officer, external bodies and individuals. They also help provide a consistent approach across the authority.</p>

A1.1.2	Public facing areas of operation will promote the availability of Welsh language services.	A L L	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.	<p>Prominence of Welsh language materials has been enhanced during the period.</p> <p>laith Gwaith badges, lanyards and other resources are widely used across all areas of the authority - but particularly by front-facing staff.</p> <p>Ad hoc temporary signage remains a problem area, although to a lesser extent than previously</p>	<p>laith Gwaith resources are regularly promoted within departments - especially those which have front-facing staff members.</p> <p>Within Social Services, the provision of an Active Offer in line with the More Than Just Words framework is being progressed in line with the overall action plan.</p> <p>While use of the available on-line resources has increased, further promotion is required in this area to maximise this.</p> <p>The revamped public website removed a large number of obsolete pages resulting in an increased bilingual offer.</p> <p>The bilingual policy for all new/replacement signage continues, whether for public or internal areas. During the year, much new signage has pre-emptively adopted a Welsh above English approach to design</p>
A1.1.3	Partnership working (internally or externally) will be employed where possible to raise the profile of the Welsh language and its use.	A L L	Agreements have been made with Menter laith Abertawe in order to provide a Welsh language service provision in partnership particularly in relation to children	<p>The need for internal partnerships to meet our Welsh Language Scheme is generally met.</p> <p>However, the growth of external partnership working (and particularly regional working undertaken by consortia</p>	<p>The status and governance of multi-agency partnerships having to meet a range of differing schemes/standards is an unresolved issue</p> <p>When leading in a partnership or consortium, the authority aims to work to the same standards regarding the Welsh language as if the project was our own - but implementation across different bodies with different standards does pose a specific problem and highlights the need to ensure</p>

			and youth services.	<p>which are not designated public bodies) means that this may fall outside the scope of both Welsh Language Schemes and Welsh Language Standards and further guidance is required.</p> <p>A service level agreement with Menter Iaith Abertawe has continued for 2014/15, concentrating on children and young people's services.</p>	<p>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.</p> <p>A service level agreement with Menter Iaith Abertawe has continued for 2014/15 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 consultation exercises as well as more informally.</p> <p>Through Fforwm Abertawe (Swansea Welsh Language Forum - bringing together main Welsh language groups and major local bodies including the authority), a number of initiatives have been produced including a month-long exhibition in the Civic Centre and ABERDEWI - a city centre street festival for the weekend of St David's Day.</p>
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.	A L L	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	<p>The Welsh Awareness e-training is currently voluntary and not part of the induction or appraisal process and as a result, take-up has been low. During the coming year, the course will be more widely promoted particularly towards any new starters.</p>	<p>The updated Welsh Awareness course will be provided to all front-line staff and all managers. Recording progress across all students will require that the course becomes available only to those registering.</p> <p>The course will be promoted as part of corporate and departmental induction courses for new staff and monitoring progress against the course as part of the appraisal programme is being considered.</p> <p>Updates to reflect the latest regulations and</p>

			available to release more widely and will be available to all staff with internet access.		legislation will need to be applied during 2015-16
A1.1.5	Staff will be encouraged to use the Welsh language as a part of their role both internally and customer facing.	A L L	<p>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.</p> <p>Extended use of Welsh language promotion tools such as "laith Gwaith" badges and reception desk notices in areas including Housing and the Contact Centre have further encouraged use of the language.</p>	<p>Welsh-speaking staff across all areas of the authority are encouraged to wear laith Gwaith badges and lanyards and posters inform citizens of the scheme. This is particularly in areas which are customer facing.</p> <p>Staff are encouraged to enroll on the directory of Welsh speakers - indicating their readiness to use these skills in their work.</p> <p>Promotion of the proposed standards has provided an impetus for staff to undertake Welsh language training - in some cases in their own time.</p>	<p>Distribution of laith Gwaith materials has encouraged use of Welsh both formally and informally between members of staff and with service users, as has the wider availability of Welsh language information on StaffNet pages and also distributed via email, etc.</p> <p>Resources - along with the uncertainty and delays awaiting final standards definition - have restricted progress on this action.</p> <p>Increased visibility of the language and the need to provide a wider service in the future has raised its profile and numbers of front-line staff have proactively expressed interest in receiving training.</p>

A1.1.6	Formal and informal classes will be made available for staff members to increase their knowledge and use of the Welsh language	A L L	<p>The planned workforce profile survey will identify the most suitable staff member base to target training.</p> <p>The existing Welsh awareness e-learning course is still available but would benefit from update in line with latest (and, when available, future) regulations.</p> <p>Initial work has been done on the development of a basic Welsh usage (recognition, spelling, pronunciation) course aimed at staff members in a customer facing post.</p>	<p>The survey (from last year) received a response rate of around 20%.</p> <p>While this was sufficient to indicate the presence of Welsh speakers across most areas of the authority, the response rate will need to be increased if this is to be used as a basis for indicating training needs.</p>	<p>The e-learning Welsh Awareness course is mentioned above.</p> <p>Sourcing and delivery of courses is being discussed with the Corporate Training team</p> <p>The initial Social Services Cwrs Graenus (booster course) to build confidence of staff members who have learnt Welsh or may be out of practice has been followed by a 'Welsh Conversation in a Social Care Setting' course and a follow on is planned .</p> <p>Other sections have expressed interest in similar courses and in particular a “meet & greet” course with basic skills.</p> <p>Any new on line courses will be determined when results of the recently held staff survey become available.</p>
A1.1.7	Information will be gathered on the operation of the Scheme to highlight	A L L	Information sharing within the Customer Services Corporate Working	The Annual Review and associated Monitoring Report provides the opportunities to assess	This is reflected in this Action Plan and also in the body of the Annual Review report.

	<p>areas of good practice as well as areas where improvements can be made.</p>		<p>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.</p>	<p>the performance of individual departments and to publicise both good practice and areas for improvement.</p>	
A1.1.8	<p>Prepare for proposed Welsh Language Standards</p>	A L L	<p>Where possible, decisions with Welsh language implications will be in line with our Welsh Language Scheme but also reflect proposals - while acknowledging that some areas will need to be confirmed before undertaking extra work.</p> <p>Main outcome is a hoped-for</p>	<p>By its nature, this action has been subject to much change - relying as it does on external decisions and timetables.</p> <p>Welsh Language Champions appointed for each service area.</p> <p>StaffNet page (within the 'Welsh language' section) devoted to the standards and detailing their progress and milestones has been maintained in line with developments.</p>	<p>The Welsh language champions appointed in each service area have proved an effective means of passing operational level material out across the authority and for collating service area responses to requests for information.</p> <p>As an example of how sections are preparing for the implementation of the Welsh Language Standards: a review has been undertaken within Housing and Public Protection of our current Welsh language service provision. In addition we have changed the way in which we record the skill levels of our Welsh Speaking Staff so that they conform with categories used Corporately. The Welsh Language Standards have been promoted in the Team Information Sheet in May 2014, January and April 2015.</p>

reduction in the effort to implement successfully the Welsh language standards.

Information on proposals maintained on StaffNet and disseminated across all areas

Major deadlines and other pieces of information have been widely distributed to all sections of the authority. Presentations have been made to senior managers, heads of service and members of the executive board to keep them informed of matters relating to the development of the standards.

A1.2 Corporate Actions					
	Action required	Responsibility	Expected outcome	Status	Update 2014 - 2015
A1.2.1	Implement the Welsh Language Scheme across all areas of the Council	All Directorates; Access to Services Team	Welsh Language Scheme implemented within legislation and best practice and in line with advice and guidance	<p>The Access to Services Team continues to provide advice and guidance to all directorates on implementation of the Welsh Language Scheme.</p> <p>The Scheme's Action Plan has enabled a more objective measure of progress against identified targets.</p>	<p>Work in all directorates on implementing the Welsh Language Scheme during 2013/14 has progressed and been built upon.</p> <p>Increased promotion of the Council intranet as a place to find frequently requested information has helped to raise the profile of the language.</p> <p>Increased profile has led to requests for advice being made earlier in development processes.</p> <p>Internal controls and procedures to prompt for bilingual materials have further raised standards.</p> <p>Significant progress has been made in Culture and Tourism to work towards full integration with the vast majority of services now working to the WLS. Their role is fundamental to this work as they are to many the public face of the authority.</p>
A1.2.2	Review implementation of the scheme annually and supply data for annual monitoring report.	All Services; Access to Services Team	Annual Reports in line with published timetable of Welsh Language Board	<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</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.</p> <p>The response from the Office of the Welsh Language Commissioner was received and a response returned.</p>

				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.	
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	<p>A better picture of the key language skills available throughout the Authority.</p> <p>A more consistent approach to service provision in any/all languages other than English - but giving special emphasis to Welsh language.</p>	<p>Linguistic Skills Framework has been produced in draft format. Initial updates to incorporate probable standards will need to be reviewed in the light of changes to regulations and our final compliance notice.</p> <p>Where feasible, elements from the framework will be promoted and reflected in relevant areas.</p> <p>Departments, including Culture and Tourism and Housing and Public Protection, have been</p>	<p>The Draft Linguistic Skills Framework was updated in line with the initial draft Welsh Language Standards pending their confirmation - amended standards will require this to be reevaluated. As previously reported, the final version of the Framework will be produced after receipt of the final version of the standards to avoid duplication and unnecessary re-work.</p> <p>Some areas of the Framework have been agreed and partially implemented - in particular the designation of customer facing posts in a team during recruitment.</p> <p>The adoption of the Framework will be progressed during the next reporting period.</p>

				<p>updating their information on Welsh speakers to bring it in line with the defined skill levels from the staff survey.</p>	
A1.2.4	<p>Promote and encourage Welsh language content during events, ceremonies and other proceedings</p>	<p>All relevant service areas; Resource s- Access to Services Team</p>	<p>Higher profile and greater use of Welsh language content during events hosted or organised by the authority</p>	<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</p>	<p>Public events in Swansea routinely incorporate some Welsh language content and many are compered bilingually</p> <p>The Registration and Bereavement Service actively offer to provide their appointments in the medium of Welsh to all customers contacting them. The following figures show the number of occasions where services or appointments have been conducted in Welsh from April 2014 to April 2015.</p> <p>Births 151 registration appointments (approx. 5% of all registration of birth appointments)</p> <p>Deaths 61 registration appointments (approx. 4% of all registration of death</p>

				<p>and through the staging / hosting of Welsh based events (e.g. St David's Day celebrations and the Urdd Eisteddfod).</p>	<p>appointments) Marriages 8 ceremonies (approx. 2% of all marriage ceremonies)</p> <p>Where possible, public information events are attended by Welsh-speaking staff identified by 'Iaith Gwaith' badges, e.g. the 'Homeswapper' event in April 2014 had bilingual electronic displays boards with two Welsh speaking staff available during the event.</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 : Guidance for staff with regard to promoting and implementing the Councils Welsh Language Scheme in all partnerships is included in the Housing Customer Services Information Manual .</p> <p>The Housing and Public Protection Access to Services Audit monitors the promotion of the Councils Welsh Language scheme in the Service Level agreements we have with our partners</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>In some cases, e.g. Wales National Pool, some assistance with Welsh language support has been offered to partners to encourage their adoption of a Welsh language scheme.</p>

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	<p>The requirement to monitor and report on Welsh language service request has been removed from the draft standards.</p> <p>Individual sections may wish to maintain such information for their own records but no further work will be done on a council wide system beyond the development of the new Customer Service system.</p>	Although some departments continue to undertake this task, the duty of monitoring contacts has been removed from the proposed standards and consequently this action will not be progressed.	The regulations as passed by the Assembly do not include this requirement.
A1.2.7	Investigate available Answerphone technology (or separate Welsh language contact numbers) to allow direct (or push button) access to Welsh language recorded messages.	All service areas; Resources – Access to Services Team	As per draft standards, this will be progressed via a single number answerphone technology to provide improved and faster access to information for Welsh speaking clients	C&T has developed an events hotline facility which is linked to the TIC telephone system. This facility gives the customer an automated facility to order a brochure or find out about the major events. It also works with the tourism website to provide an effective out of hours information service.	As different sections renew telephony systems, this facility will be introduced as part of the project - but until then, some sections will continue suffer from aging technology and will be looking to provide a basic Welsh language training for existing staff supplemented by recruitment of Welsh speaking staff as and when vacancies occur.

				All options are fully bilingual in referral and delivery of information	
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>to meet requirements of WLI3.</p> <p>A detailed workplan will be developed through the Customer Services Corporate Working Group to include current baseline and priority areas for development.</p>	<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>The Customer Service Corporate Working Group has been disbanded; its work in relation to this action was subsumed in the new web service project.</p>	<p>The new web content management system has introduced further checks to facilitate bilingual web pages. As part of its introduction, many old defunct pages were expunged. Many of these were English only and so the proportion of bilingual pages has increased as a result.</p> <p>There are some pages which, for technical or other reasons are impracticable to display bilingually.</p>	<p>Monitoring of web content - including the availability of Welsh and English language information - is an ongoing process, much of it being checked automatically when content is loaded.</p>

A1.2.9	Investigate further corporate partnership working and joint initiatives in relation to advertising, promotion, etc.	Directorates Communications Resources – Access to Services Team	Opportunities being taken up when identified.	Specific opportunities for corporate partnership working and joint initiatives will be progressed on an individual basis as they arise.	<p>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. Where a project involves more than one department, a single Equality Impact Assessment effective across all partners will be associated with this and this will highlight the Welsh language issues.</p> <p>Specific information on the authority's Welsh Language Scheme is made available within the context of the wider equalities agenda.</p>
A1.2.10	Build up partnership working with other statutory bodies in relation to bilingual provision, workers, etc.	Directorates Resources – Access to Services Team	Identified resources available for partnership work	<p>The authority has provided input to the Welsh Government initiative on joint/centralised translation facilities - our Translation Unit is run jointly with Neath Port Talbot CBC.</p> <p>Informal contacts are maintained through the Swansea Welsh Language Forum and Menter Iaith Abertawe.</p>	<p>Rhwydiaith continues to be a valuable forum for general discussion on Welsh language issues, particularly in response to the Welsh Language 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 implementation strategies (both current and proposed) with other local authorities in order to gauge a standardised response.</p> <p>The status in respect of regulation concerning consortia or partnerships bringing together numbers of public bodies remains an area which lacks clarity - but which will be increasingly important as regional work becomes more common.</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. 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. There is advice on formatting standard documents to make them more generic and thus easier to amend. 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>	The information available has been augmented in line with requests received during the reporting period and this process will continue in the future.
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A1.2.1 2	Prepare for proposed Welsh Language Standards	A L L	All initiatives with a Welsh language element will be in line with our Welsh Language Scheme - but taking note of (and where possible effecting) proposed standards.	Until full final standards are issued, this is a 'best guess' exercise. Those standards which require major effort or new infrastructure will be kept as low-level development until requirements are firmed up	<p>Welsh Language Champions appointed for each service area who disseminate information on the standards through emails, team briefings and service area newsletters</p> <p>Some departments, e.g. Housing and Public Protection, have undertaken tasks in preparation for the standards including a review of the current Welsh language service provision. They have also changed the way in which they record the skill levels of our Welsh Speaking Staff to conform with categories used corporately.</p> <p>The Welsh Language Standards have been promoted in the Team Information Sheet in May 2014, Jan and April 2015.</p>
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A1.3 Communications and Customer Engagement					
	/Action required	Responsibility	Expected outcome	Status	Update 2014 - 2015
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.	Other than when dealing with specific WLS compliance issues, communications have concentrated on ensuring that the latest information on the development and implementation of the standards is distributed as widely as possible across all areas of the authority. Setting up the network of Welsh language champions has been a major element in this. Suitable methods of promoting the availability of services across the authority in line with the finalised standards will be considered during the next year
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 bilingual	External communications are monitored daily and issues are raised with the Welsh Language Officer.	Procedures continue as last year.

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 roleCommunications 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 - including news stories, emails and corporate briefings. Welsh language resources available on StaffNet have been highlighted. The majority of information in presentations, etc. has been concerned with the effects which may be expected when the standards are implemented.	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.	Communi cations 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 and in the advertising and promotion in the run-up to them.	<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>Communications produced by the authority to promote events in the area are generally produced bilingually, although some 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	Communi cations	Bilingual approach to printed material further embedded corporately. Less material produced outside the Welsh Language Scheme	Designprint works closely with departments to ensure Welsh needs are met on a job-by-job basis and will flag up perceived potential failures in following bilingual policy. Different methods/layouts to meet bilingual design requirements are considered at start of design process.	<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 service areas of provisions of Welsh Language Scheme if required and advise contact with the Council's Welsh Language Officer	Communi- cations	Welsh 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	DesignPrint ordering system includes Welsh language requirement.This has resulted in earlier consideration of Welsh language aspects in design and production leading to increased compliance.	Increasingly, departments are contacting the Welsh Language Officer early in the development of individual initiatives which may have a Welsh language aspect. 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. In addition, a pro-active approach by the Welsh Language Officer to news of upcoming developments encourages forethought in design and implementation, with DesignPrint's active promotion of the WLS assisting in this.
A1.3.8 A1.3.9 Former A1.4.2 2	Use the Customer Services Corporate Working Group Welsh Language Group to identify and promote good practice. Continue to separately monitor the numbers of complaints received in relation to the Welsh Language Scheme to meet requirements of WLI6	Communi- cations Legal & Democrat- ic Services Complain- ts Team	Good practice (to include problems and solutions) to be a standard agenda item at meetings Report on performance	Neither the Group nor the sub-group are currently constituted and this action will no longer be progressed 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 4b of the annual report.	Much of the work of the group has passed to the Welsh Language Champions. 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. Figures supplied by the Corporate Complaints team are to be found in the body of the Annual Report.

A1.4 Corporate Services					
	Action required	Responsibility	Expected outcome	Status	Update 2014 - 2015
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.	Internal reorganisation, much of it forced upon the authority by financial stringency, has changed some responsibilities, but the action plan updates and annual reporting continues. Since the original Action Plan was developed 5 years ago, some of the corporate focus has changed and certain parts have become less relevant and this is reflected both in the latest update and with the removal of items which have been closed or are otherwise defunct.
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 2013-14 was produced to timescales agreed with the Office of the Welsh Language Commissioner.
A1.4.3	Support and advise directorates and service areas in the monitoring, implementation and review of the scheme including development of appropriate	Access to Services Team	Consistency of approach to implementation across all service areas, advice and guidance provided to resolve identified problem areas	With one or two exceptions, the Access to Services team and the Welsh Language Officer are recognised as a mainstream point of contact for advice and information on Welsh language issues.	Further information has been added to the Welsh Language section of the authority's intranet in response to requests from service areas. Ad-hoc advice, both reactive and proactive, continues to be supplied. Information on proposed standards has been widely disseminated and dialogues instituted with

	guidance.				<p>departments on the implications of implementation. This has raised the profile of the incoming standards further across all areas of the authority, with some departments being early adopters of some provisions..</p> <p>The new public website has been successfully implemented removing a large number of English only pages and rectifying some of the longer-standing issues regarding Welsh language display. Involvement with departments in responding to the proposed standards and the Standards</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	<p>Criteria defined for use in Linguistic Skills Framework to allow individual members of staff to self-assess their language skills.</p> <p>Continue the assessment of external package as an alternative or parallel method.</p> <p>Formalise the procedure for wider use across the authority and particularly during recruitment..</p>	<p>As well as the skill level assessments developed in house, the authority has been evaluating the 'Workplace Welsh / Cymraeg y Gweithle' package with a view to using this to assess the skills of new employees and to quality assure previous self assessments.</p> <p>A further initiative to increase the level of staff who have recorded their Welsh language skills needs to be progressed.</p> <p>Reductions in staffing and the embargo on recruitment have the potential to impact on the Welsh language capabilities of some areas of operation of the authority.</p>

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	<p>On-line Welsh Awareness training package has been developed and is freely available to staff and others with internet access (whether through the authority intranet or personal home access).</p> <p>This course is signposted during new starter induction courses - but will need to be more formally included alongside the process in the future.</p>	<p>The training package remains available without registration, and so no record is maintained of the numbers who undertake the course in that manner. There is a need to update some of the content to reflect changes in regulation and the latest information. This has been deferred until the final form of the Standards is confirmed.</p> <p>Designation of the course as mandatory for new starters, newly appointed managers and elected members, in line with the expected standards is also under discussion.</p> <p>The course has been further adopted by a number of external bodies as a general resource providing an overview to the subject.</p>
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	More explicit mention of the Welsh language requirements of contracts has been incorporated into standard wording - but this remains open to amendment as and when the requirements for standards are confirmed.	<p>Previously, contracts contained explicit but general wording, mentioning Welsh language requirements in relation to regulation and legislation, In line with the proposed standards, future invitations to tender and contracts will refer to specific Welsh language elements which must be met.</p> <p>Standard wording will be agreed when the final standards are made available - but this will be adaptable to the specific requirements of the contract under consideration.</p>

A1.4.1 5	Work with the Access to Services Team on the development of the Linguistic Skills Framework including:- guidance on designation of posts- guidance on assessment of bilingual skills within recruitment and appointment process	Human Resources	All posts examined for the relevance of Welsh language skills. Skills for any new posts dealing with members of the public to be considered desirable and/or to a specified level. Standards for assessment agreed	The draft framework will be revisited and updated in line with the Welsh Language Standards when they are finalised. Some aspects of the document are already in operation where they reflect current Welsh Language Scheme provision and expected standards - particularly with respect to front-facing roles.	<p>Post requiring Welsh language skills have been advertised through Menter Iaith Abertawe and Fforwm Iaith Abertawe as a result of individual initiatives.</p> <p>In addition to the in-house process, that available through Wroklpace Welsh / Cymraeg y Gweithle is being evaluated within the authority.</p>
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. Relevant standards will be incorporated once finalised.	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 line with available resources and the Council wide review of training and development - to meet the requirements of WLI4	Human Resources	Suitable training and development resources made available	The training and development requirements defined in the Welsh Language Standards will, when finalised, complement the draft Linguistic Skills Framework which will need to be updated in line with them.	<p>General, basic, authority-oriented training with departmental specific modules will need to be developed in line with the standards.</p> <p>While recognising the desirability of training provision across the authority, delivery of these courses will be concentrated initially on front-facing areas where there is a recognised shortfall in Welsh language skills.</p> <p>Availability of courses to reawaken latent skills and/or upskill staff with some Welsh language experience will need to be developed or sourced</p> <p>Scheduling of training and the provision of opportunities for practice to instill and retain the information, without undue impact on work patterns will provide a further challenge.</p>
A1.4.2 1	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	Welsh language service provision has been maintained. 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.
A1.4.2 2					Now A1.3.9

A1.4.2 5	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	<p>The relatively small response to the initial staff survey makes the workplace audit of less relevance.</p> <p>It is anticipated that a further initiative will improve the response rate.</p>	<p>While most sections - particularly those dealing with members of the public - have their own strategy for addressing Welsh medium contact with service users, future requirements will need to take current staff skill levels into consideration during any recruitment and so mapping of these skills will become a prerequisite.</p> <p>Loss of Welsh language skills as and when staff members leave needs to be recognised as a potential problem - particularly if Welsh language service is (or will become) unavailable at times.</p>
A1.4.2 6	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 - as and when recruitment is undertaken. The procedures in use at the Contact Centre are soon to be changed and maintaining or enhancing the Welsh language service provision is one of the factors in this.
A1.4.2 7	Use StaffNet to promote Welsh Language awareness skills, useful links and activities	Human Resources Access to Services Team	Regular articles published on Council intranet highlighting information for staff on Welsh language	<p>Rather than a regular spot, articles have been published in relation to developments - internal and external - impacting on the use of Welsh in the Council.</p> <p>Articles have been augmented by specific information sent out to</p>	<p>Much of the promotion activity has been as an adjunct to informing staff on proposed standards, taking opportunities to reinforce/enhance current Welsh language Scheme provision and to signpost them to probable future developments.</p> <p>In addition to specific articles, all managers across the authority have been emailed a number of times, reminding them of the 'Welsh language' section as a reference point on current developments.</p>

				heads of service as necessary. This information has highlighted statutory aspects rather than the Council specific information held in the intranet 'Welsh language' pages.	
A1.4.28	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 have been included within these pages but further development relies on an external information	"Welsh Language" information on the authority's intranet has been expanded with suggestions received from staff on further resources which they believe would be useful. 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. In addition, Welsh language champions have been directed towards the 'Welsh language' section on StaffNet both as a reference point and as a means of passing information more widely around their departments.

				collection exercise and advice on which services may be suitable for inclusion on the Council website.	
A1.4.2 9	Deliver Welsh Language Awareness training for all front line staff in Contact Centre	Finance	All front line staff made aware of Welsh language issues in the City & County of Swansea	The existing Welsh awareness course remains available to anyone (staff or otherwise) via Learning Pool. Updates are needed to reflect changes in legislation and regulation and these will be instituted when the standards are finalised.	Welsh awareness course will need to be updated in line with latest developments and further promoted to all front-line staff and new starters. In order to monitor completion of the course, it is likely to be made available only to registered staff members.

A1.5 Social Services Department					
	Action required	Responsibility	Expected outcome	Status	Update 2014 - 2015
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 through the annual Social Care Workforce Development Partnership (SCWDP) survey. This survey provides a snapshot profile of the social care workforce in relation to a range of development needs, including Welsh Language. This feedback from this survey will be used for mapping the workforce and to coordinate training for specific staff group or services. This evidence will also inform the annual review of Swansea's SCWDP Plan 2015-2017.
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 a possible roll out more widely across the authority.	Cultural awareness, equalities and diversity form part of the mandatory social services staff induction programme, and within all role specific training, e.g the programmes which are aimed at home care, residential care staff and foster carers. We have scheduled a series of courses starting early in the next reporting period, each consisting of 5 x 1 hour sessions aimed at equipping the social care worker with a very basic knowledge of Welsh words and phrases associated with their work within a Health and Social Care setting
A1.5.5	Review service user journey in respect of	Social Services	Encourage completion of the	Although the actual number of completed	Greater attention on the completion of the language preference field when initial

	language choice including continuity of provision		language choice field (PARIS) during the initial data entry.	language choice fields has increased marginally, the rise in the number of referrals means that this illustrates a reduced percentage.	assessments, contact assessments or common assessments are carried out in PARIS. A service user survey on the views and periences of service users and carers will be developed as part of the implementation of a National Outcomes Framework, linked to the implementation of the Social Services and Wellbeing (Wales) Act expected by April 2016..
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 and Welsh Language training.	Social Services, Access to Services Team	Welsh Awareness training facilitated across the Social Care Sector.	The on-line Welsh awareness training course will be made more widely publicised and made available to members of the SSD; 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.	Staff newsletters and staff events have provided general information and guidance about the strategic framework for Welsh language health and social care services, including the More Than Just Words Framework and the need to progress towards an Active Offer in the language of choice. Staff are supported to using/ practicing Welsh in the workplace through supervision and mentoring. A Directory of Welsh speakers is updated annually. Swansea are operating on the principle of 'doing the little things in Welsh' can make a difference. All managers have been asked to translate their email post and contact details into Welsh to demonstrate this leadership commitment. Staff who speak Welsh have been encouraged to wear the 'Working Welsh' logo on their staff identity badge neckbands.

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;	Welsh Government in partnership with all organisations in the health and social care sector, have collaborated on a training tool to support the development of the Active Offer in Welsh, and to include service user/patient experiences and best practice examples. It is anticipated that these will be included in the updated Welsh Awareness course when it is brought up to date with the new regulations.
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 progressed through the regular updating of the action plan by the departmental lead or champion, and monitored by the corporate steering group.

A1.6 Education Department					
	Action required	Responsibility	Expected outcome	Status	Update 2014 - 2015
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.	The Council's first Welsh in Education Strategic Plan (WESP) was published in June 2014, replacing the previous Welsh Education Scheme.	Regulations in Wales require that each council produces a Welsh in Education Strategic Plan (WESP). The content of a WESP is prescribed by Welsh Government. The council published its first WESP by 1st June 2014 and now monitors it annually. Swansea's WESP 2014-17 was one of only 3 in Wales that was unconditionally 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 	<p>The upward trends in performance in Welsh-medium primary and secondary schools remain good in 2014, although at Foundation Phase and Key Stage 2 performance dipped slightly and one secondary school also saw a dip at KS4. These dips are being addressed.</p> <p>Performance in Welsh as a second language continued to improve 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 Welsh in Education Officers in primary and secondary phases. Welsh Second Language performance at Key Stage 2 L4+ improved to 68.5% in the fifth year of teacher assessment – from 36.4% in 2010.</p>

				<p>Linguistic Development Teachers. The aim long-term is that this team will work across primary and secondary phases. • Provision of courses for teachers of 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>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 Welsh in Education Team (formally known as Athrawon Bro).</p> <p>Key Stage 3 improved to 77.5%. There has been good improvement in standards in the last five years 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 28.4% in 2014. The WEG-funded Welsh in Education 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 and the percentage of the cohort doing so has improved to 13.4% but need to improve further. At KS4, 93.6% of those entered for full course GCSE Welsh Second Language achieved grade C or better in 2014 maintaining the high standard although the ability mix of pupils sitting the exam had widened. Key Stage 5 provision is improving. Olchfa and Bishop Vaughan RC Comprehensives both now offer Welsh Second Language at 'A' level and achieve good results. Gower College Swansea</p>
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					also offers Welsh Second Language at A Level.
				.	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. The support for Welsh as a Second Language has resulted in improved outcomes at KS2 and KS3 and an increasing uptake of full course W2L at KS4. The membership of PACA has broadened to include more partners such as University of Wales Trinity Saint David, and the Swansea Family Information Service and Mudiad Meithrin. All authorities are now required to have a similar forum to guide their WESP.
A1.6.3	Ensure that all staff are aware of the requirements of the Translation Unit in order to meet deadlines.	All Directorates	Translation Unit better able to schedule workload and meet demand from across the Council	<ul style="list-style-type: none"> • The Translation Unit continues to provide a high quality service. • Development of the Translation Unit to provide services to organisations outside the council locally and regionally is being explored. 	<p>The continuing level of workload in the 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.</p> <p>The Unit's proof-reading service is increasingly used during design and production of bilingual products.</p>

A1.7 Environment Department					
	Action required	Responsibility	Expected outcome	Status	Update 2014 - 2015
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.	<p>Draft standards specify that Welsh and English language help-lines and contact centres should advertise the same single number.</p> <p>The proposed initiative to merge call centres remains under consideration and this would allow Welsh speaking customer advisors to be available to deal with a wider range of activities.</p> <p>As and when staff vacancies arise, we will actively look to recruit Welsh speakers to call handler jobs.</p>	<p>Recruitment targeting Welsh speakers remains an aim - but no vacancies for dedicated call centre staff have arisen during the past year. In addition, many areas are suffering a drop in staff numbers due to financial constraints.</p> <p>Staff leaving employment are not being replaced so there has been no opportunity to appoint a Welsh Speaking Customer Service Advisor in Public Protection.</p> <p>Numbers of staff expressing interest in Welsh language courses is growing</p> <p>Although still at an early stage, consideration of a consolidated call-centre which would allow Welsh speakers currently in different roles to be part of a larger pool is under way.</p>

A1.7.2	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
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A1.8 Regeneration Directorate					
	Action required	Responsibility	Expected outcome	Status	Update 2014 - 2015
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 demanded and C&T will look to increase provision as opportunities arise	Swimming lessons conducted in Welsh are still available at selected sites (as Welsh speaking staff are available), with other activities being considered as condition permit. C&T Officers continue to work with both Menter Iaith Abertawe and sports officers in Urdd Gobaith Cymru to support/promote their after-school activities throughout the county. They are invited to some AYP team meetings for update/networking.
A1.8.2	Libraries: - promote the Welsh Language reference collection- increase take up of Welsh Language books by promotion across all libraries including mobile libraries- target older and younger readers with Welsh medium provision	Culture & Tourism	Increased use of libraries' Welsh Language collection Increased numbers of Welsh language books made available in all library settings	The library programme of Welsh language and bilingual displays and celebrations continues Contact with local Welsh language reading groups has allowed the library to obtain Welsh language books in concert with their specific requests. Libraries continue to host Welsh language events, particularly for young	A number of displays are planned by our Local Studies and Libraryline Teams, all involving use of bi-lingual materials. Dylan Thomas Centenary Celebrations - new copies of Welsh translations of Dylan's books were purchased where available and were featured in several book displays. The Dylan Thomas 100 Booklist featuring Welsh titles was distributed via the Library Service. Local Studies are currently working on creation of an online bilingual tribute page to the poet "Crwys" who was from the Swansea area, to be completed by Summer 2015.

children

There is also an ongoing project of revaluation and identification of The Old Welsh Collection which comprises of over 10,000 volumes, many of which are in Welsh.

Staff also worked with The Past in its Place Project (Exeter University) to support research into a very rare book held in our Local Studies Collection. This is the first ever printed Welsh grammar by Gruffydd Robert (1567).

During March, Central Library again hosted a month long display from members of Fforwm Iaith Abertawe promoting a range of Welsh medium organisations and opportunities available across the area.

The Seren Gomer bi-centenary celebration continued into this reporting period.

				<p>We continue to work with and support the Welsh Books Council with promotional and project initiatives including the Tir Na-n'Og 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>At Central Library Menter Iaith Abertawe host a weekly Rhymetime for children under 5 and their families as does Twf. Both Morriston and Clydach Libraries also regularly host Twf Rhymetimes with regular Amser Twf and Amser Tyfi plus Welsh craft sessions. Gorseinion Library held their Ecalm sessions through the medium of Welsh and also Siglo Wiglo and Amser Twf activities Pennard Library attempted a Welsh conversation class and libraries throughout the network regularly incorporate Welsh stories and songs into their weekly activities using both Welsh and bi-lingual materials Pontarddulais Library supports a Welsh Language Reading Group and also a Welsh Rhymetime with Menter Iaith Abertawe.</p> <p>Preparations are in hand for Swansea to host the Tir Na n-Og 2015 awards</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 activities and events in the City Centre; in the Civic Centre and other Council owned buildings; in TŷTawe.</p>	<p>Increasingly, Welsh language content is included in concerts, displays, etc. - either as specific items or with bilingual compering.</p> <p>Support from the authority for Cyrfa Tawe allowed Menter Iaith Abertawe to attract top Welsh language acts for the festival weekend.</p> <p>The authority is in discussions with Menter Iaith Abertawe to look to extend the Welsh language offerings which can be made available in partnership.</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	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>Special events continue to incorporate Welsh Language content mainly through the use of bi-lingual commentary (where feasible) as well as advertising and promotion materials.</p> <p>Last year's Bilingual Literature Festival at Dylan Thomas Centre (July 2014) was very well attended.</p>
A1.8.5	Improve take-up of Welsh medium provision across different services through improved and targeted advertising (especially through the web) including marketing of the Grand Theatre.	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. 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 language children's material has increased over the period by 4.7%. - A new Welsh language Reading Group started in Central Library in 2012 along with a Welsh language Rhyme time for toddlers 	<p>Libraries- Bookstart/Flyingstart- Two Welsh schools are working with a local community artist to bring the story of Charlie and Lola to life using I-pads and children are being supported to produce their own book.</p> <p>A favourite book competition was launched in the Autumn asking 0 - 5's to vote for their favourite Welsh picture book out of 5. Voting took place in schools, libraries and other early years settings. Copies of the books were available in all libraries and copies were also sent out to any school requesting them. A session on voting for the Welsh books was run in Penlan Library with YGG Tirdeunaw.</p> <p>Save the Children launched their new literacy campaign in Central Library. The event included a Welsh storyteller reading the Welsh "10 minute reads" A Welsh school attended the event. Welsh media such as S4C also attended and adults and children were interviewed in both Welsh and English</p>

A1.8.7	Review third party arrangements in relation to Welsh Language provision and monitoring including information for WLI1 in relation to leisure services.	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 '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	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. 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.
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				on the specific element if it is included within legal agreements.	
A1.8.8	Maintain and monitor current level of Welsh medium and bilingual provision	Housing	Include an annual update on bilingual provision in the Housing Annual Customer Services monitoring report	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>Monitoring figures for 2014/15 continue to show that the most common form of contact in Welsh is by telephone, followed by face to face contact. There has been a marked increase in the number of times Welsh speaking staff have been asked by their colleagues to undertake short translations. Four additional staff have been included in the Welsh Speakers List.</p> <p>In preparation for the implementation of the Welsh Language standards a review has been undertaken of our current Welsh language service provision. In addition we have changed the way in which we record the skill levels of our Welsh Speaking Staff so that they conform with categories used Corporately.</p> <p>A number of standard letters including the annual rent increase letter which is sent to all tenants are produced bilingually. We are working towards all standard letters being produced bilingually. Allocation letters where the preferred language of the recipient of the letter is unknown will also be sent out bilingually. All other template letters will be translated ready for use.</p> <p>Due to a number of recent changes including legislation, telephone numbers and the way information is being provided in the reception area,</p>

					the Housing Options advice leaflets are still in the process of being updated .
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.	Information media screens are due to be installed in Townhill and Murrinston District Housing Offices, this information will be displayed bilingually in accordance with the new Welsh Language Standards. The Councils Welsh language provision is regularly promoted in Open House, the bilingual tenants magazine. The provision of a Welsh language service is monitored during the annual reception audit which checks staff ability to assist Welsh speakers and the display of bilingual and promotional materials.
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.	Articles promoting the Welsh language and related issues (Welsh Language Standards) have been included in the Team Information Sheet on four occasions during 2014/15. Details of Welsh service monitoring is promoted to staff in the Housing and Public Protection intranet pages. The Customer Services Information Manual for staff is regularly updated to reflect changes in Welsh Language legislation in relation to service provision.

A1.9 Directorate of People					
	Action required	Responsibility	Expected outcome	Status	Update 2014 - 2015
A1.9.1	<p>Develop service level agreement with Menter Iaith Abertawe to develop, in partnership, Welsh medium provision and internal capacity within youth and play work over the next 3 years. This will include:</p> <p>Menter staff participating in joint training to ensure consistency of approach</p> <p>Menter to be included in Planning and Policy discussions</p> <p>Participation in joint bids (CCS & Menter) to build service in these two areas</p>	Poverty and Prevention	Improved links between the Council and Menter Iaith 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 SLA agreed with MIA has been adjusted to bring it more in line with the aims of the Service and focussing on specific areas to evidence involvement with Welsh speaking young people. • Further improved links with external organisations such will be explored under the new WESP. 	<p>Menter Iaith Abertawe (MIA) continues to deliver its provision in line with the YPS operational strategy, across the City and County of Swansea.</p> <p>The existing SLA was amended for 2014-15 and funding 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>Youth Forum contains representatives of Welsh speaking young people.</p> <p>Training has been provided for Welsh speaking youth workers and volunteers in both the statutory and voluntary sector</p> <p>Appendix 4 of the Annual Report gives some of the key areas of work undertaken by MIA</p>

A1.9.2	<p>Prioritise existing provision in certain areas, e.g., in order to promote bilingualism and Welsh culture in certain youth clubs. This could include improving, e.g. signage, available literature, resources, etc across venues</p>	Poverty and Prevention	Higher profile of Welsh language across Community Regeneration – especially youth provision	<p>Welsh speakers are represented on support structures either young people themselves or through MIA. They are also involved in specific initiatives to ensure a bilingual approach, eg ShoutTawe website.. Support recruitment and selection of Welsh speakers to Youth Work posts in the Youth Service. The Service has a policy of trying to increase the number of Welsh speaking staff.</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 with their manager involved at partnership, and quality assurance meetings guiding and formulating the work. MIA are also consulted during recruitment to direct opportunities to Welsh speaking candidates, with adverts stating that The Youth Service is seeking to develop bi-lingual youth work opportunities and candidates who can communicate through the medium of Welsh are encouraged to apply. Data on young Welsh speaking people is maintained by the Service and applied where relevant Further support has been received in the delivery of Duke of Edinburgh’s Award to Welsh speakers.</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>Bilingual opportunities delivered by MIA and YPS staff through three YPS Hub provisions at Stadwen, Blaenymaes and Gorseinon is bolstered.</p> <p>Sessions promoting Welsh language and culture have been delivered in both Welsh and English medium establishments.</p> <p>Work is ongoing to establish opportunities for collaboration with wider Youth Service provision.</p>

A1.9.3	Review third party arrangements in relation to Welsh Language provision and monitoring including information for WLI1 in relation to youth services and pre-school provision.	Poverty and Prevention		Opportunities are made available for young people to be consulted through the medium of Welsh as part of the participation programme.	MIA staff attend Service meetings across the year to provide an update on Welsh language issues - supporting staff to plan and organise their programmes around the curriculum statement. Efforts are concentrated on those areas and age groups highlighted in the service's aims and targets.
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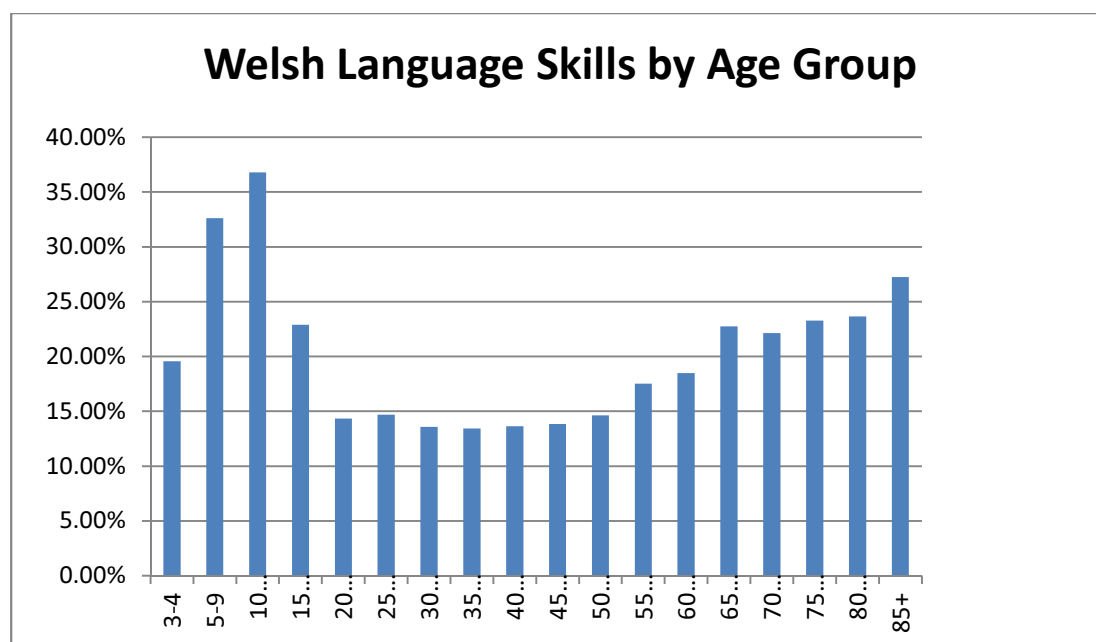
Appendix 2 –Census figures 2011

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+)

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



Note that figures in this appendix were also published in the Annual Report 2013-14

Appendix 3 – Staff identifying as Welsh speakers

NOTES: As in previous reports, it must be appreciated that figures are based on self-assessment and voluntary reporting and as a result, response rates will vary widely across all analyses. Basic figures have been used with no further adjustments (eq weighting of results) having been done.

Most of the information transferred to the authority's HR system resulted from the survey provided to all staff in 2014. Completion of the survey either in whole or in part was voluntary with a return rate of around 20% being achieved. Within that number, not everyone returning the survey completed the Welsh language section

The results recognised that staff under-reported their level of skills and that we received an incomplete picture of the skills available across the authority. No further survey has been undertaken during this reporting period although one is planned to take place prior to the implementation of the Welsh Language Standards.

Internal reorganisation accounts for some of the changes to the figures and so direct comparisons with last year's data, though shown, should be viewed in this light.

There has also been a large amount of staff relocation between sites and some sites are no longer used by the authority, affecting location figures in particular.

Where available, figures indicate the totals for the specific area(s) and the numbers recording that they are able to speak. Analysis of the numbers of staff who have completed the survey is not available and so percentages are shown against the entire complement rather than the subset which has responded.

In the following tables, figures which have increased since last year are shown in bold font.

Where low numbers (less than 10) are recorded these have been replaced by an asterisk ('*') to maintain survey respondent confidentiality.

Staff in schools and those working in the Welsh Language Centre are not included.

DEPARTMENTS

Department	Total Staff	Welsh Speakers	Percentage	Total Staff		Welsh Speakers	
	2014-2015 [2013-14 figures in brackets]			Number and percentage change 2013-14 to 2014-15			
Corporate Services	667 [731]	19 [22]	2.85%	-64	-8.76%	-3	-13.64%
People	321 [298]	6 [7]	1.87%	23	7.72%	-1	-14.29%

Place	1155 [1394]	36 [44]	3.12%	-239	-17.14%	-8	-18.18%
Education	1357 [1500]	27 [19]	1.99%	-143	-9.53%	8	42.11%
Operations Department	1532 [1342]	33 [24]	2.15%	190	14.16%	9	37.50%
Social Services	1793 [1867]	23 [33]	1.28%	-74	-3.96%	-10	-30.30%
TOTAL	6825 [7132]	144 [149]	2.11%	-307	-4.30%	-8	-3.36%

SERVICE AREAS

Service Area	2014-15 Count	2013-14 Count	Change
Adult Services	18	26	-8
Child and Family	*	*	-3
Communications and Customer Engagement	*	*	0
Corporate Building and Property Services	12	12	0
Cultural Services	17	24	-7
Delivery and Information	*	*	-4
Directorate Reports	*	*	0
Economic Regeneration and Planning	*	*	-1
Education Improvement	*	*	1
Education Inclusion	*	*	-1
Education Planning and Resources	*	*	7
Finance and Delivery	*	*	1
Highways and Transportation	*	*	-1
Housing and Public Protection	16	16	0
Human Resources and Organisational Development	*	*	0
Legal and Democratic Services and Procurement	*	*	0
Poverty and Prevention	*	*	-1
Schools	*	*	1
Waste Management	*	*	10
Western Bay	*	*	1
Total	144	149	-5

WORKPLACE LOCATION

The authority has in excess of 150 non-school premises where staff are based with numbers in each location ranging from 1 up to hundreds.

The figures from 2013-14 indicated that there was at least one member of staff indicating that they were a Welsh speaker in 49 of these locations.

The comparative figure for 2014-15 indicates 45 such locations, although as mentioned above, relocation and other movements mean that some locations are no longer used by the authority.

As with the figures in last year's report, the same three locations housing more than 10 members of staff who have indicated that they are Welsh speakers are shown in the table below.

Workplace Location	2014-15 Count	2013-14 Count	Change
Penllergaer Civic Offices	16	17	-1
Guildhall	15	16	-1
Civic Centre	26	28	-2

PAY GRADES

A job evaluation process has been in progress since last year and numbers of staff roles have been re-evaluated above, below or on the same grade as previously and this may account for some of the changes between grades.

The parallel process of offering early retirement to members of staff may also have numbers, particularly for those who have worked their way up to more senior roles.

Salary Grade	2014-15 Count	2013-14 Count	Change
Grade_01 LW LW	*	*	0
Grade_02 11-11	*	*	1
Grade_03 12-13 12A-13A	*	*	-3
Grade_04 13-16 13A-16A	*	*	-1
Grade_05 17-20 17A-20A	19	20	-1
Grade_06 21-25	20	23	-3
Grade_07 26-30	21	16	5
Grade_08 31-35	18	17	1
Grade_09 36-40	13	10	3
Grade_10 41-45	*	*	1
Grade_10A 41-43	*	*	0
Grade_11 46-50	*	*	-4
Grade_12 51-55	*	*	0
TOTAL			-1

Appendix 4 – Menter Iaith Abertawe - Key areas of Work

Contribution towards Menter's core activities

Attending events across Swansea promoting Welsh medium education opportunities to parents.
Working with local child care locations to provide and support use of Welsh language resources.
Holding Welsh language story sessions in the city centre and more widely
Supporting and promoting the work of schools through workshops and other activities in schools and elsewhere in the community.
Organising and leading sessions of the Welsh Language Youth Forum
Representing the interests of the Welsh language in various partnership meetings
Provision of various Welsh medium activities for young People
Providing opportunities for learners and others to practice and maintain their Welsh language skills
Organising and promoting Welsh medium social events, both regular and special events such as Cyrfe Tawe
Promoting the use of Welsh by local businesses
Local promotion of regional and national campaigns from the Welsh Government, Welsh Language Commissioner, etc.
Promoting and supporting local Welsh language groups

Working with specific council departments

Organising and promoting activities in the community to run in parallel with council provided English medium ones (e.g. out of school)
Work under the young people's SLA including that with Welsh medium or bilingual youth clubs
Representing Welsh language interests in and multi-agency meetings
Encouraging pupils/students in the use of Welsh in the wider environment
Providing sessions on Welsh awareness and attitudes towards Welsh and multiculturalism within the education curriculum
Supporting Welsh language service provision in leisure, library and other venues
Through Menter's database and other networks, providing an outreach mechanism to assist in consultation and engagement work, supporting the council's statutory duty and improving the outcome for citizens
Organising and hosting a regular Welsh Speakers' Forum for citizens to engage with the council
Facilitating and chairing the Swansea Welsh Language Forum (for organisations and Public bodies) which shares Information and good practice and enhances partnership working.
Supporting leisure service activities including children's fitness classes and singing with baby sessions in the central and other libraries