

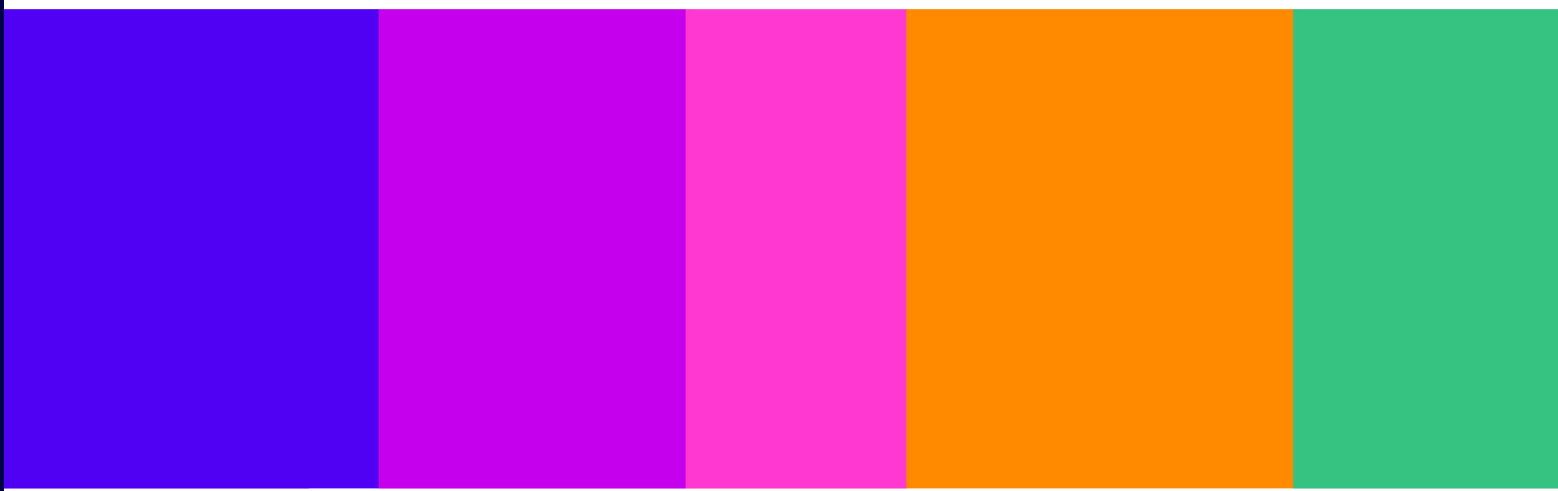


Ofcom's Annual Report to the Welsh Language Commissioner

Reporting period: September 2024 – March 2026

Report

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Foreword

I am pleased to submit this Annual Report to the Welsh Language Commissioner on behalf of Ofcom. Over the period covered by this report, Ofcom has made a significant investment in our Welsh language provision with the establishment of our new Welsh Language Unit. This team, based in our Cardiff office, supports Ofcom to communicate with the public in Wales in the language of their choice. They provide advice and translation services and work to help the organisation understand our statutory responsibilities.

Being able to reach Welsh speakers is central to our mission to make communications work for everyone. With the new Welsh Language Unit in place, we will continue to invest in our bilingual service provision and we look forward to continuing to work with the Commissioner to ensure we meet our obligations.

Dame Melanie Dawes, DCB

Chief Executive

Overview

In this, Ofcom's eighth Annual Report to the Welsh Language Commissioner (the Commissioner), we present our assessment of our compliance with the Welsh Language Standards (set out in the [Compliance Notice](#) issued to Ofcom by the Commissioner). The report covers an extended eighteen-month period, from September 2024 to March 2026. This timeframe was agreed with the Commissioner to enable us to align our reporting periods.

Our work is guided by the Welsh Language Standards. We are grateful for the constructive relationship we have with the Commissioner, and for the ongoing dialogue which supports effective and proportionate implementation of the Standards.

Ofcom's Welsh language progress in brief

During the reporting period Ofcom strengthened its systems and processes to support compliance with its Welsh language obligations by establishing a new Welsh Language Unit (WLU) to provide a dedicated Welsh language service across the organisation. The WLU has embedded 'Bilingual by Design' ways of working within corporate and policy teams, improved translation processes, and launched a dedicated Welsh Language Hub on Ofcom's intranet.

The WLU has worked to strengthen Ofcom's external engagement with the Welsh language sector by joining the Welsh Government's Public Bodies group, collaborating with other organisations which operate under the Welsh Language Standards, and holding regular information-sharing meetings with the Commissioner to support a culture of continuous improvement.

This period also saw strengthened oversight of Welsh Language Impact Assessments (WLIAs). This programme of work ensures that the Welsh language is given appropriate consideration in Ofcom's policy development and that colleagues across Ofcom have the training, resources, and guidance they need to carry out robust Welsh language impact assessments and identify opportunities to promote the language to meet the Policy Making Standards in Ofcom's Compliance Notice.

Stakeholder engagement is a central part of Ofcom's work in Wales and the Welsh language is seen and heard consistently across our events, meetings and public-facing activity in Wales. This included our Public Service Media Review with the Public Service Broadcasters in Wales, our annual Plan of Work event and our regular Advisory Committee for Wales meetings. We proactively encourage Welsh speakers to engage with us by providing all event invites, slides, and advertising material bilingually. Our Plan of Work event featured Welsh language presentations and our Making Sense of the Senedd Election event included Welsh-speaking panel members and facilitators. Two out of three connectivity roundtables at a stakeholder event on Ynys Mon were conducted in Welsh, enabling a naturally bilingual discussion and outputs.

Welsh is used and heard widely in the Cardiff office, creating a natural environment for Welsh speaking colleagues to use their Welsh and for new speakers to practice their Welsh.

Key achievements at a glance

During the reporting period, Ofcom strengthened its Welsh language provision and compliance with the Welsh Language Standards across the organisation.

Figure 1: Progress on Welsh language provision during the reporting period



Strengthening organisational capability

- Established WLU, to manage all Welsh language services
- Recruited a Welsh-Speaking Regulatory Affairs Manager to oversee WLIAs
- Created new Welsh language Hub on Ofcom's intranet

Welsh in policy making

- 45 bilingual consultations and Welsh language considerations included in policy activity
- Training and guidance for staff on WLIAs

Enhancing service delivery

- Adopted 'Bilingual by design' approach
- Improved translation capacity and processes
- 608 documents translated externally and expanded internal provision

Welsh language access

Welsh language helpline:

- > 100% of calls answered within Ofcom target times
 - Average of 13 calls per month
 - New systems for recording and analysing Welsh language enquiries

About Ofcom

Context

Ofcom is the UK's independent regulator for the communications services people use every day. Our remit spans broadband, mobile, telecoms, TV, radio, post, spectrum and online safety. Our core mission is to make communications work for everyone, including Welsh-speaking communities.

Ofcom in Wales

Ofcom plays a vital role to make communications work for everyone in Wales. The Wales team ensures the unique communications interests of people in Wales, including the Welsh language, are included in Ofcom's policymaking and that Ofcom's work is understood in Wales. We keep in touch with the views and opinions of citizens and consumers, the regulated industries and stakeholders more generally across Wales. We ensure the experience and expertise of Ofcom's Advisory Committee, Content Board and Communications Consumer Panel members for Wales also feed into our work.

The Wales team work alongside Ofcom colleagues based in Cardiff who work within the Broadcast and Media, Infrastructure and Connectivity, Online Safety, Strategy and Research, and Corporate teams. Internally, the Welsh language is a natural part of life in the office, heard and seen in conversations, meetings and message exchanges throughout the day. Ofcom continues to support colleagues to use their Welsh and develop their skills.

Engagement with the Commissioner

Engagement with the Commissioner has strengthened over the reporting period, with regular meetings. The WLU has attended a number of Commissioner events, including the Good Practice Conference at Coleg Cambria in November 2025, the launch of the Commissioner's five-year plan in March 2026, as well as the Welsh in the Workplace forums. This increased engagement improves Ofcom's understanding of the Commissioner's priorities and creates opportunities for collaboration. For example, Ofcom hosted a round table event for the Commissioner on 24 March 2026. The Commissioner responded to our Plan of Work 2026/2027 and Prominence and Accessibility consultations, which demonstrates engagement on the detail of our work.

Compliance with the Standards

Service Delivery Standards

Correspondence

Ofcom welcomes correspondence in Welsh, responds in Welsh to all correspondence received in Welsh and ensures that corresponding in Welsh will not lead to delay, in line with Standards 1–7. All Ofcom Wales emails contain standardised wording to this effect, so that recipients are empowered to approach us confidently in either Welsh or English.

The processes in place throughout the organisation ensure that we communicate bilingually where we are communicating with a person in Wales for the first time and when we are sending correspondence to several persons. In Wales, we have record-keeping processes to record stakeholder language choice, with a central database which can be accessed by all colleagues.

Welsh language helpline

Ofcom’s dedicated Welsh language helpline (0300 123 2023) operates during office hours and is promoted on Ofcom’s website. Calls are answered and handled entirely in Welsh. The helpline operates to the same key performance indicators as the English language service, with calls answered within 30 seconds. During the reporting period, the helpline received an average of 13 calls per month, and all calls that were answered, were answered within the KPI timeframe.

Where calls are not answered immediately, for example if received outside office hours, they are diverted to a Welsh language voicemail, allowing callers to leave messages in Welsh, which are routinely returned within one working day.

During the reporting period, Ofcom has strengthened its processes for recording and categorising Welsh language helpline calls, to support robust data and monitoring, and more detailed reporting as required by Standards 8-22.

Public meetings and events

Ofcom provided simultaneous translation in all public meetings and events held in Wales during the reporting period. Ofcom’s bilingual staff and committee members have also modelled and encouraged Welsh language participation in these events by speaking, giving presentations and chairing panels in Welsh during this period, reflecting the bilingual culture of the organisation.

Ofcom Wales has adopted an online event management and registration platform that supports bilingual engagement, in compliance with Standards 25-33. The platform allows us to ask each participant, at the point of registration, whether they wish to use Welsh at the event, embedding an

active language choice into a standardised bilingual process, which includes reminders and updates. By automating this approach, the system has offered consistent bilingual delivery across events.

The Advisory Committee for Wales

The Advisory Committee for Wales (ACW) advises Ofcom about the interests and opinions of people living in Wales. In accordance with Standard 37, Welsh language is embedded in the Committee's work and is heard and spoken naturally throughout meetings, with simultaneous translation provided at all meetings. The Committee's minutes are published bilingually on Ofcom's [website](#).

In March 2026, ACW held its 100th meeting on Ynys Môn, in line with the commitment noted in our previous report to the Commissioner, to hold an "off-site bilingual event within a Welsh speaking heartland". The Ofcom Wales team facilitated stakeholder engagements including a bilingual roundtable on connectivity, bringing together local, regional and national stakeholders including Cyngor Ynys Môn, the Welsh Government, Menter Môn, Openreach and Ambition North Wales. The primary language of the discussion was Welsh, with simultaneous interpretation provided for participants who did not speak Welsh, ensuring everyone could contribute fully.

The Committee also visited Aria Studios in Llangefni, followed by a stakeholder event for broadcast and media stakeholders. This event was conducted fully bilingually, which is typical of the way that Welsh is used naturally across Ofcom's work to reflect community preferences.

Welsh Language services

Ofcom established a new Welsh Language Unit (WLU) in September 2025. The Unit is led by a Principal Officer who is responsible for embedding our Bilingual By Design approach into Welsh language systems, processes and ways of working across the organisation. The WLU:

- Provides a centralised translation and advisory service
- Supports colleagues to understand and apply the Welsh Language Standards in practice
- Works proactively with teams to identify Welsh language requirements at an early stage

Examples of Bilingual By Design in action include:

- The Communication team updating their publications request process with a question on Welsh language translation requirements, which normalises the consideration of the language in a central function.
- The internal communications team has included a WLU 'button' on the navigation bar of Ofcom's intranet, taking colleagues to a one stop shop of the services it provides together with advice and guidance.
- All Ofcom teams are following an updated workflow to log translation requests, speeding up delivery and improving tracking and monitoring.
- The WLU itself now contributes to Wales social media content, events, meetings and publications, taking a holistic approach, to look for ways to promote the Welsh language.

Together this is supporting a proactive approach to bilingual delivery.

Translation

Following on from Ofcom’s expanded regulatory remit since 2021, a key aim during this reporting period has been to increase Ofcom’s internal translation capacity to deliver greater flexibility and responsiveness to meet Ofcom’s evolving needs. Developing a Welsh Language centre of excellence within the WLU has also improved the quality of our Welsh language output, leading to a more consistent Ofcom “voice” in Welsh and a consistent use of terminology. The WLU receives an average of 103 formal translation requests per month, as well as ad-hoc requests relating to short social posts, e-mails or web text. On average, around 130,000 words a month are translated into Welsh.

During the reporting period the WLU engaged extensively with teams across Ofcom to ensure its guidance on translation was understood. This ensures consistent and compliant decision making. The Guidance is based on the Codes of Practice¹ that support the Standards and includes an assessment tool that was communicated via a special edition of Good Morning Ofcom, a weekly all-colleague broadcast, led by the Chief Executive and Communications Director, and featuring speakers from across Ofcom. Ofcom also maintains a translation contract with an external supplier, who works closely with the internal translation staff to ensure high quality and consistent Welsh language documents. During the reporting period, 608 translations documents were commissioned externally.

Social media

Our use of social media in Welsh complies with Standards 54-55. Over the reporting period, we have continued to strengthen our activity on Ofcom’s Welsh language social media accounts, Instagram and X, to engage Welsh-speaking audiences. Our strategy on X is to focus on major news stories, and the content is mirrored across both Welsh and English accounts, ensuring consistency. Our Welsh language Instagram account operates independently from the English account, and content is tailored specifically for Welsh audiences. Over the reporting period, the account saw follower growth of over 50% (from 257 to 387), while post views increased by 120% (from 22,373 to 49,139), indicating increasing audience engagement with Welsh language content. When somebody contacts us by social media in Welsh and an answer is required, we reply in Welsh, in accordance with Standard 55.

Content that has resonated particularly well over this reporting period includes culturally relevant material featuring Ofcom colleagues, office life and practical consumer advice delivered through Welsh language reels. We also actively participated in key Welsh cultural moments, such as Dydd Gŵyl Dewi, Dydd Miwsig Cymru and Defnyddia Dy Gymraeg, helping to increase discoverability and reach new audiences.

Collaboration with partner organisations, including Diwrnod Shwmae Su’mae, the Anti-Bullying Alliance and Cwmpas, further extended our reach within Welsh-speaking communities. To support accessibility and usability, we have invested in improved subtitling tools to enable accurate Welsh subtitles across our video content.

¹ The [Codes of Practice](#) are guidelines, published by the Commissioner, explaining the requirements of the Standards

Figure 2: Examples of Welsh language content on Ofcom’s Instagram channel



Source: Ofcom’s Welsh Instagram account, @OfcomCymraeg

Grants

In February 2026,² through the Community Radio Fund. Bro Radio in the Vale of Glamorgan, Premier Radio in Wrexham and Môn FM are located in Wales and received more than £82,000 of funding. This followed a fully bilingual grant process, conducted and awarded in accordance with Standards 67-71. All three stations include Welsh language output within their licenced service commitments.

Website and apps

In relation to Standards 48-52, where there are pages on Ofcom’s website that are relevant to Wales only, each page is fully functional, available in Welsh and clearly toggles to a corresponding English language page, thereby ensuring that Welsh is not treated less favourably than English. The WLU work closely with the digital team to update the website and systems and processes are routinely reviewed to ensure translation requests relating to the website are dealt with immediately, to ensure that both languages are updated simultaneously, and treated equally.

The WLU quality check the Welsh content once uploaded, to ensure accuracy and parity between the Welsh and English pages. For example, the WLU reviewed corresponding English and Welsh pages on the website to ensure the English language version clearly states that it is also available in Welsh, in accordance with Standard 45. Where two English documents were identified that did not link to their corresponding Welsh version, the WLU notified the Digital team, who updated them immediately. Activities such as this help reinforce colleagues’ awareness of, and ongoing compliance with, the Welsh Language Standards.

Ofcom has updated its web-based [Map your Mobile tool](#), where people and businesses in Wales and across the UK can use their post code to check which mobile network works best for them. This popular tool was developed bilingually, with a prominent language toggle at the top of the page allowing users to choose to use the service in Welsh or English.

² [Ofcom’s Community Radio Fund Panel 2025-2026 awarded grants](#) totalling over £1 million following assessment of applications by the Community Radio Fund panel

Policy Making Standards

Policy development

We have reinforced our internal procedures to support compliance with policy-making standards, informed by the Commissioner's 2024 report on ³language.² We adopt best practice when evaluating the impact of our policy initiatives on people's ability to use the Welsh language, and to ensure the Welsh language is not treated less favourably than the English language as a result of policy development.

We equip colleagues developing or updating existing policy with comprehensive training and resources to enable them to carry out Welsh language impact assessments effectively. This is integrated into the organisation's policy essentials training ensuring our approach remains robust and consistent across the wide scope of policy making activity undertaken across Ofcom.

Media literacy

One of Ofcom's statutory duties is to promote media literacy, supporting people to use, understand and engage critically with media and communications across broadcast and online services, recognise misinformation and harm, and make informed choices about the content they see, share and trust. This media literacy work has been a significant focus during the reporting period and demonstrates how, in Wales, where appropriate, we look to embed the Welsh language, in accordance with the Standards. For example:

- In Rhondda Cynon Taff, following a bilingual tender process, Ofcom commissioned Cwmpas to deliver media literacy activity for people aged over 55 and young people not in education, employment or training. Since the programme began in September 2024, it has delivered bilingual workshops to more than 180 participants.
- To mark Safer Internet Day on 10th February 2025, Ofcom hosted the Welsh Government's Keeping Safe Online Youth Group. The session was facilitated bilingually and focused on online safety, platform protections for children and young people, age assurance, and online bullying providing insights to inform Ofcom's work. We also hosted bilingual sessions with the Keeping Safe Online Youth Group.
- Ahead of the May 2026 Senedd Cymru election, Ofcom commissioned the Informed Voices programme, to help first-time voters to identify misinformation and navigate content of democratic importance. The WLU supported the bilingual tender process for the work, which led to the work in Wales being delivered with ProMo Cymru, and includes a bilingual digital campaign and engagement with young people and practitioners. We also hosted a Making Sense of the Senedd Election stakeholder event to explain our role during the election period, which included Welsh language presentations and a bilingual panel discussion featuring Welsh broadcasters, journalists and academics.

³ Welsh Language Commissioner's 2024 report: [policy-decisions-and-the-welsh-language-conscientious-effort.pdf](#)

Consultations

Ofcom conducted 288 consultations as part of its regulatory and policy-making work during the reporting period. Of these, 45 were required to be published bilingually in accordance with Standards 40 and 43, reflecting the subject matter, anticipated audience and their expectations. All Ofcom's consultation response forms seek views on the effects, whether positive or adverse, that the policy decision would have on opportunities for persons to use the Welsh language. It also asks whether the Welsh language is being treated less favourably than the English language, and how the decision could be taken or implemented so that it would have increased positive effects or fewer negative effects on opportunities to use the language.

Operational Standards

Recruitment and staffing

During the period covered by this report, Ofcom made significant investment to strengthen its Welsh language provision with the establishment of a Welsh Language Unit. This included the addition of a Head of Welsh Language Unit role, and Welsh Language Associate role. A Regulatory Affairs Manager role was also created, whose remit includes Welsh Language Impact Assessments, to ensure that Welsh language considerations are embedded consistently within Ofcom's policy-making processes. Language requirements assessments were carried out by the recruiting manager for the three posts recruited using Ofcom's standards assessment form:

Figure 3: Vacant posts assessed language requirements

Post	Welsh Language Assessment
Welsh Language Associate	Welsh language essential
Head of Welsh Language Unit	Welsh language essential
Regulatory Affairs Manager	Welsh language essential

A recruitment company specialising in recruiting Welsh-essential posts worked closely with Ofcom's central recruitment team to ensure the processes were carried out entirely bilingually, and in accordance with Standards 132-136.

Two Career and Performance Managers are Welsh speakers which allows work and performance discussions to be conducted in Welsh, and enables the natural use of Welsh in day-to-day employment related interactions in the Cardiff office.

In accordance with the requirements of Standards 95-99, Ofcom colleagues in Wales can choose in which language they would like to receive Ofcom documents relating to their employment. This is done through Ofcom's corporate human resources and finance system, Workday, which offers a 'Cymraeg' or 'English' option. Seven colleagues based in Wales have chosen to receive their documents in Welsh.

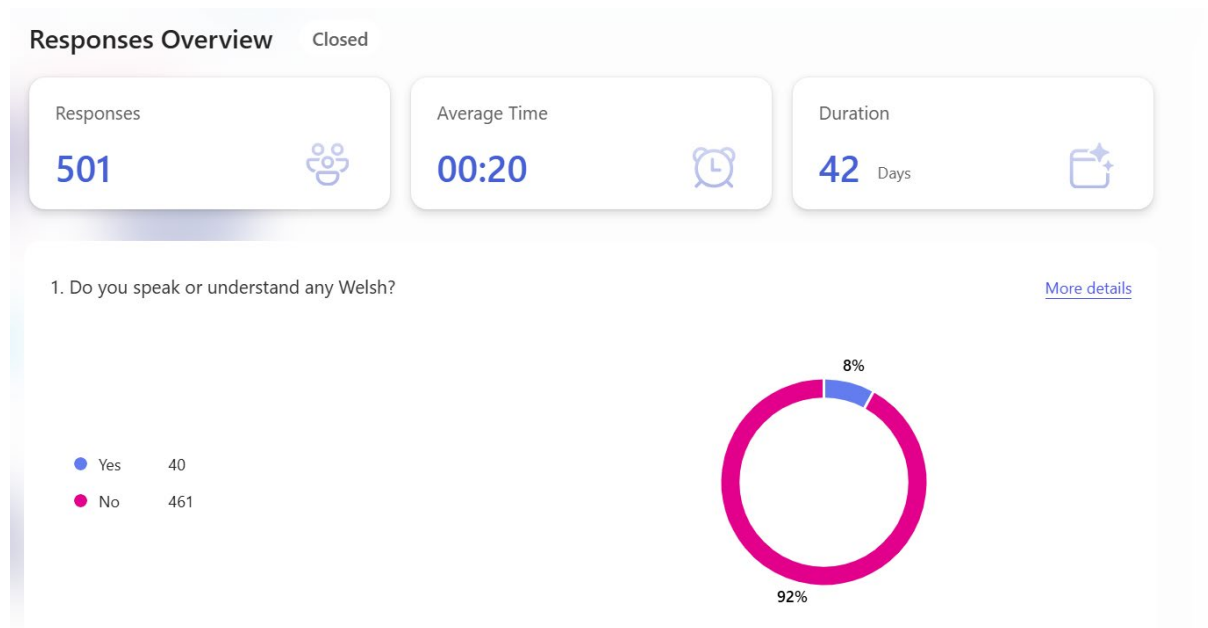
Assessing staff Welsh language skills

Ofcom assesses colleagues' Welsh language skills through self-assessment, meeting Standard 123. The WLU attended the National Centre for Learning Welsh's conference on the Common European

Framework of Reference (CEFR) in December 2025 and adopted the CEFR framework as a basis for this year’s assessments.

The assessment was sent to all colleagues by a member of Ofcom’s Senior Management Team, demonstrating the organisation-wide context and senior support for the assessment. All Ofcom Wales colleagues completed the assessment: 77% are fluent in all four categories, with the remainder having other degrees of proficiency.

30% of colleagues from across the organisation completed the self-assessment in February 2026.



8% reported having some Welsh language proficiency. Figure 4 below shows the breakdown of the skill levels reported:

Figure 4: Welsh language skills of Ofcom colleagues reporting some Welsh language proficiency

Assessment criteria	CEFR Level	Total
Speaking	0 - None	32.5%
	1 - Beginner	45%
	3 - Elementary	0%
	4 - Intermediate	0%
	5 - Upper Intermediate	2.5%
	6 - Fluent	20%
Listening	0 - None	25%
	1 - Beginner	47.5%
	3 - Elementary	5%
	4 - Intermediate	0%
	5 - Upper Intermediate	2.5%
	6 - Fluent	20%

Assessment criteria	CEFR Level	Total
Writing	0 - None	17.5%
	1 - Beginner	55%
	3 - Elementary	2.5%
	4 - Intermediate	5%
	5 - Upper Intermediate	0%
	6 - Fluent	20%
Reading	0 - None	17.5%
	1 - Beginner	55%
	3 - Elementary	2.5%
	4 - Intermediate	5%
	5 - Upper Intermediate	0%
	6 - Fluent	20%

Source: Ofcom staff self-assessment survey, February 2026. Respondents assessed their language proficiency using the Common European Framework of Reference for Languages (CEFR).

Welsh language training

In accordance with the requirements of Standards 126-127, Ofcom provides opportunities during working hours for colleagues to receive Welsh language lessons. The Welsh Language Unit are on hand to signpost colleagues to the most appropriate provision, depending on their individual needs, e.g. beginners are directed to Cymraeg Gwaith's taster courses.

The provision available for colleagues is detailed in our Internal Use of Welsh Policy. We will be encouraging colleagues to take advantage of training opportunities as part of our ongoing Welsh language awareness activity.

Ofcom's Legal team has developed tailored training on Ofcom's compliance with the Standards. This is delivered annually to new and existing Wales-based colleagues. The Welsh Language Unit also identifies key roles or teams to benefit from training that will support effective implementation of the Standards.

Welsh language awareness

Awareness raising activities are an ongoing priority for the WLU and the team has met with policy teams from all groups across the organisation to provide learning sessions on its refreshed translation and policy advice functions. A live all-colleague broadcast was presented from the Cardiff office to introduce the WLU colleagues, raise awareness of the Welsh language and the requirements of the Standards, and explain the services offered by the WLU. The broadcast also launched a new WLU intranet hub, a one-stop-shop for the Welsh language information and resources for colleagues in line with Standard 121.

The WLU developed a series of 'DigiSigns' which are displayed on multiple television screens in Ofcom's 8 offices across the UK. These display short videos to promote different aspects of the

Unit's work and how to commission Welsh language services as part of our *Bilingual by Design* approach.

Internal use of Welsh policy

During the reporting period Ofcom updated its Policy on the Internal Use of Welsh. The updated policy will be published on Ofcom's intranet in June 2026, and shared with the Career and Performance Manager cohort for them to cascade more widely. The policy is jointly owned by the People Director and the Wales Director, reflecting its relevance to all colleagues and its importance to Ofcom's culture.

Induction

During the reporting period the WLU worked with the People and Culture team and the Learning and Development teams to update Ofcom's induction processes. This now provides enhanced information on the requirements of the Standards, the support offered by the WLU and the role that individual colleagues play in ensuring compliance of the organisation as a whole, strengthening compliance with Standard 129. The People and Culture team now provides the WLU with a list of new starters each month, allowing the WLU to initiate contact with them.

Record Keeping Standards

Complaints

During the reporting period, Ofcom received 3 complaints relating to our compliance with Standard 48, Standard 4 and Standard 96. Figure 5 below summarises the complaint, the actions taken voluntarily by Ofcom and the Commissioner’s decision.

Figure 25: Table Complaints and outcomes during the reporting period

Details of complaint	Actions taken by Ofcom	Commissioner’s response
<p>Complaint CS1332</p> <p>Complaint in relation to the website:</p> <ol style="list-style-type: none"> 1. Text on a page about a bilingual publication was in English only; 2. The ‘complaints’ button did not work, so it was not possible to complain to the organisation in Welsh; 3. Another page had been translated by software. 	<ol style="list-style-type: none"> 1. The report page was immediately made available in Welsh, along with the ability to “click through” to a Welsh language summary of the Wales report. 2. Although the Welsh language page and complaints form were available, a software update caused the ‘Complaints’ button to malfunction. This issue was quickly resolved. 3. Following these issues, we reinforced the requirement that Welsh language specialists must be consulted before any Welsh language content is added to the website, to ensure quality and accuracy. This work is now carried out by the new WLU. 	<p>The Commissioner decided not to conduct an investigation into the complaint, as Ofcom acknowledged the errors that were the subject of the complaint, took steps to resolve them and there was no indication of a systemic failure in relation to the Standards.</p>
<p>Complaint CS1339</p> <p>Complaint in relation to internal correspondence sent in English when Welsh language correspondence had been requested.</p>	<p>Ofcom took immediate steps to remind staff of the need to check colleagues’ language preferences before issuing correspondence. Relevant evidence was provided to the Commissioner to demonstrate that appropriate measures had been put in place to ensure requests to receive correspondence in Welsh are identified and respected.</p>	<p>The Commissioner decided not to conduct an investigation into the complaint due to the steps taken by Ofcom in response to the complaint. The Commissioner advised further action and submitted advice under Section 4 of the Welsh Language Measure: Ofcom should consider that individuals may choose to use different languages in a different way and that language choice should not be taken for granted.</p>

Details of complaint	Actions taken by Ofcom	Commissioner's response
<p>Complaint CS1343 Complaint in relation to an external e-mail sent in English.</p>	<p>Ofcom acknowledged the mistake made in this case and voluntarily took steps to address it. A Welsh version of the e-mail was sent with an apology. Improvements were made to the induction process for new starters on the requirements of the Welsh Language Standards.</p>	<p>The Commissioner decided not to conduct an investigation into the complaint. A follow up meeting was held to discuss Ofcom's plans for improving compliance with the relevant Standards in future.</p>
<p>Total complaints: 3</p>		

Promoting the Annual Report

This report will be presented to the Commissioner and published on Ofcom's [website](#). The publication will be promoted on our social media channels and through relevant Communications activity.

Challenges and Lessons Learned

Ofcom continued to invest in and strengthen its Welsh language provision during the reporting period. Ofcom’s growing regulatory remit and functions and meeting the evolving needs of a large and complex UK organisation means this will be an ongoing process.

Figure 6: Challenges and lessons learned

	Challenge	Lesson Learned
Consistency across organisation	In a UK-wide organisation with over 1700 colleagues, ensuring consistent understanding and application of the Welsh Language Standards is an ongoing process.	Having a dedicated team coordinating Ofcom’s Welsh language provision ensures greater consistency, while sustained, targeted awareness-raising across teams and seniority levels supports greater organisational understanding.
Demand v capacity	Demand for translation and advice will grow as awareness of requirements increases.	Establishing the Welsh Language Unit significantly improves internal Welsh language capacity. Effective forecasting, considered use of new technology and building translation and Welsh Language Impact Assessments into policy project timelines are essential to effectively manage demand.
Quality assurance in digital and operational delivery	A very small number of complaints received during the reporting period helped to identify where areas of compliance could be improved.	Processes were updated to ensure systems function effectively in both languages.
Building organisational culture	As a UK-wide organisation with a geographically dispersed workforce, there is a need to ensure Welsh language obligations are understood widely across the organisation.	Making Welsh language visible and audible across Ofcom is important: from our digital presence to our events and in daily communications amongst colleagues. Senior leaders look for opportunities to use Welsh greetings in Ofcom-wide forums and in the all-colleague broadcast, which models the ‘top-down’ commitment to the language.

Our focus for the year ahead

We will develop an updated Welsh-language awareness training module for colleagues, incorporating its history and role in Welsh culture, the duty to operate in accordance with the Welsh Language Standards and how Welsh can be used in the workplace. We will also continue our ongoing review to strengthen Ofcom's induction arrangements to ensure that Welsh language duties are clearly understood from the outset of employment, in line with Standards 128-129.

We will also continue to develop internal guidance and resources to support colleagues. This will include enhancing content on the Welsh Language Unit Hub on the intranet, ensuring that up-to-date, practical information is easily accessible. Alongside this, we will maintain our programme of awareness-raising activity across the organisation, helping colleagues to understand not only what the Standards require, but also, why they matter.

Engagement with stakeholders and consumers in Wales will remain a priority. During the year ahead, Ofcom has plans to attend and convene events at the 2026 National Eisteddfod in Llantwd and at the Royal Welsh Show, providing opportunities to promote and explain our work, listen to Welsh-speaking audiences, and reinforce our presence in Wales. These events will support our wider objective of ensuring that Welsh speakers can engage with Ofcom confidently and in their language of choice.

Our team in Cardiff work to ensure the unique communications interests of people in Wales, including the Welsh language, are reflected in Ofcom's policymaking and that Ofcom's work is understood in Wales. We do this by keeping in touch with the views and opinions of citizens and consumers across Wales and the industries we regulate. As part of this Ofcom will prioritise early engagement with members of the seventh Senedd Cymru ensuring the Welsh language is factored into our interactions with newly elected members.

We will use the opportunity of the main Ofcom Board meeting in Cardiff to build an even greater understanding of the communications interests of consumers and citizens in Wales and the role of the Welsh language within Ofcom's work.

We will recruit two members to the Advisory Committee for Wales, including the appointment of a new Chair. As part of this process, we will ensure that Welsh language skills and awareness are appropriately considered.

Finally, as the Welsh Language Unit continues to embed itself across the organisation, we will seek opportunities to adopt and implement best practice in Welsh language compliance and service delivery, and we will engage with wider developments in Welsh language policy, technology, regulation and practice. We will also continue to foster a close and open working relationship with the Commissioner. This will ensure that Ofcom's approach remains current, proportionate and aligned with the evolving needs of Welsh speakers.

Contact details

If you have any enquiries about the Standards or the content of this annual report, please contact the Welsh Language Unit via e-mail: welshlanguageunit@ofcom.org.uk