

Welsh Language Scheme

New Services Checklist

This checklist of four questions has been designed to help you consider the requirements of Welsh speakers as you develop new services for the public¹.

It can also be used to check that your *existing* services meet the needs of Welsh speakers.

Using this document can help ensure that you comply with your statutory Welsh language scheme prepared under the Welsh Language Act 1993.

The checklist (or annex 2) should accompany any submissions to senior management or Ministers. It may also need to be presented to the Welsh Language Board as part of its monitoring of your compliance with your Welsh language scheme.

There may be circumstances where the provision of a Welsh language service might not be appropriate (if, for instance, you are developing a highly technical service for a limited audience). In these cases, the reasons for not offering a service in Welsh should be recorded on this checklist.

If any of the work is to be **contracted out**, each question should be dealt with as the contract is prepared. In other words, you should use this checklist to ensure that any third parties undertaking work on your behalf will comply with your Welsh language scheme.

You may be responsible for planning and developing services which will ultimately be delivered by others e.g. local authorities, police forces, local health boards or partnerships. This checklist should be used when planning those services, to ensure that any guidance that you provide is consistent with the requirements of the Welsh language scheme.

Some aspects of your project may not be covered by this checklist. Further advice about altering the list should be sought from your Welsh language scheme adviser [contact details here].

¹ The term 'public' includes the public as a whole, or a section of the public, as well as individual members of the public. It also includes voluntary organisations and charities. Directors and others representing limited companies are also within the meaning of the term 'public'.

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Project name: _____

Project leader: _____

As you answer each question, you should consider the suggestions set out in **annex 1**.

If, after considering the checklist, you feel that providing a Welsh language service would not be appropriate, please complete *only* the declaration at annex 2..

Question 1

Will a regular part of the service involve face-to-face or telephone contact between staff and the public?

No: please proceed to question 2

Yes: please describe the steps you will take to ensure that Welsh speaking staff will be available to deal with Welsh speaking customers.

Question 2

Will the service be promoted by a publicity or marketing campaign?

No: please proceed to question 3

Yes: please describe the steps you will take to ensure that the marketing campaign will be bilingual.

Question 3

Will you be producing any leaflets, forms, booklets, signs or similar material as part of the service?

No: please proceed to question 4

Yes: please describe the steps you will take to ensure that this material will be bilingual (in accordance with your Welsh language scheme).

Question 4

Will the service be supported by a website and / or be available as online service?

No: no further action required.

Yes: please describe the steps you will take to ensure that the website will be bilingual and / or that the online services can be provided in Welsh.

Here are some steps for you to consider adopting whilst completing the checklist:

Question 1 (face-to-face and telephone contact)

- we will consider which posts should be designated 'Welsh essential'
- we will consider which posts should be designated 'Welsh desirable'
- we will consider what proportion of posts in an office, or team, should be filled by Welsh speakers
- we will seek Welsh speakers as we recruit or transfer staff, reflecting the decisions made above
- we will offer Welsh language training for beginners and improvers
- we will offer vocational training (to familiarise our Welsh speakers with Welsh language terminology)
- from time to time we will monitor our ability to deliver services in Welsh
- all staff will know which of their colleagues can provide this service in Welsh, so that calls from Welsh speakers can be transferred to them with ease
- a database of Welsh speaking staff will be available on the intranet
- the helpline service will provide a bilingual service
- the helpline will provide an automated option for callers to choose Welsh or English
- we will consult with HR colleagues / senior management / Welsh language scheme officer as we undertake the above

Question 2 (marketing and publicity)

- Welsh language television adverts will be broadcast
- Welsh language radio adverts will be broadcast
- Welsh language or bilingual cinema adverts will be broadcast
- Bilingual internet adverts will be published
- Bilingual adverts will be published in English language newspapers distributed mainly or wholly in Wales (such as the Western Mail and Daily Post)
- Welsh language adverts will be placed in Welsh language publications
- We will work with the Welsh Language Board to market the service under the *mae gen ti ddewis...* (you have a choice) brand.

Question 3 (publications and signs)

- we will use our Welsh language scoring system to help us decide when material needs to be published in Welsh
- all signs will be bilingual
- we will use only qualified translators for this work

Question 4 (websites and online services)

- we will take into account the Welsh Language Board's Bilingual Software Guidelines and Standards²

² <http://www.bwrdd-yr-iaith.org.uk/cynnwys.php?cID=&pID=109&nID=2063&langID=2>

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The provision of a Welsh language service will not be appropriate for this service. The reasons for this are:

Name _____

Date _____