

Welsh Language Scheme Annual Monitoring Report to the Welsh Language Board

June 2011

OFT1109

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CONTENTS

<i>Chapter</i>	<i>Page</i>
1 Introduction	4
2 The OFT's Welsh Language Scheme	5
3 Dealing with the Welsh speaking public	6
4 Public face	8
5 Implementing the Scheme	11
6 Additional performance indicators	14
7 Mainstreaming the Welsh Language	15
8 Publication of information on performance	16
A Welsh language Scheme scoring system for producing publications	17
B Update to target date	21

1 INTRODUCTION

- 1.1 The purpose of this monitoring report is to outline the progress made by the Office of Fair Trading (OFT) during the period 1 April 2010 to 31 March 2011 in delivering public services in accordance with our Welsh Language Scheme¹ and identify areas of improvement

¹ www.offt.gov.uk/about-the-offt/accessing-information/welshlanguagescheme

2 THE OFT'S WELSH LANGUAGE SCHEME

- 2.1 The Welsh Language Act 1993 places a statutory duty on every public body providing services to the public in Wales to produce a Welsh Language Scheme.
- 2.2 The OFT's Welsh Language Scheme (the Scheme) describes how it will give effect, so far as is appropriate in the circumstances and reasonably practicable, to the principle established by the Act that Welsh and English should be treated on a basis of equality.
- 2.3 The Scheme also covers the provision of services offered by Consumer Direct, or services provided under the Consumer Direct brand, unless otherwise stated.
- 2.4 The OFT's Welsh Language Scheme was adopted in 2010. This is the OFT's first monitoring report.

3 DEALING WITH THE WELSH SPEAKING PUBLIC

Correspondence

- 3.1 During the reporting period there was no requirement for Welsh language responses to correspondence, however correspondence services are consistent with the Scheme and appropriate processes are in place to ensure the provision of Welsh responses to correspondence when required.
- 3.2 The publications scoring system (see Annexe A) is used to identify objectively which standard and circular correspondence will be published in Welsh, or bilingually.

Telephone communications

- 3.3 A Welsh-speaking member of staff, accessible via the same phone number, is available to give information, services or support to the public if they require the service in Welsh.
- 3.4 The Welsh language telephone service is not currently advertised alongside the English language service.
- 3.5 There was no requirement for a Welsh language response during the reporting period.
- 3.6 **RECOMMENDATION:** Update the 'contact us' link on the OFT website to reflect the bilingual service.

Public meetings in Wales

- 3.7 The OFT did not hold public meetings in Wales during the reporting period, however appropriate processes are in place to ensure public meetings can be carried out in accordance with the Scheme.

Other meetings in Wales

- 3.8 Roundtable discussions have been held with key stakeholders and organisations in Wales. It has followed the accepted format agreed in the Welsh Language Scheme of holding the meetings in English.
- 3.9 Where it is known that the meeting includes Welsh speakers, and there is a Welsh speaking OFT member of staff present, the opening words of welcome and closing thanks have been delivered in Welsh and then English.

Other dealings with the public in Wales

- 3.10 The OFT did not conduct seminars/training courses or surveys in Wales to which the public have had access during the reporting period, however appropriate processes are in place to ensure these activities can be carried out in accordance with the Scheme.

4 PUBLIC FACE

Publicity campaigns, exhibitions and advertising

- 4.1 Public information and promotional materials for consumer campaigns in 2010-11 including, online advice for the Just tick it campaign and printed materials for the Scamnesty and Stop Loan Sharks campaigns, were produced in separate English and Welsh versions.²
- 4.2 The OFT also provided Welsh language versions of the Skilled to go 'scams' and 'buying and selling' modules for use by local authority Trading Standard Services. Both English and Welsh versions were equal, available simultaneously and equally accessible.
- 4.3 The OFT has taken into consideration the need to translate all materials into Welsh and where appropriate requested advice on demand for such materials with relevant Welsh organisations. The request for feedback on the Skilled to go³ translation was sent to 177 contacts in Wales and zero responses were received.
- 4.4 The publications scoring system (see Annexe A) is used to identify objectively which materials should be translated.
- 4.5 Due to the Government marketing freeze during 2010-11 the OFT only produced a very limited amount of campaign materials for the general public. Given the limitation on marketing spend it did not advertise in any newspapers during the year.
- 4.6 Given the above noted limitation on marketing spend, the OFT did not advertise in any Welsh language publications during 2010-11.
- 4.7 The OFT did not carry out any television campaigns during 2010-11.

² www.offt.gov.uk/OFTwork/consumer-protection/campaign10-11

³ www.offt.gov.uk/skilledtogo

4.8 The Consumer Direct telephone line directs callers to a Welsh-speaking member of staff accessible via the same phone number if they require the service in Welsh.

Publications

4.9 Apart from publicity materials as noted above, no further materials were identified, using the scoring system, as requiring to be published as separate Welsh and English versions or as bilingual documents during the reporting period.

Websites

4.10 The OFT website meets the minimum standards as set out by the Welsh Language Scheme which include:

- Welsh Language Scheme page available in both English and Welsh⁴
- 'Cymraeg' button in header on all pages.

4.11 Publications available in Welsh can be found in the publications section on the OFT website and are issued at the same time as English versions when available.⁵

4.12 When designing new websites, or redeveloping its existing websites, they have the ability to build in Welsh language requirements with the current website system.

⁴ www.offt.gov.uk/about-the-offt/accessing-information/welshlanguagescheme

www.offt.gov.uk/about-the-offt/accessing-information/cynlluniaithgymraeg

⁵ www.offt.gov.uk/OFTwork/publications

4.13 The Consumer Direct website Welsh function is still in place in the absence of a DirectGov equivalent service.

Forms and associated explanatory material

4.14 There was no requirement for these services during the reporting period, however appropriate processes are in place to ensure these activities can be carried out in accordance with the Scheme..

4.15 The publications scoring system (see Annexe A) is used to identify objectively which forms and associated explanatory material will be published in Welsh, or bilingually.

Official notices, public notices and staff recruitment notices

4.16 There were no notices or adverts distributed mainly or wholly in Wales, and no posts where the ability to speak Welsh was essential, were advertised during the reporting period. Appropriate processes are in place to ensure these activities can be carried out in accordance with the Scheme.

Press releases and contact with the media

4.17 The OFT have not issued any press releases that had a specific resonance for a Welsh audience and have therefore not had any of its press releases translated for issue in Wales during the reporting period. Appropriate processes are in place to ensure these activities can be carried out in accordance with the Scheme.

5 IMPLEMENTING THE SCHEME

Staffing

- 5.1 Under the Welsh Language Scheme the OFT are required to seek information about the Welsh language skills of job applicants and existing staff.
- 5.2 The OFT requested information from staff on their Welsh language skills in a skills audit exercise over five years ago.
- 5.3 The OFT do not currently ask job applicants to provide information about their Welsh language skills.
- 5.4 **RECOMMENDATION:** Identify opportunities to update data on exiting staff's Welsh language skills.
- 5.5 **RECOMMENDATION:** Investigate the processes required to request job applicants to provide information about their Welsh language skills.

Recruitment

- 5.6 No posts in the OFT have been identified as requiring fluency in Welsh as either a desirable or essential skill.

Language training

- 5.7 The OFT's services are consistent with the Scheme and appropriate processes are in place to ensure language training can be delivered. There were no requests for language training during the reporting period.

Information and Communications Technology (ICT)

- 5.8 The OFT's services are not currently consistent with the scheme however no ICT systems were developed or bought during the reporting period.

- 5.9 The OFT are currently tendering for ICT services (management, web development and hosting and software). The procurement process begins in June 2011 and runs to December 2011.
- 5.10 **RECOMMENDATION:** The Welsh Language Board's Bilingual Software Guidelines and Standards will be taken into account during this tendering process.

Partnership working

- 5.11 All members of its stakeholder groups in Wales have their own Welsh language policies. This includes those organisations based within England. All of the organisations recognise the specific aspects of each scheme.

Internal arrangements

- 5.12 The Welsh Language Scheme was developed with the full support of the senior team and approved by the Board.
- 5.13 Managers will have the responsibility of implementing those aspects of the Scheme relevant to their work. All managers have equality and diversity responsibilities as part of their work objectives which include implementing those aspects of the Scheme relevant to their work
- 5.14 Delivery, monitoring and review of this scheme is undertaken by a Senior Information Officer and overseen by the Head of Marketing and Campaigns.
- 5.15 The OFT's main target dates for scheme delivery and an update on activity can be found at Annexe B.
- 5.16 The Scheme is published on the OFT website.⁶

⁶ www.of.gov.uk/about-the-oft/accessing-information/welshlanguagescheme

www.of.gov.uk/about-the-oft/accessing-information/cynllunaiithgymraeg

- 5.17 There is no current staff guidance on the Welsh Language Scheme.
- 5.18 Translation is undertaken by professional translators at the Central Office of Information.
- 5.19 **RECOMMENDATION:** Produce guidance for staff on their responsibilities under the Scheme and share across the office using appropriate channels such as the intranet.
- 5.20 **RECOMMENDATION:** Ensure that all existing processes affected by the Scheme are up to date and have the appropriate information to undertake the responsibilities contained in the Scheme.

Freedom of Information Act and the Environmental Information Regulations

- 5.21 There have been no Welsh language requests under the Freedom of Information Act or the Environmental Information Regulations during the reporting period, however appropriate processes are in place to ensure these activities can be carried out in accordance with the Scheme.

Monitoring

- 5.22 The monitoring report is due to be submitted to the Welsh Language Board on the 30 June 2011 as requested, which will include:
- a written report outlining achievements and recommendations
 - its progress in delivering this Scheme against the targets - see Annexe B.
- 5.23 The OFT's Annual Report includes reference to its activity in the devolved administrations.

6 ADDITIONAL PERFORMANCE INDICATORS

6.1 Annual data on the following additional performance indicators was requested.

Information technology

6.2 The OFT's services are not currently consistent with the Scheme:

- no IT systems were assessed using the Board's bilingual software accreditation scheme
- no improvement plans were prepared following assessments using the Board's bilingual software accreditation scheme.

6.3 **RECOMMENDATION:** Details of the Board's bilingual software accreditation scheme to be sent to the appropriate departments within the OFT for consideration when new IT systems and improvement plans are developed.

Administering the Scheme

6.4 The OFT's services are consistent with the Scheme and appropriate processes are in place to ensure this. There were no complaints received regarding the OFT's Welsh language service provision during the reporting period.

7 MAINSTREAMING THE WELSH LANGUAGE

7.1 The OFT have taken a number of steps which encourage the mainstreaming of the Welsh language into its policies, initiatives and activities. These include:

- running a consultation amongst interested parties in Wales regarding the translation of the Skilled to go materials
- providing Welsh Trading Standards Officers with Welsh language promotional materials for Scamnesty and Stop Loan Sharks campaigns
- ensuring that Welsh language speakers are catered for in meetings held in Wales
- providing a Welsh-language contact at the office for any enquiries in Welsh and ensuring that a member of the Trading Standards Partnership Team focuses on Welsh issues.

7.2 **RECOMMENDATION:** Investigate applying the Welsh Language Board's advice on mainstreaming the Welsh language more formally across the office in particular:

- include the Welsh language in corporate impact assessment processes
- develop advice and guidance for staff.

8 PUBLICATION OF INFORMATION ON PERFORMANCE

8.1 The Report will be:

- approved by a Deputy Director prior to publication and submission to the Welsh Language Board
- disseminated to all staff including OFT Board Members and Senior Directors
- posted on the intranet.

8.2 This is the first annual monitoring report to be presented to the Welsh Language Board and it can be found on the OFT's website.⁷

⁷ www.offt.gov.uk/about-the-offt/accessing-information/welshlanguagescheme

A WELSH LANGUAGE SCHEME SCORING SYSTEM FOR PRODUCING PUBLICATIONS

- A.1 The purpose of this document is to offer a method to help decide whether or not to publish material in Welsh, and if so, to produce bilingual documents or separate Welsh and English versions.
- A.2 The scoring system is not intended to be completely prescriptive or inflexible. It should be used to help with the task of deciding the way forward in each case. If a decision is taken not to act in accordance with the scoring system, we must be able to explain why.
- A.3 A scoring document should be kept on file for each publication, as a record of the scoring process.

Scoring system (7 questions)

1. The number of copies to be printed each year:
- | | |
|--------------|------------|
| 1 to 500 | score = 1 |
| 500 to 5,000 | score = 5 |
| over 5,000 | score = 10 |
- score =**
2. The target audience:
- | | |
|--|------------|
| general public | score = 10 |
| particular sector of the public | score = 5 |
| individuals representing specific fields | score = 1 |
- score =**
3. Will the publication be relevant to a subject area **or** a part of Wales of particular interest with regard to Welsh? For example, work involving young people, the elderly, agriculture, education, sport or the arts – or will it be aimed exclusively at areas with a high percentage of Welsh speakers:
- | | |
|-----|-----------|
| yes | score = 5 |
| no | score = 0 |
- score =**
4. For how long will the publication be used? (Reprinting the publication, small changes such as changing the year at the top of the publication, or changing part of the publication to reflect new rules, should not be considered as the

end of the life cycle of the old version). **However, if the publication is a consultation document**, this question should be ignored and question 7 answered instead (because of the special nature and status of those documents):

0 to 6 months	score = 1	
6 months to 2 years	score = 5	
over 2 years	score = 10	score =

5. Number of words in the publication:

0 to 1000	score = 6	
1000 to 5000	score = 4	
over 5000	score = 2	score =

6. Best estimate of number of pages in a single language version of the publication:

1 to 10	score = 6	
10 to 20	score = 4	
over 20	score = 2	score =

7. (Question for **consultation documents only**). Dealing with a subject which is:

Specialist / very technical	score = 1	
Fairly complex but of interest to many	score = 5	
Easy to understand / of general interest	score = 10	score =

TOTAL SCORE =

Check your scores below

Compare your total score with the score ranges below to check if a **paper version** of the publication is required:

- 0 to 22** No need to produce a Welsh version.
- 23 to 28** Serious consideration should be given to producing a Welsh version. A Welsh summary should be produced, as a minimum.
- over 28** A Welsh version should be produced.

Add your **scores from questions 2, 3, 4, 5 and 7 only** and compare with the score ranges below to check if an **electronic version** of the publication is required for the OFT website:

- 0 to 14** No need to produce a Welsh version.
- 15 to 18** Serious consideration should be given to producing a Welsh version. A Welsh summary should be produced, as a minimum.
- over 18** A Welsh version should be produced.

Decision on publishing as a bilingual document, or as separate Welsh and English versions

- A.4 The Welsh Language Board recommends that the starting point should be a presumption **in favour of bilingual documents** rather than separate Welsh and English versions. Providing bilingual material is easier administratively (in terms of stock management and distribution) than providing separate English and Welsh documents. It also has advantages in terms of meeting the needs of mixed-language families, other mixed audiences and learners. It also ensures that both versions of a document are equally accessible in any location – avoiding the need for Welsh speakers to choose between having to use the English version, or requesting the Welsh version and suffering delays as a consequence.
- A.5 Decisions may be taken, however, to publish a document as separate Welsh and English versions if cost and practicality make the issue of separate versions unavoidable. This could reflect the number of pages in the document (if preparing a bilingual version would make it too bulky and unwieldy).
- A.6 For documents published as separate Welsh and English versions, which are distributed 'on demand' (for example, in response to an advertising campaign) and where the predicted use of the document is low, it may be possible to justify publishing initially only on the OFT website. In these cases, it should be prepared to arrange printing of a hard copy document, if requested by the public. This can be done in-house, or arranged through professional printers.

- A.7 This advice on publishing a document bilingually, or as separate Welsh and English versions, does not apply to documents published on the OFT's website. By its very nature, an electronic Welsh electronic document will be as equally accessible as its English counterpart, whether published as a bilingual document, or as separate Welsh and English versions.
- A.8 Click [here](#) to see the The Welsh Language Board's *A Guide to Bilingual Design*.

Contact for Welsh translation service

Steffan Jones - COI

steffan.jones@coi.gsi.gov.uk

Direct line: 020 7261 8338

B UPDATE TO TARGET DATE	Completion date	Progress
Dealing with the Welsh speaking public		
Correspondence	When this Scheme is published	Achieved with recommendations for improvement
Public meeting in Wales	When this Scheme is published	Achieved
Other dealings with the public in Wales	When this Scheme is published	Achieved
Public face		
Publicity campaigns, exhibitions and advertising	When this Scheme is published	Achieved
Publications	When this Scheme is published	Achieved
Websites	Within 12 months of this Scheme being published	Achieved
Forms and associated explanatory material.	When this Scheme is published	Achieved
Official notices, public notices and staff recruitment notices	When this Scheme is published	Achieved
Press releases and contact with the media	When this Scheme is published	Achieved
Implementing the Scheme		
Staffing and recruitment	When this Scheme is published	Some progress with recommendations for further activity
Language training	When this Scheme is published	Achieved
Information and Communications Technology (ICT)	When this Scheme is published	No progress with recommendations for further activity

Partnership working	When this Scheme is published	Achieved
Internal arrangements	When this Scheme is published	Mostly achieved with recommendations
Freedom of Information Act and the Environmental Regulations	When this Scheme is published	Achieved
Monitoring	When this Scheme is published	Achieved
Additional Performance Indicators		
Information Technology	~	No progress with recommendations for further activity
Administering the Scheme	~	Achieved