

Picton Castle Trust

Welsh Language Policy

Introduction

We acknowledge the fact that under the Welsh Language (Wales) Measure 2011, the Welsh language has official status and should be treated no less favourably than the English language.

We believe that it is good business practise to provide services in the language of choice of our customers. We also believe that it shows respect to our workforce to encourage and facilitate the use of their chosen language in the workplace.

We will ensure that we make constant progress towards achieving this ambition, and this Welsh Language Policy sets out our current commitments in relation to using Welsh and where appropriate, sets targets to help us develop our use of Welsh.

Public Image

Signage

We will ensure that all new permanent signs are fully bilingual.

Corporate Brand

Our corporate brand is bilingual across all mediums.

Our stationery and business cards contact are in English only. We will ensure that stationery and business cards contact details are translated by the *31st March 2022*.

Website and Digital Services

Our website will be fully bilingual in its next edition. Currently, a revised design is being developed, which include a bilingual presentation. It is hoped that our new website would be operational by *Summer 2022*.

Advertising and Marketing

Generally, our advertising is in English only in the Welsh based printed and online press with radio.

Our recruitment advertising is in English only, although we specify that Welsh is desirable in all posts advertised.

Exhibition and Marketing Materials

Our new Walled Garden Intrepretation is bilingual and as other exhibitions are due for refurbishment a bilingual version will be added.

Currently, our marketing materials are in English. We will ensure that all our new or revised exhibition and marketing materials are bilingual. We aim to produce a new bilingual marketing leaflet by *Summer 2022*.

Communication

Tracking Language Choice

Currently, we don't record and track the language choice of our business contacts and there are no immediate plans to do so.

Face to Face Communication

Currently, we have few staff that speak Welsh at a conversational level. When those staff are working, an option is available for customers who wish to communicate through the medium of Welsh to do so.

Moving forward, we will provide opportunities for staff to develop their Welsh Language skills, with the aim to always have at least one member of staff available for customers who wish to use Welsh in their communications with us.

In time, with the expansion of staff who can use conversational Welsh, Picton Castle Trust will consider the use of the Working Welsh Badge Scheme.

Telephone Communication

Currently our system of answering the phone only has an English greeting. We will provide a bilingual version of this greeting by *March 31st2022*.

Every member of staff can recognise and handle a Welsh language call with courtesy.

Currently, we do not have the capacity within the staff to answer and deal with a telephone call through the medium of Welsh. In line with the training opportunities referred to in the previous section of this Policy, we will develop our bilingual telephone services to ensure that all staff are able to handle, or refer, Welsh medium calls in a professional, appropriate and courteous manner.

Correspondence (Paper and Electronic)

We generally write to people in English.

We acknowledge our customers' freedom to correspond with us in Welsh and we will respond in their preferred language wherever it is practically possible. We will consider bilingualism when sending and receiving correspondence, based on the nature and purpose of the correspondence, in conjunction with the availability of staff who are able to communicate effectively in written Welsh.

Forms and Account documents

Our forms and account documents are in English.

The Trust will move to a bilingual Annual Report with effect from the *Financial Year 2021 (i.e., reporting in September 2022)*.

Staff and the Workplace

Assessing Language Skills Requirements when Recruiting

We consider what level of Welsh language skills are required to perform all new roles in our organisation.

We will consider and record what level of Welsh language skills are required to perform each new position in our organisation.

Recording and Developing our Staff's Language Skills

We keep a record of the Welsh language skills of every employee. We share information about each employee's Welsh language skills within the workplace, so that we can direct Welsh language enquiries to the appropriate person. We will assess and record the Welsh language skills of every new employee as they join our organisation.

We acknowledge that in Wales, the Welsh language should be treated no less favourably than the English language. We will include Welsh language skills in our staff management and training processes, and we arrange and/or provide relevant training for staff who want to improve their Welsh language skills.

Internal Communication

We recognise that each member of staff and customer has the freedom to use the Welsh with each other, as enshrined in the Welsh Language (Wales) Measure 2011 and we expect staff to respect the linguistic preferences of their colleagues and customers. We will support and facilitate the use of Welsh and English in the workplace by creating opportunities for staff to use Welsh regularly.

Internal Publications

Our internal publications are in English only.

Welsh language software

We allow our staff to install a Welsh language interface for any software they use which has a recognised Welsh language interface.

Leadership

We will ensure that this policy is supported at the highest level in our organisation. We will appoint one member of the Senior management team to be responsible for implementing, championing and reviewing this policy.

Awareness

This policy will be conveniently available for the public to read. Every member of staff will receive a copy of this policy and direction on its requirements.

Review

We will assess and revise this policy every two years. We will prepare annual monitoring reports on its implementation.

Services delivered on our behalf

We encourage every contractor or third party that delivers services on our behalf to comply with this policy.