



Welsh Language Scheme

Welsh Language Scheme prepared in accordance with the Welsh Language Act 1993 (the Act) and the Regulatory Code for Housing Associations in Wales, Welsh Assembly Government, March 2006.

This Scheme received the approval of the Welsh Language Board under section 14(1) of the Act on 24/04/2009.

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1. Opening Statement

1.1. Aim of the Scheme

Cartrefi Conwy has adopted the principle, that in the conduct of public business in Wales, that it will treat the Welsh and English languages on the basis of equality. This scheme notes how we will operate that principle in providing services to the public in Wales.

1.2. The Objectives of the Scheme are

1.2.1. to enable everyone who uses a service or is in discussion with the Association to do so through the medium of Welsh or English according to the personal choice of the individual.

1.2.2. to ensure high quality services through the medium of Welsh.

1.2.3. to promote and facilitate the use of the Welsh language in the workplace.

1.3. The Association acknowledges that members of the public can express their opinions and needs better in their chosen language. It also acknowledges that enabling the public to use the Welsh language is a matter of good practice rather than a concession, and that denying them the right to use their chosen language could place them in a disadvantaged position. The Association will therefore offer the public the right to choose which language to use when dealing with it, in accordance with the principle above.

2. Introduction

2.1. Background

Cartrefi Conwy was established in 2008. This followed a ballot carried out by Conwy County Borough Council in November 2007, where their tenants voted in favour of a Large Scale Voluntary Transfer (LSVT) to the new organisation.

Approximately 3,800 homes and 159 leaseholder flats were transferred along with limited related assets. See Appendix 1 for a map showing the location of the properties.

Legal Status

Cartrefi Conwy Ltd is an industrial and provident society which will be registered with charitable objectives.

2.2. Our Vision and Values

2.2.1. Cartrefi Conwy's key objective can be summarised as "Creating communities to be proud of".

2.2.2. Our vision

Our vision is to provide sustainable affordable quality homes for local communities, actively encouraging the participation of everyone and respecting the needs of all.

2.2.3. Our values

Cartrefi Conwy believes in:

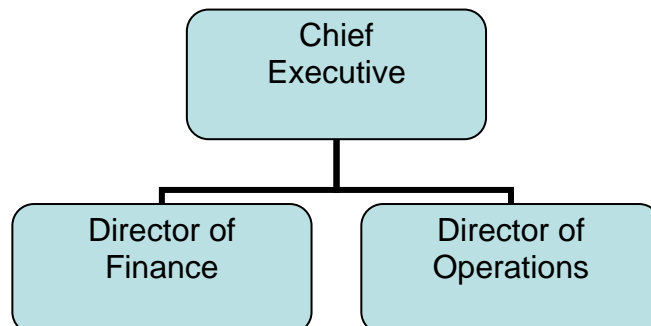
- treating people with honesty and integrity;
- committing to and being positive about providing excellent standards of service;
- being an open and forward thinking organisation which provides the service that tenants need;
- listening to customers and consulting tenants on policy and service issues;
- a culture of openness, honesty and accountability;
- creating an environment where its employees are valued and realise their full potential.

2.3. Board of Management

The direction and control of Cartrefi Conwy's affairs are exercised by a Board comprising 15 members (including the posts of Chair and Vice-Chair) representing a broad cross-section of local and professional interests. Five Members are nominees of Conwy County Borough Council, five are Tenant Members and five bring wide experience from the professions and local business interests. In addition the Board may choose to appoint co-optees to work alongside it. All are unpaid volunteers, being reimbursed for out-of-pocket expenses only.

2.4. Executive Management Team

The Executive Management Team is made up as shown below:



2.5. Operational Area

Cartrefi Conwy operates in the county borough of Conwy. The county borough of Conwy is centrally located in North Wales. It

covers an area of approximately 113,000 hectares and has a population of a little over 111,000. Approximately 80% of the population live in the main towns along the northern coastal strip and 4% live within the Snowdonia national park which comprises 35% of the County's area.

2.6. Offices

In addition to our head office, Cartrefi Conwy also has a base for Building Maintenance and Area Offices in Llandudno and Colwyn Bay.

2.7. Service Users

Cartrefi Conwy provides housing to its applicants based on a pointing system on their current circumstances.

Approximately one third of the housing we offer is sheltered accommodation for elderly or vulnerable persons. In some schemes a warden service is offered.

The remainder of our stock is general needs, mainly made up of one, two or three bedroom flats and houses.

2.8. The Welsh Language

Below are statistics taken from the 2001 Census.

| | Conwy | | Wales | |
|--|----------------|-------|------------------|-------|
| All people aged 3 and over | 106,316 | | 2,805,701 | |
| Understands spoken Welsh only | 8,335 | 7.8% | 138,416 | 4.9% |
| Speaks but does not read or write Welsh | 4,280 | 4.0% | 79,310 | 2.8% |
| Speaks and reads but does not write Welsh | 2,064 | 1.9% | 38,384 | 1.4% |
| Speaks; reads and writes Welsh | 24,698 | 23.2% | 457,946 | 16.3% |
| Other combination of skills | 2,797 | 2.6% | 83,661 | 3.0% |
| Total Welsh speakers | 31,042 | 29.2% | 575,640 | 20.5% |
| One or more skills in Welsh | 42,174 | 39.7% | 797,717 | 28.4% |
| No knowledge of Welsh | 64,142 | 60.3% | 2,007,984 | 71.6% |

Source: Census of Population 2001. © Crown Copyright

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When the statistics above are broken down by Community Councils, our area of operation varies greatly linguistically. It is clear that the Welsh language is more prevalent in rural locations, although the population density of the coastal belt often conceals the fact that the number of Welsh speakers in some areas is substantial, even when they make up a small proportion of the total population.

The aim of this language scheme is to be flexible enough to apply to the various language mix within our area of operation.

2.8.1. Cartrefi Conwy is committed through its Welsh language scheme to act in accordance with the principles of laith

Pawb, the Welsh Assembly Government's action plan for a bilingual Wales.

The contact for this Scheme within Cartrefi Conwy is the Governance Manager. You can contact them in the following ways:

- write to Head Office, Bryn Eirias, Heritage Gate, Abergele Road, Colwyn Bay, LL29 8BY;
- phone on 01492 805500; or
- email enquiries@cartreficonwy.org.

3. Planning and Delivering Services

3.1. Policies and Initiatives

3.1.1. Mainstreaming is the term used to describe the work carried out under this measure. The Association supports the principle of mainstreaming the Welsh language, which is defined by the Assembly Government as follows:

“To consider the Welsh language in all aspects of your work and in all that you do, with the aim of ensuring that every opportunity is taken to promote and support the Welsh language; to contribute towards the Government's vision of a truly bilingual Wales; and to plan, provide and evaluate services in Welsh and in English”.

3.1.2. In formulating new policies and initiatives, or in amending policies, the Association will assess their linguistic impact and make sure they are consistent with this Language Scheme and will ensure that the measures in the Scheme are implemented when new policies and initiatives are implemented.

3.1.3. The Association will consult the Board beforehand regarding any proposal which would directly affect this Language Scheme. This Scheme will not be amended without the prior agreement of the Board.

3.1.4. We will ensure that whoever is involved in the formulation of policies is aware of the Scheme and of the Association's responsibilities under the Regulatory Code and the Welsh Language Act 1993.

3.2. Service Provision

3.2.1. It will be our standard practice to ensure that our services are available to the public in Welsh and in English and we will inform the public that those services are available in both languages.

3.2.2. The Association will carry out the commitments noted in the Scheme by implementing the following arrangements

- 3.2.2.1. organise the service team so that staff who can speak Welsh can deal with the public who speak Welsh;
- 3.2.2.2. raise awareness among the Association's staff of the Language Scheme;
- 3.2.2.3. adopt systems or procedures which facilitate the provision of service in the chosen language of the person receiving the service;
- 3.2.2.4. consider the need to increase the availability of Welsh language skills by means of training and recruitment.

3.3. Services provided for the public by other organisations

Regulatory functions and third party services

3.3.1. Any contracts or arrangements made with a third party will be consistent with relevant sections of this Scheme. Our aim is to ensure that third party bodies understand the requirements and operate as necessary in order to meet the requirements of the Language Scheme.

3.3.2. In letting a contract the relevant Director will be responsible for ensuring that the agency or company undertaking the work on behalf of the Association complies with the relevant sections of the Scheme.

3.3.3. This will be done by including relevant details about the requirements of the Scheme in the tendering documents, contracts and conditions sent to the relevant agency or company.

Partnerships

3.3.4. The Association works in partnership with public bodies, organisations from the voluntary sector and other agencies. The Association operates on many levels when working with others:

3.3.4.1. when the Association is the strategic and financial leader within a partnership, it will ensure that the public service provision is compliant with the Language Scheme

3.3.4.2. when the Association joins a partnership led by another body, the Association's input to the partnership will comply with the Language Scheme and the Association will encourage other parties to comply

3.3.4.3. when the Association is a partner in a consortium, it will encourage the consortium to adopt a language policy. When acting publicly in the name of the consortium, the Association will act in accordance with the Language Scheme.

3.3.5. The Association will ensure that officers are aware of the requirements of the Language Scheme when operating in partnership.

3.4. Quality Standards

3.4.1. Services provided in Welsh and in English will be equal in quality and they will be provided within the same timetable.

3.4.2. The Association will highlight this central principle in key documents such as corporate plans and annual reports. It should be outlined also in other situations where statements are made regarding equal opportunity and standard of service.

4. Dealing with the Welsh speaking Public

4.1. Correspondence

4.1.1. The Association welcomes correspondence in Welsh.

4.1.2. All correspondence will be dealt with promptly and correspondence through the medium of Welsh should not in itself lead to delay. Our targets for replying to correspondence in Welsh will be the same as our targets for replying to correspondence in English.

4.1.3. When someone writes to us in Welsh, we will provide a reply in Welsh (if a reply is needed).

4.1.4. When we commence correspondence with an individual, group or organisation, we will do so bilingually unless we know that they would prefer to correspond in Welsh or in English only.

4.1.5. When we send out standard correspondence or a circular to a wide audience, it will be bilingual unless we know that every recipient would prefer to receive it in Welsh or in English only.

4.1.6. If a separate Welsh and English language version of any correspondence must be published, our standard practice will be to ensure that both versions are available at the same time and for the same price (if relevant).

4.1.7. Material enclosed with Welsh letters will be in Welsh or bilingual. Materials enclosed with bilingual correspondence will be bilingual.

4.1.8. We will keep a record of those persons who wish to deal with the Association in Welsh.

4.1.9. We will agree arrangements for correspondence and for arranging translation.

4.2. **Communication over the telephone**

4.2.1. The Association welcomes telephone calls in Welsh and our standard practice is to ensure that the public can speak in Welsh or in English when dealing with us over the telephone.

4.2.2. Calls to the switchboard and any other telephone number advertised publicly will be answered with a bilingual greeting.

4.2.3. There will be a bilingual message on answering machines in the reception areas and on the switchboard.

4.2.4. If a caller desires to speak Welsh, the switchboard will transfer the call to a Welsh speaker who is qualified to deal with the inquiry.

4.2.5. If a caller phones a direct line and wishes to speak Welsh, but that the person taking the call cannot do so, then this will be explained courteously and the call will be transferred to a colleague who speaks Welsh and who is qualified to deal with the inquiry.

4.2.6. If a qualified Welsh speaker is not available, the caller will be given a choice, either:

4.2.6.1. to wait for a Welsh speaker to phone back as soon as possible

4.2.6.2. to submit the inquiry in Welsh by letter or e-mail, or

4.2.6.3. to continue with the call in English.

4.2.7. In order to achieve the aim of treating the Welsh and English languages on an equal basis, we will take the following steps to enable Welsh speakers to deal with the Association in Welsh over the telephone:

4.2.7.1. provide an internal directory of Welsh speakers to whom calls can be transferred

4.2.7.2. provide staff with guidelines on how to deal with telephone calls from Welsh speakers and ensure that they are familiar with the arrangements.

4.3. **Public Meetings**

4.3.1. When public meetings are held by the Association, including conferences and other similar events, we will explain to those present that they will be welcome to contribute through the medium of Welsh or English. There will be circumstances in which it will be appropriate on the basis of information, to hold all the activities bilingually, in Welsh only or in English only.

4.3.2. We will adopt a method of establishing the language of choice in making the arrangements for public meetings. We will follow the following procedure:

4.3.2.1. Public advertisements, invitations and other papers noting the arrangements for these events

will make clear that the public will be welcome to contribute in Welsh or in English

4.3.2.2. We will invite attendees to inform the organisers whether they wish to use Welsh or English

4.3.2.3. The organiser will assess whether translation facilities are needed. As well as considering whether the Association has been informed of the chosen language of the attendees, he/she will consider the location of the event, who is likely to be present, and the subject in question.

4.3.3. When there are Welsh speakers among those invited to attend, or if it is known that Welsh speakers intend to be present, meetings should be held bilingually.

4.3.4. Our standard practice will be for any written materials such as leaflets or other documents used at public meetings only to be provided on request in the language of choice, either Welsh or English. Reports or papers following public meetings will also be published bilingually.

4.3.5. As well as translation equipment, we will assess the need for members of staff who speak Welsh to be present to welcome the public and to deal with their inquiries.

4.3.6. Our staff will make their language abilities evident at meetings, for example, by greeting people bilingually and using the Welsh Language Board's "Iaith Gwaith" badges.

4.3.7. In order to ensure that every unit and individual in the Association is aware of the requirements in organising and holding public meetings in Welsh or bilingually, we will provide guidelines for the administration of such meetings.

4.4. **Other meetings**

4.4.1. The Association welcomes meetings with the public in Welsh or in English, but due to the shortage of Welsh speakers in some fields, we cannot guarantee a face to face meeting in Welsh on all occasions. If we regularly fail to meet the demand we will consider taking action such as relocating staff, training and recruitment.

4.4.2. When we arrange or attend a face to face meeting with the public, we will find out their chosen language at the first opportunity and, wherever possible, we will ensure that a qualified member of staff who speaks Welsh deals with those who note that their chosen language is Welsh.

4.4.3. If no suitable Welsh speaker is available, we will offer them the option of continuing with the meeting in English or dealing with the matter by correspondence in Welsh.

4.4.4. If it is obvious that there is a consistent demand for face to face meetings through the medium of Welsh, and that we are failing to meet that demand, we will consider taking action such as

training or appointing bilingual staff or locating Welsh speaking staff in workplaces where Welsh speaking members of the public often desire to discuss matters with the Association.

4.5. Communicating with the public in other ways

4.5.1. We will consider the best ways of meeting the needs of Welsh speakers in whichever way we deal with the public.

4.5.2. The Association is committed to enabling the public to deal with us in Welsh through electronic communication, on line or other media.

4.5.3. We will consider the requirements of this Scheme when providing or planning new information technology systems, or when providing interactive media.

5. The Public Face of the Association

5.1. Corporate Identity

5.1.1. Our public image, including our address, logo, corporate slogan, visual identity and any other standard information used on the Association's materials goods (such as headed paper, fax paper, business cards, publications etc) and in other circumstances such as signs, vehicles and buildings, is bilingual.

5.2. Signs

5.2.1. When we renew or re-erect any signs we will ensure that the new versions are totally bilingual. Signs erected for the first time will be totally bilingual.

5.2.2. The size, standard of clarity and prominence of the words on the signs will respect the principle of language equality.

5.2.3. It will be the Association's standard practice to provide bilingual signs, but on occasions when Welsh and English signs are provided separately, they will be equal in terms of form, size, quality, clarity and prominence.

5.2.4. There are processes in place to ensure the accuracy of text, and we will co-ordinate and review this carefully, especially when work is contracted out.

5.3. Publishing and Printing Materials

5.3.1. All material aimed at the public will be bilingual with both languages appearing in the same document.

5.3.2. Our standard practice will be to provide bilingual publications but on some occasions for practical reasons, we will publish separate Welsh and English versions. In such cases, we will distribute the versions at the same time as each other. They will also be equally as readily available and both versions will include a message noting that a version is available in the other language.

5.3.3. When a document is published which has a price, the price of the Welsh and the English version shall be the same.

5.3.4. The Association will not use the unacceptable method of publishing in the one language and offering to send a copy in the other language when a request is received.

5.3.5. We will ensure that staff and those with responsibility for printing are aware of the policy and procedures for publication.

5.3.6. All the information to be published on the Association's public website will be bilingual, and material will be available in both languages at the same time.

5.3.7. We will ensure that Welsh text in our publications is of a high standard and that the tone is appropriate for the target audience.

5.4. Forms and explanatory material

5.4.1. Every form and explanatory material published by the Association for use by the public will be bilingual.

5.4.2. Our standard practice will be to produce bilingual forms with both languages appearing together in the same document.

5.4.3. In some cases (perhaps due to the complexity of a form) production of a bilingual version will not be practical, and separate Welsh and English versions may be more appropriate. In such cases, the Welsh and English versions should:

5.4.3.1. be published at the same time

5.4.3.2. be equally as easy to obtain in offices and other distribution centres

5.4.3.3. be distributed together, and

5.4.3.4. include a message which confirms that the form is also available in the other language.

5.4.4. The Association will try to establish the chosen language of members of the public by including a "language choice" question on the first form in a series. Once the chosen language of an individual is known, we will distribute material in Welsh, English, or bilingually from then on, as appropriate.

5.4.5. We will ensure that consistency of terms is a regular practice in the preparation of forms.

5.4.6. Any development to establish electronic provision for filling in forms will ensure equality for the Welsh language.

5.5. Press Releases

5.5.1. Press releases are a prominent part of the Association's public face and we will therefore publish them bilingually as usual.

5.6. Marketing and Publicity Campaigns

5.6.1. In implementing advertising and publicity activities, including production of pamphlets, audio materials, organising exhibitions and seminars, advertising campaigns and market research, we will implement the following objectives:

5.6.1.1. produce all publicity materials in Welsh and in English

5.6.1.2. conduct advertising campaigns in the press in Welsh and in English

5.6.1.3. advertise on posters and information boards in Welsh and in English

5.6.1.4. conduct public surveys bilingually through the post

5.6.1.5. conduct direct marketing campaigns in Welsh or in English

5.6.1.6. set up bilingual exhibitions and information stalls

5.6.2. Some of the activities above will be conducted only in Welsh in specific Welsh medium events such as an Eisteddfod.

5.7. **Official Notifications, Public Notifications and Staff Recruitment Advertisements**

5.7.1. Our standard practice will be to ensure that our official notifications, public notifications and staff recruitment advertisements appear bilingually with the Welsh and English versions together. They will be equal as regards form, size, quality, clarity and prominence.

5.7.2. Information packs, such as job descriptions and person specifications will be prepared in Welsh and in English for all our posts.

6. **Implementation and Review of the Scheme**

6.1. **Staffing**

6.1.1. Association will make arrangements to ensure, to the extent that it is reasonably practical, that workplaces which have contact with the public have access to staff with appropriate Welsh language skills to enable those workplaces to provide a service in Welsh. The degree to which this is necessary or possible will vary, depending on the service and on the area.

6.1.2. In order to ensure that we have appropriate Welsh language skills in the correct places, we will follow the following process:

6.1.2.1. We will note those workplaces and posts where the ability to speak Welsh is desirable or essential (see 6.1.4)

6.1.2.2. We will conduct an audit to establish the number of staff who have Welsh language skills, as well as their level of ability and location.

6.1.3. We will respond to any lack of skills by means of our recruitment and training, or by considering the possibility of relocating staff internally.

6.1.4. We will set Welsh language requirements (desirable or essential) on some posts, by considering the following factors:

6.1.4.1. The amount and frequency of contact with the public

6.1.4.2. The current ability of the Unit or Office to deliver a face to face service through the medium of Welsh

6.1.4.3. The expertise of the post, i.e. skills in the Welsh language could be vital in some specific fields

6.1.4.4. If it is a post in a specific area, then an assessment of the number/percentage of Welsh speakers in the area.

6.1.5. We will increase resources for implementing the Language Scheme in a sensitive way by encouraging and supporting all staff members to take part. We will develop skills in the language as well as a supportive attitude towards providing bilingual services. Non-Welsh speaking staff should not feel under threat, and those wishing to learn Welsh should not be prevented from practising it. We will treat language skills in a similar way to any other skills which need to be developed in the workplace.

6.1.6. We will encourage staff to strengthen their Welsh language skills by taking every opportunity to use the Welsh language in the workplace.

6.2. **Recruitment**

6.2.1. When it is desirable or essential that an applicant should possess skills in the Welsh language, this will be noted clearly in the qualifications section of the post and in advertisements. We will also note the level of competence necessary for the post, for example "to be a fluent Welsh speaker".

6.2.2. Where a suitable candidate with skills in the Welsh language is not appointed to a post where Welsh is desirable, the person appointed will be encouraged to learn Welsh.

6.2.3. If there has been difficulty in recruiting an individual who speaks Welsh to a post where Welsh is essential, perhaps it will be necessary to consider appointing someone who does not speak Welsh. In this case, the practice will be to do one of the following:

6.2.3.1. to advertise again, stating that non-Welsh speaking applicants will be considered on condition that they commit themselves to learning Welsh to a

particular standard within a specific time, with the level of competence to be tested,

6.2.3.2. to advertise a temporary appointment and to review it in order to meet the need in another way, or

6.2.3.3. to re-advertise after a specific period of time.

6.2.4. If an applicant who cannot speak Welsh is appointed to a post where the ability to speak Welsh is considered essential then the ability to learn the language up to a specific level of skill, within a reasonable period of time to be agreed, will be one of the conditions of appointment. Progress towards the target will be monitored regularly.

6.3. **Welsh language Training**

6.3.1. We will support this Language Scheme by encouraging and supporting members of staff to learn Welsh or to improve their skills in Welsh.

6.3.2. We will plan our training programme carefully and concentrate resources on those parts of our service where there is frequent communication with Welsh speakers, or where there are linguistic requirements to the post.

6.3.3. It is useful that learners know of colleagues who can speak Welsh and we will encourage staff to try to help those who are learning.

6.3.4. Human resources managers and officers who are responsible for training will encourage staff to go on language courses if appropriate. Progress as a result of training will be measured as part of the Association's personal development arrangements.

6.3.5. Dictionaries and electronic material will be available to help members of staff who are learning Welsh.

6.3.6. The Association will also provide awareness training for staff with regard to the requirements of this Scheme. Our standard practice will be to include such training in the induction of new staff.

6.4. **Vocational Training**

6.4.1. Human resources managers and staff who have responsibility for training will assess the need for specific Welsh language vocational training for staff.

6.4.2. We will develop the ability of our staff who can speak Welsh to offer service through the medium of Welsh by providing vocational training in Welsh, whenever practical.

6.4.3. If there are currently no courses available in Welsh in a specific field, we will consider arranging seminars and working groups ourselves, or network with other establishments.

6.5. **Administrative Arrangements**

6.5.1. This Scheme has the full authority, support and approval of the Association. The Chief Executive has the overall responsibility for the implementation of the Language Scheme and all the Association's members of staff have a responsibility to know how to implement the Scheme effectively.

6.5.2. Managers will have responsibility for implementing those aspects of the Scheme which are relevant to their work.

6.5.3. We will nominate an existing member of staff to be responsible for co-ordinating and monitoring the work of the Scheme from day to day.

6.5.4. We will assist the implementation of the Scheme by providing written guidance and directions for staff. Examples of possible guidance have been outlined under individual measures in the Scheme.

6.5.5. The Association's usual internal business language is English. We will look for opportunities to enable members of staff to use Welsh in the workplace.

6.5.6. In order to promote the use of Welsh in the workplace we will provide resources such as dictionaries, Welsh terminology software and other Welsh medium software for staff.

6.5.7. When necessary we will ask for advice from the Welsh Language Board regarding use of the Welsh language in the workplace.

6.6. **Reviewing the Implementation of the Scheme**

6.6.1. The following senior officer has responsibility for monitoring and reviewing this Scheme: Governance Manager.

6.6.2. Monitoring this Scheme will be a continuous and structured activity. This will include monitoring the following fields:

6.6.2.1. compliance with the Scheme

6.6.2.2. quality of service – to look at complaints and at the front line service

6.6.2.3. management and administration

6.6.2.4. adequacy of linguistic skills – based on commitments 6.1-6.4

6.6.2.5. mainstreaming

6.6.3. We will seek the opinions of Welsh speakers occasionally regarding the range and standard of services provided by the Association through the medium of Welsh.

6.6.4. We will use the Association's standard complaints procedure to record and deal with complaints about this Scheme and will ensure that it will be possible to monitor specific complaints about the Scheme.

6.6.5. The Association welcomes and records recommendations on how to improve the service.

6.6.6. The Chief Executive will report to the Management Board annually and will send a copy of the report to the Welsh Language Board. The report will follow a format agreed with the Board and will include information about the nature of any complaints and improvement suggestions received from the public in respect of the Scheme.

6.7. **Publication of Information**

6.7.1. We will include a statement in our annual report noting where members of the public can obtain a copy of our annual monitoring report to the Welsh Language Board.

6.7.2. We will publish specific information on the following fields, based on the standards and targets in the Scheme (this information will also appear in our report to the Welsh Language Board):

6.7.2.1. Number and % of posts in the main reception / contact centre designated as being “Welsh essential” posts, and filled by bilingual staff

6.7.2.2. Number and % of staff who have received training in Welsh to a specific level of competence

6.7.2.3. Number and % of staff who have received language awareness training

6.7.2.4. Number and % of the Association’s staff who can speak Welsh, by department and workplace or office

6.7.2.5. Number of complaints received regarding the implementation of the Language Scheme and % of complaints dealt with in accordance with the Association’s corporate standards

6.8. **Publicity**

6.8.1. We will ensure that members of the public who deal with the Association know about this Scheme and its contents, and how they can conduct their dealings with the Association in Welsh.

6.8.2. Our methods of publicising the Scheme and its contents will follow our usual corporate publicity arrangements, and will include ensuring that the Scheme is published in a prominent location on our website.

6.8.3. We will ensure that the Association’s staff and agencies are familiar with the measures included in the Scheme in order to ensure that attention is paid to the measures whenever appropriate.

7. Timetable – Action Plan

| Target / Task | Indicator | Officer with responsibility | Completion date |
|--|--|------------------------------------|------------------------|
| Create a record to show persons who wish to deal with us in Welsh (as part of tenant profiling). | Report from Housing Management System | Head of Landlord Services | October 2010 |
| Audit of staff to be conducted to show skills possessed by existing staff and training requirements. | Report | Head of HR | September 2009 |
| Each section to examine its own organisational arrangements for providing services in Welsh, and prepare a strategy and timetable on the basis of that review. | Report to CE | Heads of Service | September 2009 |
| Encouragement and support for staff to learn, improve or practise their Welsh skills. | Number of staff with Welsh related actions in annual reviews | Head of HR | September 2009 |
| Dictionaries and electronic material, such as Cysgair and Cysill, to be made available at each office and specifically for Welsh learners. | Number of PC's with Welsh electronic aids | Head of ICT | September 2010 |
| Monitor the standard of services provided in Welsh by seeking opinions of those who have told us they wish to deal with us in Welsh. | Survey | Communications Co-ordinator | Annual from April 2010 |
| Provide awareness training and written guidelines for all staff on the scheme. | Training completed / Guidelines on intranet | Governance Manager | April 2009 |
| Provide staff with guidelines on administering public meetings bilingually. | Training completed / Guidelines on intranet | Governance Manager | April 2009 |
| Provide staff with guidelines on answering phones bilingually (see 4.2.2 of this scheme). | Training completed / Guidelines on intranet | Governance Manager | April 2009 |

| Target / Task | Indicator | Officer with responsibility | Completion date |
|--|---|------------------------------------|--------------------------|
| Procedure in place to monitor failure of demand for face-to-face meetings with the public to be conducted in Welsh. | Procedure written | Governance Manager | July 2009 |
| Ensure that corporate identity is maintained bilingually (as detailed in section 5 of the scheme). | Office check | Communications Co-ordinator | Annual from April 2010 |
| Ensure that the scheme is widely publicised. | Mentioned on intranet / internet and in publications | Governance Manager | April 2009 |
| Assessment of new policies and initiatives to assess linguistic impact. | Review documentation | Governance Manager | Annually from March 2010 |
| Contact Partnering Agencies to seek a copy of their Welsh Language Scheme. | Make contact | Director of Operations | As and when required |
| As part of the tendering process, include in the documentation details of the requirements of the scheme. | Guidelines produced highlighting relevant parts of the scheme | Director of Operations | As and when required |
| Send report to Board of Management and the Welsh Language Board detailing the performance information relating to this scheme (as detailed in section 6.7.2) | Report | Chief Executive | Annually from April 2010 |

8. Monitoring performance

Regular reports will be made to the Board of Management identifying performance against key targets with interim monitoring on an annual basis being carried out by the responsible officers.

9. Consultation and review

Cartrefi Conwy will consult with its tenants on any proposed changes to this policy and will review it on an annual basis to ensure that objectives and targets are being achieved. It will ensure that any review reflects good practice and complies with relevant legislation.

10. Equal opportunities

We will ensure that this policy is applied fairly and consistently to all our tenants. We will not directly or indirectly discriminate against any person or group of people because of their race, age, religion, gender, marital status, sexual orientation, disability, age, medical status or any other grounds set out in our Equal Opportunities policy.

11. Responsibility

It will be the responsibility of the Chief Executive to ensure this policy is applied effectively and that staff are trained appropriately in the procedures associated with this policy.

12. Complaints

If any person has cause to believe that Cartrefi Conwy has failed to meet its commitments within this policy, they should complain using our customer complaints procedure.

13. Approval stages

| Approval stage | Date completed |
|-----------------|----------------|
| Tenants' Forum | |
| Chief Executive | |
| Board | |
| Review date | |

14. Review control document

| | |
|--------------------------|---|
| Document Title | Welsh Language Scheme |
| Date Created | 14 May 2008 |
| Review Period | Annual or on regulatory or legislative change |
| Previous Reviews | |
| Review Committee/Board | [] |
| Committee/Board Schedule | |
| Version | 4 |
| Date Last Amended | |
| Authorised By | |
| Terms of Reference | <p>The Welsh Assembly Government Regulatory Code for Housing Associations in Wales.</p> <p>The Welsh Language Act 1993.</p> |
| Date Last Reviewed | |
| Amendments | |
| Date of Next Review | |

Appendix 1

Cartrefi Conwy's Stock

