



Sport Wales Welsh Language Standards Annual Report – 2019/20

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 Commissioner, new Welsh Language Standards came into place for Sport Wales on January 25th 2017.

This document is Sport Wales' Annual Report for 2019/20 on our performance against our Welsh Language Standards, as well as providing details of partnership work we have completed over the last 12 months.

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

Key Highlights – 2019/20

Urdd

We have continued to partner with the Urdd, investing significantly on an annual basis, with 2019-20 investment being £390,934. The budget continues to be 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 mainly on children of primary school age. Focus areas are: Community Participation; Workforce development; Competition & events.

The creation of a new National Urdd Sports Board has now been passed by Council. The Board and its members will hold the responsibility of supporting the successful structure of the Urdd Sports and Apprenticeship department. As a result, the work and profile of the department will be raised across the organisation.

💡 The Urdd's apprentice scheme continues to go from strength to strength. The scheme ensures increased sporting provision throughout Wales and enables young people to gain recognised Qualifications (NVQ Level 2 Leading Activity and NVQ Level 3 Sports Development). This year has seen apprentices deployed within new areas of Wales, ensuring the development of more and better opportunities for children and young people. During 2019-20 the Urdd had 38 apprentices on the Urdd Apprenticeship programme and 30 external apprentices receiving training from the Urdd Sports Department.

Gemau Cymru

Sport Wales has been a key player in the Gemau Cymru initiative, investing £55,000 in 2019/20 in the bilingual multi-sport event which was launched in 2011 as part of a Wales-wide London 2012 Legacy project. The event was 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. It provides an opportunity for talented young athletes to compete in a high-profile multi-sport event while experiencing an athlete village environment.

Some of the key outputs in 2019/20:

- Over 1000 young athletes in Wales participated.
- 8 sports (9 sporting disciplines) competed in Gemau Cymru 2019, with events staged across venues in Bala, Cardiff and Swansea.
- Cardiff University, Talybont campus was the location for the Athletes village where over 150 competitors stayed.
- Free transport was provided for competitors across Wales to attend and return from the games.
- 7 talented athletes were chosen as ambassadors to the games and provided inspiration and support for athletes

During 2018 and 2019 Sport Wales led a thorough review of Gemau Cymru with comprehensive input from the Urdd and all partners and sports involved. This established that whilst there was value in Gemau Cymru it was no longer the most effective use of the resources and time involved to provide the right opportunities for the young people of Wales. Therefore the 2019 event will be the last Gemau Cymru.

The desire to continue and strengthen the partnership with the Urdd and with NGBs to provide Welsh and bilingual opportunities has led to the following plans and commitments:

- Urban Youth Games, Cardiff. This is part of the replacement programme for Gemau Cymru and was developed and planned during 2019-20, however the 2020 event was postponed due to Covid-19. Joint funding has been provided by Sport Wales and Welsh Government for the event in 2021 as a carry-over from 2020. The plans for the event also include a cultural element.
- Sport Wales Elite team worked very closely with the Urdd to provide the training input and preparation for athlete and parent education workshops around topics such as training and competition preparation, lifestyle and nutrition. The plans were put into place to give a bilingual learning experience for competitors at the Urdd's major events (e.g. the National Rugby Sevens tournament) and to up-skill the Urdd's staff so that they could run their own education sessions in Welsh across their wide programme of tournaments, competitions and festivals. Whilst the training and preparations were completed, the initial and subsequent events had to be cancelled due to Covid-19.
- NGB's will continue to deliver aspects of the Gemau Cymru approach within their own programmes or by continuing the collaborative working that was a part of Gemau Cymru - such as

the open water and outdoor sports potential of the Bala event and ideas for joint assessment days and training camps for strength-based sports.

Marketing

Welsh Language plays a vital role in our communications with customers and stakeholders.

Some notable projects and developments include the development and launch of a new Sport Wales website. The site includes English and Welsh language toggling

The screenshot shows the top navigation bar of the Sport Wales website. On the left is the logo 'sportwales chwaraeoncymru'. In the center is the text 'DECHRAU YMA'. On the right is a search icon and a language toggle for 'ENGLISH' and 'CYMRAEG'. Below the navigation bar is a large red banner with white text. The main headline reads 'GALLUOGI I CHWARAEON YNG NGHYMURU FFYNNU'. Below this is the sub-headline 'NI YW CHWARAEON CYMRU.' and a paragraph of text: 'Rydyn ni eisiau gweld cenedl iachach a mwy actif. Rydyn ni eisiau i bob person ifanc gael cychwyn gwych mewn bywyd fel eu bod yn gallu mynd ymlaen i fwynhau oes o chwaraeon.' At the bottom of the banner is a photo of a woman in a grey hoodie running outdoors.

Others include the work to promote the 25th anniversary of the National Lottery, as well as the multi-million pound Place for Sport grant

The screenshot shows a promotional banner with a red background and white text. The main headline reads 'RYDYN NI'N GWELLA CYMRU FEL LLE I CHWARAEON!'. Below this is the hashtag '#LLEICHWARAEON'. At the bottom left is the logo 'sportwales chwaraeoncymru'. In the center is the Welsh national emblem, a red dragon. At the bottom right is the text 'Noddir gan Lywodraeth Cymru Sponsored by Welsh Government'.

As a new initiative, sessions were held to help upskill staff working in communications roles at Sport Wales partners, including learning sessions involving the Welsh Language Commissioner's team, Scarlets Rugby and Orchard (creative agency).

Across the year, for our marketing and promotion work, we translated more than 500,000 words from English to the Welsh Language.

Community Grants

We work proactively to develop sport for people bilingually.

Of the 1,507 Community Chest and Development Grants awarded, 67 are from organisations that say that they provide sporting activity **entirely** through the medium of Welsh, whilst 301 organisations said they use it **partially**. Those figures are a 15% increase on the previous year in the number of funded organisations providing sporting activities through Welsh entirely or partially.

226 organisations indicated on their application forms that their project will **increase** the use of Welsh language in their organisation with 36 organisations stating that they weren't currently providing sporting activity through the medium of Welsh prior to the project.

	<u>Before</u>	<u>After</u>	<u>Increase</u>
No. of sessions delivered in Welsh (fully)	902	1,651	753
No. of Welsh Coaches (fully)	593	963	370
No. of sessions delivered in Welsh (bilingually)	3,332	2,994	-338*
No. of Welsh Coaches (bilingual)	1,256	1,058	-198*

* Further investigation is being undertaken to understand why these figures at the application stage are projected to decline.

Our Duties

The potential impact of those who wish to use the Welsh Language is considered and summarised as a standard section of Sport Wales Impact Assessment and Board paper template. This means that these impacts need to be considered as part of every new, or significant change in policy or process and as part of the writing of every board paper.

During 2020-21 Sport Wales plans to produce one integrated annual report that will report against all statutory duties, including the Welsh Language.

Sport Wales has joined a group of public bodies to develop a cultural strategy for Wales improving access to cultural opportunities, celebrating Welsh Culture and the Welsh language. Sport Wales is part of the Wales Public Body Equality Partnership a group of public sector organisations (including the Welsh Language Commissioner), who have developed a suite of high-level joint equality objectives that the organisations have agreed to work together to implement.

For Sport Wales, implementing these objectives will involve positive action on the Welsh Language in addition to the protected characteristics to increase diversity.

Standards Compliance

For the purpose of this report we will provide a summary of actions taken to adhere to 'Class of Standards' such as Service Delivery, Policy Making and 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:

- 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 than the English language.
- Invitations to meetings/events which are open to the public are bilingual.
- All documents produced for external consumption including corporate business plans and annual accounts are produced bilingually and the Welsh language is treated no less favourably than the English language.
- Any application 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.

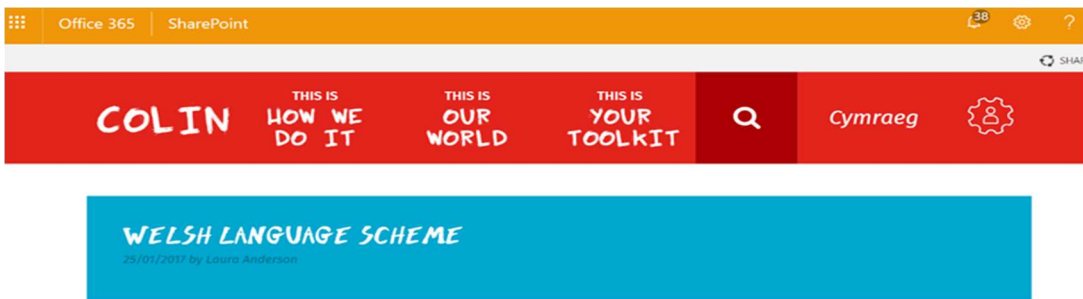


- Any apps and digital services we develop are fully bilingual, have Welsh interfaces and the Welsh versions are fully functional.
- On social media we do not treat the Welsh Language any less favourably and if a member of the public engages with us on social media in Welsh then we engage with them through 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 new signage has been purchased (bespoke in many cases) ensuring that the Welsh will be read first.





- We have developed a process for all staff on how to deal with Welsh language enquiries and this process is detailed on the Welsh Language pages of our corporate intranet.



Shwmae.

Welcome to the Sport Wales Welsh Language page. Here you will find everything you (hopefully) need to know about the Welsh Language and Sport Wales.

Sorry, I don't speak Welsh - [I Don't speak Welsh.m4a](#)

If you are interested in learning Welsh or want to refresh the skills you already have then please speak to Jen Hill in Organisational Development who can advise you on training options.

If you have any questions surrounding the Welsh Language don't hesitate to get in touch with either Adam Fairbank or Rebecca Proctor, and if you are a Welsh speaker and you want a Welsh speaker badge, just let us know.

Useful documents:

- [Welsh Language Scheme.pdf](#)
- [Shwmae-Internal Guidance.pdf](#)
- [Welsh Language Useful Sentences.docx](#)
- [Welsh Language Telephone Call Process.docx](#)

- Sport Wales has employed 2 new Welsh speakers in the Customer Service and Reception teams at Cardiff to improve Welsh language provision.

Recommendations to improve from Welsh Language Commissioner	Action Taken
A grants policy is in place including consideration for the Welsh language.	Grants policy produced covering the impact of grants on the Welsh language.
Provision of a Welsh speaker on the initial response to telephone callers.	Now that reception functions have resumed after the Covid-19 national lockdown, plans will be enacted in October 2020 to change telephone routings and staff responsibilities to ensure midweek day-time phone response in Welsh from Sport Wales staff. Budget has also been committed to contract in October for a Welsh language call centre to provide a new evening and weekend telephone reception service in Welsh.

Policy Making:

- Annual submissions for support from strategic partners (NGB's and National Partners) requested their plans to address tackling inequalities across Wales. The Welsh Language was one of the 5 characteristics specified.
- Sport Wales published the National Survey for Wales 'State of the Nation' report bilingually.
- Due to the impact of the storms and flooding in February 2020 and followed by the huge impact of the Covid-19 pandemic Sport Wales launched two new public facing funds (Emergency Relief Fund ERF; Be Active Wales FundBAWF). Both have been promoted and advertised bilingually and have guidance and application systems which are delivered bilingually.
- As part of our digital offer Sport Wales created through Zendesk software a new automated FAQ and grants response system that is also bilingual.
- 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 BAME, LGBT and social deprivation.

Operational:

- We have continued to develop our Intranet site to contain links through to our current Welsh language Scheme and our internal policy; useful Welsh sentences and audio clips of Welsh greetings to aid staff learning.
- **All** vacancies now have Welsh language skills listed as a desirable criteria on job descriptions. There were 15 vacancies across the 2019/20 financial year, of these new starters 8 are either fluent or partial Welsh speakers, including some in key public facing roles.
- As part of an annual employee survey, all staff are asked whether they wished to receive written correspondence regarding their employment in Welsh.
- 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 are 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.
- All staff can receive Welsh language training during working hours, if that is how they choose to learn.
- Following our launch of Welsh language training for staff in 2016, several employees have continued to advance their Welsh language skills during this period. This scheme continues and we regularly put on taster sessions to encourage new learners. New taster sessions were held early in 2020 with 7 attending, all of whom plan to commence the beginners' course in October 2020. Four staff members have completed the intermediate course in 19-20 and plan to move onto the advanced course in October.
- All email signatures are managed centrally by our ICT department and are bilingual.
- All our job adverts 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.

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 2019/20 financial year we did not receive any formal complaints regarding use of the Welsh Language.
- We keep a record of the number of Welsh speakers within Sport Wales. In 2019/20 we had the following:

Welsh Speaker	%
Fluent	7.2
Partial	<5
Beginner	<5
Non Welsh speaker	20.6
Not declared	63.6

- As part of the new Strategic Equality plan Sport Wales will commence new work to increase the accuracy and completeness of staff diversity data including Welsh language skills.
- Data capture by Plas Menai management in November 2019 recorded that of 68 staff on permanent, fixed-term or casual basis 43 are fluent Welsh speakers and 5 spoke Welsh as a second language or as learners, a total of 71% with Welsh language skills.

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.
- 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 will happily provide any information with regards to our adherence to any of the standards with which we are under a duty to comply.
- While we have made significant progress in developing and promoting the Welsh language, there are many areas we want to take forward. We will work proactively on these in our planning and report on progress regularly.

Case Studies on our strategic partners:

This new section of the report recognises Sport Wales' role in encouraging our partners to extend their Welsh language offer and it also demonstrates the commitment sporting organisations wish to make to the language.

Commonwealth Games Wales (CGW)

Welsh language provision:

- All press releases, newsletters and official communications emails (e.g. those sent to schools, NGB's, partners, stakeholders on new initiatives or plans) and all social media are bi-lingual or in both languages.
- Social Media content is bi-lingual. A major focus is #Ysbrydoli, CGW's school engagement programme. This uses Welsh speaking athletes at Welsh medium schools where all presentations are 100% in Welsh. During many of their English medium school visits their presentations are often bilingual (or include Welsh language within the session) to encourage the use of the language amongst learners. The Welsh language is used in 100% of schools with varying degrees dependant on whether they are first language or second language, and also dependant on the age of the pupils.

<https://twitter.com/ysbrydolicymru>

<https://www.facebook.com/watch/?v=696999744166265>

- CGW's Charity Partner is The Urdd (Europe's largest youth organisation). This is a significant partnership and their joint work is a large component of CGW's engagement activities. CGW produce Welsh language content for their magazines.

<https://www.facebook.com/126663540695143/videos/2342964235742911>

- Commonwealth Day. CGW first held their Commonwealth Day event in a Welsh language Secondary School in Barry, followed by this year at the Urdd's Llangrannog adventure centre. The ceremony was bilingual, with speeches, singing and reciting done through the Welsh language. This included coverage from television companies, radio and online, with a standalone item on the S4C 'Heno' programme. CGW always try to encourage interviews in Welsh language with their elite athletes, coaches and HQ whether for broadcast or for the audience at various events.

<https://www.facebook.com/teamwales.cymru/videos/200775347867107>

- CGW has committed at Board level that its communications work should be bi-lingual and are happy to pay additional cost for any translation needs to be able to communicate directly in both languages.
- CGW are planning a media pack for Birmingham 2022 Commonwealth Games to include simple Welsh translations of regularly used phrases to support those National Governing Bodies (NGB's) who may not have Welsh speaking staff or Welsh PR capability.
- CGW feel that their Welsh language offer increases their broadcast and media coverage attracting S4C, BBC Radio Cymru and Welsh language magazine and online articles, all of which they have developed trusted relationships with.
- CGW have produced and use a practical Welsh language policy.
- Interns working with CGW are encouraged to use Welsh where possible and add to the operational use of the language.

Welsh Gymnastics:

Below are the extensions to their Welsh offer in the last year:

- Worked Collaboratively with British Gymnastic to extend the support for Welsh Speaking members – Membership system is now available bi-lingually; capture of Welsh language data on membership system (data accessible by LA and clubs); 30% of members identify as Welsh speakers.
- Work is underway to deliver some Coach Education courses through Welsh medium e-learning – first course is Positive Coaching (course content: task-ego; child centred approach; pedagogy), a requirement for every Level 2 in the UK as refresher training and added into the Level 2 for all new coaches.
- Covid-19 'Step Forward Plan' translated (the sports recovery plan).
- Key communications to members and clubs are sent bi-lingually.
- Budget approved for bi-lingual Safeguarding flyers.
- Participation resources for clubs available bilingually and this is an intent to be maintained with all future collaborative work with British Gymnastics and Gymnastics Home Nations working groups
- Welsh medium and incidental Welsh training opportunities for key delivery partners to deliver Pre-School and general gymnastics programmes.
- - Welsh language supporting resources created as part of the recently commenced Healthy and Active Early Years project.