

Sport Wales Welsh Language Standards Annual Report – 2016/17

Introduction

The Welsh Language (Wales) Measure 2011 establishes a legal framework to impose duties on persons to comply with statutory standards relating to the Welsh language. The standards replaced the Welsh Language Act 1993.

After a period of consultation between Sport Wales and the Welsh Language Commission, new Welsh Language Standards came into place for Sport Wales on January 25th 2017.

This document is Sport Wales's Annual Report for 2016/17 on our performance against our new Welsh Language Standards as well as provides detail of partnership work we have completed over the last 12 months.

We are committed to ensuring we are meeting the duties placed upon us and recognise the role that sport can play in supporting the development of Welsh in our communities.

Key Highlights – 2016/17

Urdd - We have continued to significantly invest into the Urdd on an annual basis and this year invested £294,500. The budget is used to develop opportunities across Wales for young people to take part in sporting opportunities through the medium of Welsh. Investment is put into the community programme, focussing primarily on children of primary school age. Focus areas include community club development, family opportunities, appropriate competitive opportunities and workforce development.

Gemau Cymru - We are a key player in Gemau Cymru, investing £55,000 in the bilingual multi-sport event, launched in 2011 as part of a Wales wide London 2012 Legacy project, established as a partnership between Welsh Government Major Events unit (MEU), National Governing Bodies of Sport (NGBs), and Sport Wales, with Urdd Gobaith Cymru being commissioned as the delivery partner. Initially the scope of the event was to engage with NGBs and provide a mass participation multi-sport event. Gemau Cymru is a bilingual signature event for young people in the Welsh sporting calendar enhancing the performance pathway of Olympic, Commonwealth and Paralympic sports. It provides an opportunity for talented young athletes to compete in a high profile multi-sport event while experiencing an athlete village environment.

#Amdani – In partnership with the Welsh Language Commission we launched #amdani, a practical pack for sports clubs and associations to develop a bilingual approach to sports activities in Wales. The pack was based on research and feedback from sports bodies across Wales and was launched at the Royal Welsh Show in 2016. Sport Wales representatives

attended the event which included a Q&A session with members of the WRU including Chairman Gareth Davies.

The #amdani information is housed on the Welsh Language Commission website and linked to from both the Sport Wales and ClubSolutions websites.

2016 Welsh Leadership Audit – The 2016 audit provides qualitative information on the diversity of Senior Leadership Teams and Boards across 43 Sport Wales funded National Governing Bodies in Wales. Of the 316 Board Members, 22% (72) were Welsh speakers.

Community Sport Funding – If you take into consideration the above funding into the Urdd and Gemau Cymru, as well as funding awarded through our grants system (Community Chest and Development Grant) in 2016-17 we invested £730,000 into projects which had a positive impact on the development of the Welsh Language through sport.

Welsh Language responsibility - Welsh Language responsibility has been included in the job descriptions of members of the communications team ensuring a more strategic approach to the achievement of our Welsh language standards. The Welsh Language strategic lead is also present on Sport Wales' Equality Group ensuring that the Welsh Language is considered alongside our other equality streams.

A Senior Officer within the Community Sport team also leads on the development of the Welsh Language with our key partners, particularly the governing bodies of sport.

Standards Compliance

For the purpose of this report we will provide a summary of actions taken to adhere against 'Class of Standards' such as Service Delivery, Policy Making, Operational etc. This report is by no means exhaustive and does not provide an update of our adherence to every Standard applicable to us but aims to provide both the public and the Commissioner with insight into the actions taken to comply with the Standards.

Service Delivery:

- All external communication, be it publications, adverts, promotional materials etc, which are displayed or distributed to the public are fully bilingual and the Welsh language is treated no less favourably.
- We have added information to our website and corporate communications where appropriate detailing that we welcome correspondence through the medium of Welsh.
- We have developed an internal process for when we receive telephone calls from Welsh speakers. This process and a list of Welsh speakers within the organisation,

along with their extension numbers and key areas of responsibility are housed on the 'Welsh Language' page of our corporate intranet.

- Our automated telephone service is fully bilingual and our phones have been programmed to display whether external callers have selected English or Welsh language options.
- All invitations to meetings / events which are open to the public are fully bilingual.
- All documents produced for external consumption including corporate business plans, annual accounts etc, are produced bilingually and the Welsh language is treated no less favourably than the English language.
- Any forms we produce are bilingual and our Online Grants Management System enables grant applicants to not only apply through the medium of Welsh but also manage the entire process (including correspondence) through their language of choice.
- Our corporate website and micro-sites are fully bilingual and we use a language 'toggle' system to enable users to switch between viewing pages in English and Welsh with each page on the website having both an English and Welsh version. We also have Welsh URL's.
- Any apps and digital services we develop are fully bilingual, have Welsh interfaces and the Welsh versions are fully functional.
- On social media we do not treat the Welsh Language any less favourably and if a member of the public engages with us on social media in Welsh then we engage with them through their language of choice.
- All signage in both of our National Centres and at our events are bilingual. Previously we developed signage with the English text first but from January 25th 2017, any new signage will be produced ensuring that the Welsh will be read first.
- We have developed a process for all staff on how to deal with Welsh language enquiries via our telephone system and this process is detailed on the Welsh Language pages of our corporate intranet.
- All proactive messages through our tannoy system are done bilingually, with the Welsh read first. However, reactive (including emergency) messages are done in English only if there is no Welsh speaker available.

Policy Making:

- The Welsh Language is included within our Equality Impact Assessment process which must be completed on all new projects / strategies / policies we develop. Therefore, the impact of any piece of work on the Welsh Language is considered alongside other equality streams including BME, LGBT and social deprivation.

- We have produced a policy for the awarding of grants and this policy is available on our website - http://www.sport.wales/media/1871787/sport_wales_funding_policy.pdf
- The above funding policy provides details of the Standards applicable to us, details of how applicants can apply and manage the entire grants process through their language of choice, details of the type of information we ask from them related to their impact on the Welsh language and the type of monitoring Sport Wales complete. The policy was produced in partnership with our Grants and Funding team.

Operational:

- We have produced a policy for the promotion of the Welsh language internally and this is shared on our corporate intranet and discussed with staff by the Head of Communications as part of the induction process.
- As part of an annual employee details update, all staff were asked whether they wished to receive written correspondence regarding their employment in Welsh. No staff requested this.
- Our staff handbook which details our corporate policies covering everything from health and safety to performance and absence management and workplace benefits is bilingual.
- All staff were made aware of the opportunity to make complaints through the medium of Welsh and that the whole complaint process will be completed through the language of choice.
- Welsh language grammar and spelling software is available for all staff via our ICT department and this has been communicated to all staff.
- Our corporate intranet has a fully functioning Welsh home page and we also have a designated page on our intranet specifically for promoting the Welsh Language within the organisation. It contains links through to our current Welsh language Scheme as well our internal policy, useful Welsh sentences and even audio clips of Welsh greetings to aid staff learning. The page was communicated to all staff on launch and is also mentioned by the Head of Communications as part of the induction process.
- All staff have the opportunity to receive Welsh language training during working hours, if that is how they choose to learn. In 2016/17, 42 members of staff completed Welsh Language training with the following breakdown in terms of competency levels: Taster – 15, Entry – 19, Foundation – 1, Intermediate – 2, Advanced – 2, Proficient – 3.

- All staff can discuss their Welsh Language training needs with HR who will arrange suitable training where possible.
- Our Welsh Language Standards and people's awareness of the Welsh Language is raised by the Head of Communications during the induction process.
- All email signatures are managed centrally by our ICT department and are bilingual.
- Our internal staff recruitment form, which already included details on Welsh Language skills, has been updated to match the terminology referred to within the Standards (Standard 132).
- Between January 25th 2017 and the end of the financial, there were 2 posts advertised, both of which stated that Welsh was 'desirable'.
- All our jobs are bilingual and all supporting materials for vacancies such as application forms and job specifications are bilingual.
- When an applicant applies for a vacancy in Welsh, the whole recruitment process will be completed through their language of choice.
- From January 25th 2017, all new signage in the workplace will be produced with the Welsh text positioned so it is likely to be read first. Our signage has always been bilingual.
- Proactive / planned announcements made over the internal tannoy system at either National Centre will be done bilingually. However, for reactive or emergency announcements these will be done in English only if we have no Welsh speaking staff to hand.

Record keeping:

- We keep a record each year of the number of complaints we received, if any, linked to the Welsh Language and our adherence to the Welsh Language Standards. During the 2016/17 financial year we received 1 complaint regarding social media content from one of our National Centres, Plas Menai. The complaint related to a disparity in English and Welsh Language social media posts. The complaint was investigated, responded to and changes have been made to processes to ensure the issue does not reoccur.
- A document detailing the steps taken to ensure compliance with the policy making standards has been completed and is stored on file.
- During the 2016/17 financial year, 42 members of staff completed Welsh Language training with the following breakdown in terms of competency levels: Taster – 15, Entry – 19, Foundation – 1, Intermediate – 2, Advanced – 2, Proficient – 3.
- We keep a record of the number of Welsh speakers within Sport Wales, contract type and their skill level. In 2016/17 we had the following:

- 30 full time staff who are Welsh speakers
- 2 part-time staff who are Welsh speakers
- 2 Board Members who are Welsh speakers
- 37 casual / seasonal staff who are Welsh speakers

Supplementary – Service Delivery / Policy Making / Operational / Record-keeping:

- Our 'Welsh Language Scheme'
(http://sport.wales/media/1890653/welsh_language_corporate_doc_english.pdf)
includes all of our standards and can be found on our website and copies can be obtained from each of our offices.
- Details on how we would manage a complaint related to the Welsh Language are included within the Welsh Language Scheme mentioned above.
- If requested we would happily provide any information with regards to our adherence to any of the standards with which we are under a duty to comply.
- Any records kept in relation to our record keeping standards are available to the Welsh Language Commission on request.