

# WELSH LANGUAGE STANDARDS REPORTING

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 25th January 2017.

This section assesses our performance against our Welsh Language Standards, and provides details of the 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 important role that sport can play in supporting the development of the Welsh language in the community.



## The Welsh language in sport

Sport Wales and the Welsh Language Commissioner have continued their partnership to support and encourage national organisations in the sports sector to extend their Welsh language offers.

Sport Wales sees this work as an important part of our Welsh language duties through encouraging the development and promotion of more opportunities to use the Welsh language. A number of National Governing Bodies are close to completing their action plans to extend their services in Welsh and achieve the Welsh Language Commissioner's Cynnig Cymraeg award.





## Marketing, communications and digital

All of our public e-communications and media content continue to be produced bilingually, with recent changes making them more appealing to a Welsh audience, such as formatting changes to make Welsh content stand out on a variety of devices. Any partner newsletters are also produced completely bilingually.

Our Welsh language Twitter and Facebook accounts have seen significant increases in interactions and engagements. On social media we also **integrate** Welsh phrases, such as 'Llongyfarchiadau' and 'Pob Lwc' into our English content to encourage others to use the language when celebrating Welsh sport.

St David's Day is one example of how we're using significant days in the Welsh calendar to promote the use of the Welsh Language. We published infographics and Welsh words and phrases that could be used in a sporting context, this communication performed very well – reaching nearly 15,000 people with this one tweet alone.

Another example of our positive work in this area is how we promoted Welsh Language Rights Day (WLRD). Sport Wales put a strong focus on this opportunity in 2022 which included:

- Internal Communications to all Sport Wales staff in the week before, explaining the day's significance, giving information about the Welsh language and asking for their support to extend its use and to promote WLRD.

- External Communications on all social channels running a short campaign of the following elements:
  - Internal developments and services at Sport Wales.
  - Video clip in Welsh from our Interim CEO talking about the importance of the Welsh language to sport and to Sport Wales to encourage greater use.
  - Promoting the use of Welsh language in sports clubs.
  - Promoting our grants to support Welsh language sporting opportunities.

We launched Citbag, a bilingual online hub of physical activity resources aimed at teachers. The bilingual name for the resource emphasised our efforts to use the appeal of the Welsh language across all our audiences.

Whilst working with national / UK wide partners we continue to ensure that assets and materials that we are invited to use to support campaigns are available in Welsh or bilingual. Examples include The National Lottery's annual campaigns and UK Coaching's annual UK Coaching Week campaign.

The Communications team held an in-house learning session to consider current Welsh language practice at Sport Wales. This drew on the Welsh Language Commissioners' draft Code of Practice circulated in 2022 and recent mystery shopper feedback. Improvements were discussed and planned in a number of areas.



## Grant funding

We work proactively to develop sport for people bilingually through our investment schemes.

Cronfa Cymru Actif / Be Active Wales Fund

Of the 595 Be Active Wales Fund awards, 22 are from organisations that stated that they provide sporting activity entirely through the medium of Welsh, whilst 145 organisations said they use it partially.

The combined impact of the 167 awards to the clubs who planned to either commence or increase their provision of sporting opportunities using the Welsh Language is shown in the table below:

### Welsh Language activity in applications awarded in 2022/23

No. of sessions delivered in Welsh (full)



No. of Welsh coaches (full)



No. of sessions delivered in Welsh (partial)



No. of Welsh coaches (partial)



## Our duties

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

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 joint equality objectives that the organisations have agreed to work together to implement. For us, implementing these objectives will also **involve** positive action on the Welsh Language to increase diversity, in addition to the nine protected characteristics.



## 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.



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## Service delivery

All signage in both of our National Centres and at our events are bilingual. New bespoke signage has been purchased ensuring that the Welsh will be read first. We've added high profile signage of individual sports facilities and for our new electric vehicles in 2022/23.

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

We have provided a Welsh language simultaneous translation service (online) for the CLIP programme of learning seminars.



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## Policy making

The Insight, Policy and Public Affairs team ensure our written responses to Government and Senedd consultations are submitted in Welsh and English at the same time.



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## Operational

During 2022/23, all vacancies had bilingual / multi-lingual skills listed as a desirable criteria on job descriptions. A total of 20 new starters joined Sport Wales during 2022/23 on permanent or fixed term contracts. Of these new starters, four are either fluent or partial Welsh speakers, including some in key public facing roles. All recruitment information is produced bilingually, and applicants are given the option to interview in either Welsh or English.

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 have Welsh as their preferred communication language in the workplace, including our complaint and grievance processes.

All staff are given the opportunity to improve their Welsh skills through formal Welsh language training during working hours, which is regularly promoted by our HR team.

During 2022/23, three people have attended entry level Welsh courses.

All email signatures are managed centrally by our ICT department and are bilingual.

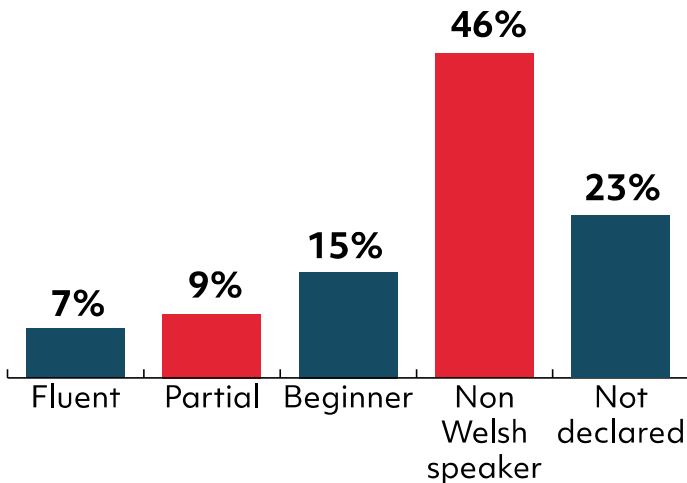




## Record keeping

We keep a record of the number of Welsh speakers within Sport Wales. In 2022/23 we had the following:

### Level of Welsh



The above data includes a continued increase in declarations from staff through engagement work to improve this monitoring system (increased to 77% from 73% in 2021/2022 and 36% in 2019/20). There has been a small decrease in the proportion of Welsh speakers from 33% in 2021/2022 to 31% this year and this was largely due to Plas Menai staff based in Caernarfon leaving Sport Wales employment as part of the commissioned partnership with Parkwood.

We keep a record each year of complaints relating to our adherence to the Welsh Language Standards.

During 2022/23 we received one formal complaint regarding our Welsh language standards. The complaint related to the operation of Plas Menai and to the decision-making process that Sport Wales used to consider entering a **long-term** contract with a commissioned partner. The investigation into this complaint is ongoing.



## Supplementary – service delivery / policy making / operational / record-keeping

Our 'Welsh Language Scheme' includes all of our Welsh Language 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.

While we have made significant progress in developing and promoting the Welsh language, there are many areas we want to continue to take forward. We will work proactively on these in our planning and report on progress regularly.

## Case Study: The Urdd



The text below highlights some of the excellent work to provide Welsh language and bilingual sports opportunities by Urdd Gobaith Cymru in partnership with Sport Wales:

- Establishment a new post of Equality & Diversity officer – and recruited Nooh Omar Ibrahim. Nooh's contribution to sport in Cardiff through his volunteering and previous work with Cricket Wales and WRU was recognised as he was nominated for the BBC Sports Personality of the Year 2022 Unsung Hero award. He has moved quickly in his new role to engage with Cardiff Muslim School and to connect with new communities through the medium of Welsh.
- Provision of sport in the Welsh language in ethnic minority people in Cardiff has shown good progress.
- New apprenticeship partnerships have been established with Leisure Trusts and Local Authorities to improve the training and skills of the workforce in sport and leisure facilities. A significant number of these apprenticeships will be delivered in the Welsh language to ensure facilities can be accessible to all.
- The Urdd delivered the Urban Games in Cardiff Bay in 2022 and plans are in place for 2023. This provides exciting and inspiring experiences that are different to many traditional sports. The sports **involved** included 3x3 Basketball; 3x3 Wheelchair Basketball; BMX; Scootering; Skateboarding; WMXC Adaptive Skate.

- The #FelMerch project has continued to inspire, support and empower girls and young women aged 14-25 to participate in sport in their communities, whatever their ability or experience. In 2022, five girls from the programme had the opportunity to travel to Qatar to coach and to showcase the #FelMerch product. This was as part of a team of 10 Urdd staff and young ambassadors who held arts and sports sessions at schools in Doha, Qatar and Dubai as part of celebrating Wales at the Men's Football World Cup. Through these sessions, Wales, our language, culture and country was introduced to a new audience for the first time. The sessions offered children the opportunity to learn and play together.
- The Urdd staff are looking at how school and community sport can better engage with communities, drawing on learning from Norway & Sweden. This follows the inspiring keynote speech from Per Tøien, senior advisor to the Norwegian Olympic and Paralympic Committee and Confederation of Sports at the Sport Summit in December 2022.

