



Welsh Language Scheme Cymdeithas Tai Cantref

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 23 March 2007.

1. STATEMENT

1.1 Aim of the Scheme

Cymdeithas Tai Cantref 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 Objectives

- 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.
- to ensure high quality services through the medium of Welsh
- to promote the use of the Welsh language in the community
- to encourage others to promote and use the Welsh language
- to promote and facilitate the use of the Welsh language in the workplace

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 and Corporate Values

2.1.1 Background

Cymdeithas Tai Cantref was established in 1989 by the merger of two local housing associations, namely Cymdeithas Tai Pumlumon in Aberystwyth and Cymdeithas Tai Cantref in Newcastle Emlyn. Both these associations were established voluntarily by local people at the beginning of the 1980s with the aim of providing homes for young single people and local families in an attempt to halt the depopulation of rural towns and villages in the area. In addition, safeguarding Welsh speaking communities and supporting local business were central to the principles of the founders. From the beginning the Welsh language was the internal administrative language of Cantref and continues to be so today.

The merger provided a stronger base to face the new challenges that emerged following the Housing Act 1988 which required housing associations to borrow private finance to continue with housing developments. In 1989 the Association had about 200 units comprising mainly houses and flats for rent and units for the elderly. It now has nearly 1340 units. Cantref's main activity continues to be the provision of general needs housing but it also has a number of supported housing schemes for people who need help to live in the community. Cantref also manages Ceredigion Care and Repair. .

2.1.2 The Association's Aims, Values and Commitments

Aims

- to fulfil the housing need in its area of operations in co-operation with the County Councils
- to achieve this, as far as possible, in such a way that safeguards the Welsh language and strengthens the local communities and the economy.

Key Values

- that strong communities are essential in ensuring a good quality of life
- that the Welsh language is an integral part of strong communities in Cantref's area of operations
- that Cantref is answerable not only to statutory regulatory bodies and shareholders but also to its tenants, the County Councils and individual communities
- that the opinion and experience of its tenants is valuable in the effective management of Cantref
- that Cantref's staff are a valuable asset without which Cantref could not fulfil its aims.

Commitments

- a policy of not building more houses anywhere unless there is a real need for social housing in that area
- giving fair and open priority to applicants with local connections in the letting of properties
- providing full services in Welsh and English according to the choice of the individual
- using the Welsh language as the main language of administration of the Association and to use the language as far as possible in correspondence with other bodies
- providing information to its tenants and providing them with opportunities to express their opinion about Cantref's performance and to take part in the management of Cantref and respect their contribution
- providing information about Cantref, its activities and its performance generally and welcoming comments from local bodies and the general public
- being a considerate and flexible employer; respecting the opinion of its staff and endeavouring to develop the full potential of every member of its staff by providing training, support and experience.

2.1.3 Funding

Cantref is a 'Registered Social Landlord' and uses grants allocated by the Welsh Assembly Government. It also borrows from banks and building societies and receives assistance from county councils for some schemes.

2.2 Structure and Areas of Operations

2.2.1 Board of Management and Senior Management Team

The Board of Management is elected annually by Cantref's shareholders and it can comprise of up to 15 members including 5 tenant board members elected by the tenants themselves and 1 co-opted member. The Board has also established an Audit Committee to assist with the scrutiny function.

The Senior Management Team is comprised of the Chief Executive, Director of Finance and director of Operations.

2.2.2 Offices

Cantref's main office and registered is in Newcastle Emlyn.

2.2.3 Internal use of the Welsh Language

Welsh is the internal administrative language of Cantref. The Association employs 72 members of staff and most of these are fully bilingual with the ability of the remainder varying from understanding the language but unable to speak the language fluently, to non Welsh speaking learners. Cantref's Management Team and Heads of Services are all bilingual, and can speak and write the language.

2.2.4 Areas of Operations

Cantref operates in the areas of four local authorities, namely:

Ceredigion – the whole area
Carmarthenshire - northern area
Pembrokeshire – northern area
Powys – Dyfi valley

2.2.5 Housing Stock

Cantref manages 1,336 houses and flats (31 March 2008). Their location by county is shown below together with the different categories of accommodation:

Ceredigion	867
Pembrokeshire	300
Carmarthenshire	140
Powys	53
Houses and flats for families	1051
Low Cost Homebuy property	13
Properties for the elderly	216
Supported Housing units	63
Other	17

2.3 Service Users

Cantref's function is to provide houses for rent or for purchase for people who can not afford to buy or rent on the open market. It also provides assistance for people with special needs. Cantref manages Ceredigion Care and Repair which gives assistance and advice to elderly people who are not Cantref tenants regarding adaptations and repairs to their home.

It is essential that the Association can offer services to its customers in their language of choice.

Cantref works closely and in partnership with local authorities and various agencies and public bodies. It is in daily contact with the public generally, including contractors, consultants and suppliers.

2.4 The Welsh Language

2.4.1 Census Statistics – 2001

The 2001 census statistics show the number of Welsh speakers in Cantref's areas of operations as follows:

Local Authority	2001 Census Welsh speakers	
	No.	Percentage %
Ceredigion	37,918	52
Carmarthenshire	84,196	50
Pembrokeshire	23,967	22
Powys	24,814	21

Cantref operates throughout Ceredigion where over half the population speak Welsh; in Carmarthenshire half the population speak Welsh.

Although the figures are lower in the other two counties, Cantref's housing stock in Powys and Pembrokeshire are located in the communities where the percentage of Welsh speakers is much higher than the county average, e.g.:

Powys:	Machynlleth 54%;	Glantwymyn 60%
Pembrokeshire:	Crymych 60%;	Dinas 54%

2.4.2 Principles of Iaith Pawb

The Association is committed to act in accordance with the principles of Iaith Pawb, the Welsh Assembly Government's action plan for a bilingual Wales.

The principles of mainstreaming the Welsh language is already a basis for the association's work and we encourage others to promote the use of the Welsh language.

We are aware that the lack of affordable housing in rural areas is one of the perceived reasons for outward migration of young people from rural Wales and the Welsh speaking areas. The Association takes part in a number of enterprises designed to facilitate access to housing, and to ensure that communities remain sustainable.

The Association, in partnership with other organisations, jointly funds the Pembrokeshire Rural Housing Enabler post. The aim of the post is to develop and support effective partnerships with rural and coastal communities in northern Pembrokeshire to identify their housing needs and help to provide affordable housing. Cantref will continue to support these initiatives within its areas of operation.

2.4.3 Contact Officer

The Contact Officer for this Language Scheme is:

The Chief Executive
Cymdeithas Tai Cantref
Llys Cantref
Church Lane
Newcastle Emlyn
SA38 9AB

e-mail: post@cantref.co.uk

tel: 01239 712000

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. Cantref operates in accordance with the Assembly Government's definition of mainstreaming the Welsh language, namely:

'To consider the Welsh language in all aspects of your work and in everything 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 The Association 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.

3.1.5 Housing Associations can contribute towards the development of the Welsh language on a local or community level and we will aim to ensure that the Association's new policies and initiatives promote and facilitate the use of the Welsh language whenever possible.

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 We are a naturally bilingual establishment and can offer all our services in Welsh across the establishment.

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 Head of Department 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.
- 3.3.4** The Association will encourage others in the community including voluntary bodies and companies to make use of the Welsh language.

Grants and Voluntary Organisations

Every encouragement will be given to voluntary bodies who work with the Associations to produce their publications and service bilingually and they will be expected to comply with the language requirements of this Scheme.

Private Companies

It is recognised that the Association is dependent on a number of private companies where it is not practical for them to correspond in the Welsh language, e.g quantity surveyors, architects and craftsmen. In these cases correspondence should be conducted in Welsh if the recipient understands the language and is happy to receive correspondence in Welsh. Private companies will be encouraged to provide fully bilingual services.

Utilities

A full bilingual service is expected from the Gas, Electricity, Water and Telecom utilities and the Association's staff are expected to urge these organisations to provide this service.

In cases where a Welsh version of a form is not available, the English version will be completed in Welsh and the organisation will be urged to provide the form in Welsh.

The Association will insist that bills are in Welsh or bilingually.

Correspondence will be conducted with these organisations in Welsh or bilingually. Exceptions are allowed when:

- i. the correspondence relates to complicated, technical matters or in an emergency
- ii. the correspondence is aimed specifically for a particular officer and where it is known that the officer is a non-Welsh speaker
- iii. the correspondence is for a company outside Wales.

Statutory Bodies

Correspondence with statutory bodies such as local authorities should be in Welsh or bilingual. Exceptions are allowed when:

- i. the correspondence relates to complicated, technical matters or in an emergency
- ii. the correspondence is aimed specifically for a particular officer and where it is known that the officer is a non-Welsh speaker.

The Welsh Assembly Government

The Association will urge the Welsh Assembly Government to use the Welsh language in its forms, correspondence, circulars, consultation papers, reports and publications, and to provide a fully bilingual service.

Partnerships

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

- when Cantref is the strategic and financial leader within a partnership, it will ensure that the public service provision complies with the Language Scheme
- when Cantref joins a partnership led by another body, Cantref's input to the partnership will comply with the Language Scheme and the Association will encourage other parties to comply
- when Cantref 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, Cantref will act in accordance with the Language Scheme.

3.3.6 When the Association joins or forms a partnership or delegates duties and/or responsibilities of other bodies, it will ask prospective partners about their Welsh language schemes, language policies or the means by which they will operate bilingually. Within any partnership, the Association will offer advice and support to the other partner organisations.

3.3.7 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 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 or English. This will be stated on our headed paper and other means of communicating with the public.
- 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** Correspondence received in Welsh will be answered in Welsh.
- 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.

4.2 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** Every member of staff will answer external telephone calls with a bilingual greeting, with the Welsh greeting first.
- 4.2.3** There will be a bilingual message on each member of staff's personal answering machine, the Welsh message first. There will be bilingual instructions on the switchboard answering machine outside office hours.

- 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
- to wait for a Welsh speaker to phone back as soon as possible
 - to submit the inquiry in Welsh by letter or e-mail, or
 - 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:
- ensure that we have bilingual officers, either through appointment and/or training.

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:
- 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
 - We will invite attendees to inform the organisers whether they wish to use Welsh or English.
 - 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 to provide any written materials such as leaflets or other documents used at public meetings, in bilingual form. 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 the Association's staff are 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 and makes sure that arrangements are made to enable any member of the public who desires to do so, to discuss matters in Welsh.
- 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 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** Staff are expected to make use of the Welsh language where simultaneous translation service is provided in meetings.

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 and 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 All information signs owned by the Association, including at internal locations to which members of the public have access, are 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 Signs on development sites will be bilingual, with the Welsh uppermost. However only the Welsh name only will be used in the case of place names, streets etc. where there are two names.

5.2.4 When new sites are developed, the Association will propose a Welsh name for the estate, which will usually have a historical relevance to the area.

5.2.5 It is acknowledged that local authorities' have the final say in the naming of new estates; the Association will encourage them (in cases where names proposed by the Association are not accepted) to give a Welsh or bilingual name for the estate.

5.2.6 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 a Welsh version of the document will be no higher than the price of the English version.
- 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 be published and distributed at the same time and 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, but in Welsh only when using Welsh-language publications.

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:

- produce all publicity materials in Welsh and in English
- conduct advertising campaigns in the press in Welsh and in English
- advertise on posters and information boards in Welsh and in English
- conduct public surveys bilingually, whether through the post or face to face
- conduct direct marketing campaigns in Welsh or in English
- 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.

5.7.3 We use the Welsh language press to advertise and our advertisements in those publications will appear in Welsh only.

6. IMPLEMENTATION AND REVIEW OF THE SCHEME

6.1 Staffing

6.1.1 The Association will make arrangements to ensure that all its workplaces that have contact with the public has access to sufficient staff with appropriate Welsh language skills in order to enable those workplaces to provide a full service in Welsh.

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

- We will note those workplaces and posts where the ability to speak Welsh is desirable or essential (see 6.1.5).
- 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.
- The results of these two exercises will be compared in order to identify workplaces where there is a shortage of staff with appropriate skills in the Welsh language.

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 adopt an action plan to achieve this and will ensure that managers and others responsible for recruitment are familiar with the arrangements,

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

- The amount and frequency of contact with the public.
- The current ability of the Unit or Office to deliver a face to face service through the medium of Welsh.
- The expertise of the post, i.e. skills in the Welsh language could be vital in some specific fields.
- If it is a post in a specific area, then an assessment of the number/percentage of Welsh speakers in the area.

6.1.6 In assessing our staffing needs, we will provide for a possible increase in the demand for services through the medium of Welsh as schemes are implemented and as Welsh speakers respond to the offer of service in Welsh.

6.1.7 Our standard practice will be to ensure that our reception areas and main switchboard can offer service in Welsh at all times.

- 6.1.8** 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. We will ensure that non-Welsh speaking staff should not feel under threat and we will support staff.... who wish to learn the Welsh language through appropriate training. We will treat language skills in a similar way to any other skills which need to be developed in the workplace.
- 6.1.9** 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 'ability to converse in Welsh but training and assistance will be given with written Welsh' / 'ability to speak and write in Welsh essential'.
- 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:
- 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
 - to advertise a temporary appointment and to review it in order to meet the need in another way, or
 - 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 and members of the Board of Management 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** The Human Resources Officer will include language courses in the training programme in accordance with the training plan for individual members of staff. 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** Line Managers and Human Resources 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** Heads of Department 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 Welsh. We will ensure that members of staff receive the necessary training and assistance to enable them to use the Welsh language 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:

The Chief Executive
Cymdeithas Tai Cantref
Lôn yr Eglwys/Church Lane
Castell Newydd Emlyn/ Newcastle Emlyn
SA38 9AB
Tel: 01239 712000
e-mail post @cantref.co.uk

- 6.6.2** Monitoring this Scheme will be a continuous and structured activity. This will include monitoring the following fields:
 - compliance with the Scheme
 - quality of service – to look at complaints and at the front line service
 - management and administration
 - adequacy of linguistic skills – based on commitments 6.1-6.4
 - 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. Cantref's Complaints Policy is available on request from:

The Chief Executive's Department
Cymdeithas Tai Cantref
Lôn yr Eglwys/Church Lane
Castell Newydd Emlyn/ Newcastle Emlyn
SA38 9AB
Tel: 01239 712000
e-mail post @cantref.co.uk

- 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 publish information on performance annually in the Association's Annual Report.
- 6.7.2** 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.
- 6.7.3** 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):
- Number and percentage of posts in the main reception / contact centre designated as being 'Welsh essential' posts, and filled by bilingual staff.
 - Number and percentage of staff who have received training in Welsh to a specific level of competence.

- Number and percentage of staff who have received language awareness training.
- Number and percentage of the Association's staff who can speak Welsh, by department and workplace or office.
- Number of complaints received regarding the implementation of the Language Scheme and percentage 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.