



making communications work  
**for everyone**

sicrhau bod cyfathrebiadau'n  
**gweithio i bawb**

## Welsh Language Standards - Implementation Plan

The Welsh Language (Wales) Measure 2011 established a legal framework to impose duties on certain organisations to comply with standards in relation to the Welsh language by way of sub-legislation (Welsh Language Regulation Standards). The standards issued to Ofcom are listed in 'Ofcom Compliance Notice – Section 44 Welsh Language (Wales) Measure 2011'.

This document has been created to comply with the following standards which Ofcom is under a duty to comply with - 157, 159, 163 and 165. This document will state how we intend to comply with the service delivery standards, policy making standards and the operational standards issued to Ofcom by the Welsh Language Commissioner. It also states our arrangements for overseeing, promoting and facilitating these standards. A copy of the standards issued to Ofcom and which are referred to within this document are available from [www.ofcom.org.uk](http://www.ofcom.org.uk)

We note below additional measures that have been put in place to ensure compliance with any new requirements resulting from the new Welsh language standards.

## Ofcom's commitment to the Welsh Language

Ofcom takes the fulfilment of its obligations under the Welsh Language Act extremely seriously. We are committed to supporting the Welsh language and engaging fully with the new Welsh Language Standards. We are proud of our commitment and the way in which we integrate the Welsh language into our work daily. The final compliance notice carries Ofcom's full authority, support and approval.

## Our approach

Ofcom's approach to providing services in the Welsh language is focused on the consumer facing activities that influence and make a difference to the Welsh Language and affect Welsh language speakers.

The decision to provide a Welsh language service is based on the following criterion: if the service in question relates to matters that affect or are likely to be of relevance to consumers, citizens and businesses in Wales, then we will provide a Welsh language service as standard practice.

We pride ourselves on treating both the Welsh and English languages based on equality. When providing a service in the Welsh language, we always ensure that the Welsh language is treated no less favourably than the English language. This applies to the visual presentation of material, when and how the material is published, provided or exhibited, the size, position and prominence of the material in any public place and its publication format.

We propose that this approach is applied under the Welsh Language Standards regime in relation to the provision in Welsh of publications, news releases, web pages, social media and the creation of apps. This will allow us to build on current practice in a manner that delivers a valuable and proportionate level of service to Welsh speaking consumers in Wales. In addition, it makes a positive contribution to the ability of citizens and consumers to engage with communications issues through the medium of the Welsh language.

## SERVICE DELIVERY STANDARDS

### HOW WE INTEND TO COMPLY

#### CAPTURING LANGUAGE CHOICE

The Ofcom Wales team record language choice of external stakeholders on a master database which is updated as necessary.

#### CORRESPONDENCE

All external emails include the following text in the individuals' auto signature: -  
'Mae croeso i chi gysylltu â mi yn Gymraeg'

Ofcom's new corporate stationery includes the Welsh language version of the logo with the strapline "sichrau bod cyfathrebiadau'n gweithio i bawb"

#### TELEPHONE CALLS/ NUMBERS

All telephone calls into the Ofcom Wales office are greeted bilingually. Callers to the Welsh Language Helpline are greeted in Welsh only. A bilingual recorded message is played on the Ofcom Wales main number during out of hours.

The Welsh Language Helpline number is promoted alongside the UK call centre number.

#### MEETINGS

All staff in the Ofcom Wales team are aware of the news requirements in relation to meetings and comply accordingly.

### PROMOTING & FACILITATING

To promote and facilitate the implementation of the standards, the Welsh Language Officer (WLO) coordinated a communications plan which included the following: -

- Updates throughout the standards setting process to the Advisory Committee for Wales, Nations Committee, Policy Management Board and the Ofcom Board.
- Production of a promotional video featuring what the standards would mean for the organisation, how they would be implemented and what to do next.
- Presentation at Management Briefing in January 2017 (a few days before the imposition day of 25<sup>th</sup> January 2017). The meeting involves all colleagues in managerial roles across Ofcom.
- Slots at the various group team meetings across the organisation.
- Loop (Ofcom's intranet) stories at regular intervals

### OVERSEEING

The WLO has responsibility for overseeing Ofcom's compliance with the Welsh Language Standards and manages all translations along with the publication of all Welsh documents. The WLO is the only point of contact for matters relating to the Welsh language and the compliance notice.

The WLO is a senior position within the Ofcom Wales team and is a fluent Welsh speaker.

A Welsh Language Affairs Adviser has been appointed to the Ofcom Wales team to support the organisation's work in the Welsh language and will be joining the team during the summer.

Policy decision makers have been made aware of the need to comply with the set of Policy Making Standards and the need to complete the Welsh Language Impact Assessment Form which has been embedded into the corporate process.

Approval of Ofcom's Annual Report via the appropriate governance channels will be sought at the appropriate time

Bilingual agendas and minutes for Advisory Committee for Wales meetings are uploaded onto the Ofcom website following their approval by the Ofcom Board.

#### LICENCES

Relevant staff have been made aware and appropriate procedures put in place to ensure compliance if a licensee requests a Welsh version of his/ her licence.

#### TRANSLATIONS

The decision to provide a Welsh language service is based on the following criterion: if the service in question relates to matters that affect or are likely to be of relevance to consumers, citizens and businesses in Wales, then we will provide a Welsh language service as standard practice.

This approach is applied under the Welsh Language Standards regime in relation to the provision in Welsh of publications, news releases, web pages, social media and the creation of apps.

#### NEWS RELEASES/ DOCUMENTS & FORMS

Ofcom's Welsh Language Officer (WLO) contributes to a weekly conference call with the Communications team at Ofcom's headquarters and identifies the need to translate news releases, documents and updates texts. These are all translated in accordance with Ofcom's Standard Procedure for Translating documents.

All of Ofcom's complaint forms have been translated and published on the Ofcom website. These will be simultaneously updated in Welsh as any changes are made to English versions.

- Publication of a news release to media outlets in Wales on 25<sup>th</sup> January 2017 underlining Ofcom's commitment to the Welsh Language.

before submission to the Welsh Language Commissioner

#### WEBSITE/ APPS/ SOCIAL MEDIA

The Welsh pages of Ofcom's website are updated with material published daily.

The English/ Cymraeg toggle button appears throughout the Ofcom website and provides a direct link between English and corresponding Welsh content when available.

We respond in Welsh to coverage on social media in Welsh.

#### SIGNAGE

All Ofcom Wales corporate signage is bilingual.

#### AWARDING GRANTS

(only in relation to grants awarded in Wales)

There are two areas in which Ofcom has powers to award grants: (a) grants to community radio licensees under the Communications Act 2003 and (b) grants for spectrum efficiency purposes under the Wireless Telegraphy Act 2006.

In relation to (a), Ofcom has powers under the Communications Act 2003 to award grants to community radio licensees and is tasked by DCMS to administer the Community Radio Fund. Our current published guidance notes set out that the Fund is intended to help contribute towards the core costs of running community radio stations. Core functions include fundraising to support the station, management, administration and community outreach for examples (see <http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/crf/crfguidancenotes.pdf>).

Standard 90 requires Ofcom to take certain matters relating to the Welsh language into account when making decisions about awarding grants to community radio stations in Wales, including considering the effects on the Welsh language, how to improve opportunities for persons to use the Welsh language and avoid any adverse effects (such as by imposing conditions).

We have revised our guidance and made changes to Ofcom's decision-making process.

We note that the Commissioner does not intend for standard 90 to apply in relation to the service or content which the station provides, as the activity of broadcasting is exempt from the Welsh Language Measure (we would also note that the Community Radio Fund does not make grants for programming or content, but for sustainability purposes).

In relation to (b), Ofcom considers that standard 90 is not going to be relevant in the case of spectrum grants. These grants have typically been awarded to fund costs of new infrastructure, where there is no scope for Welsh language to be used and therefore for any opportunities to be improved or adversely affected. It would therefore serve no purpose to produce guidance on how we will consider applications for spectrum grants, so we do not propose to do this or to take the matters set out in the standard into account when making these decisions.

#### AWARDING CONTRACTS

The Ofcom Wales team is aware of the new requirements and the changes will be implemented when a tender process is undertaken in Wales when the subject matter

for the contract suggests that it should be produced in Welsh.		
<b>POLICY MAKING STANDARDS</b>		
<b>HOW WE INTEND TO COMPLY</b>	<b>PROMOTING &amp; FACILITATING</b>	<b>OVERSEEING</b>
<p>Ofcom's <a href="#">Welsh Language Policy Statement</a> is published on the Ofcom website.</p> <p>The <a href="#">Welsh Language Impact Assessment</a> form has been developed to reflect the new requirements and is available on The Loop (Ofcom's intranet)</p>		
<b>OPERATIONAL STANDARDS</b>		
<b>HOW WE INTEND TO COMPLY</b>	<b>PROMOTING &amp; FACILITATING</b>	<b>OVERSEEING</b>
<p><b>VACANT POSTS</b></p> <p>It is current practice to ask whether new employees wish to receive correspondence/ documentation relating to their role in Welsh. This includes information in relation to disciplinary matters and complaints.</p> <p>Assessing the linguistic requirements of vacant posts is current practice as and when posts become vacant. All vacant posts are advertised bilingually as standard</p>		

<p>practice as are the provision of application forms in Welsh and correspondence in relation to the post.</p> <p><b>SOFTWARE</b> The 'Cysgliad' suite is available to all Ofcom Wales staff.</p> <p><b>LANGUAGE SKILLS/ TRAINING</b> Assessing the language skills of the Ofcom Wales team is current practice. Training is provided as and when required. By summer 2017, four out of the five full time staff at Ofcom Wales will be fluent Welsh speakers.</p>		
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