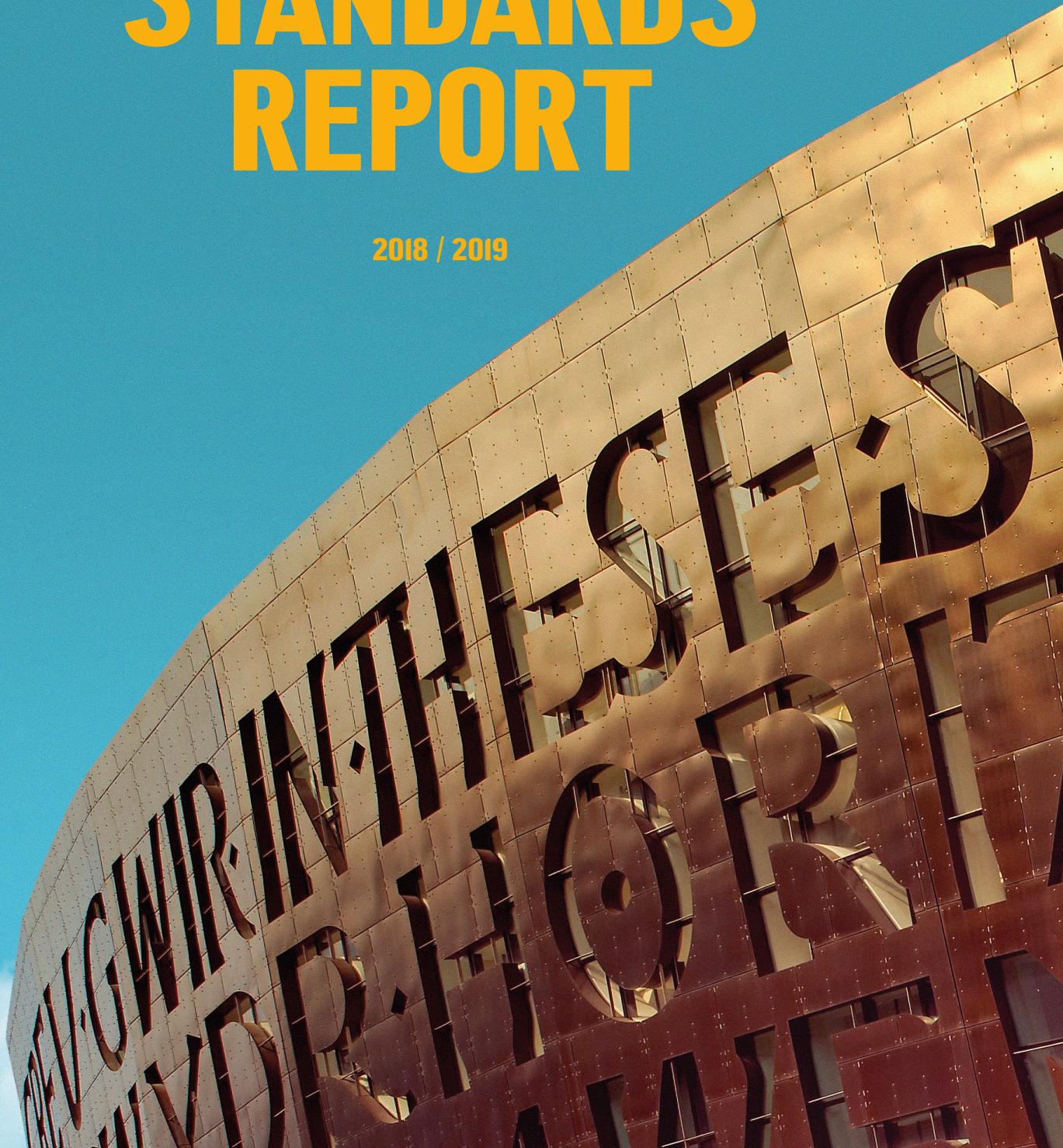


CANOLFAN MILENIWM CYMRU
WALES MILLENNIUM CENTRE

WELSH LANGUAGE STANDARDS REPORT

2018 / 2019



39

STAFF GIVEN THE SUPPORT TO STUDY WELSH FOR FREE DURING WORK HOURS

14

STAFF SUPPORTED TO IMPROVE THEIR WELSH LANGUAGE SKILLS

3498

PHONE CALLS FROM THE PUBLIC RECEIVED IN WELSH

1719

CUSTOMERS WHO'VE REGISTERED WELSH AS THEIR CHOSEN LANGUAGE

5.2% ▲

THE INCREASE IN ENGAGEMENT (YEAR ON YEAR) ON OUR WELSH LANGUAGE TWITTER ACCOUNT

50% ▲

SPIKE IN ENGAGEMENT (MONTH ON MONTH) IN OUR SOCIAL MEDIA CHANNELS DURING THE NATIONAL EISTEDDFOD



WE ARE WALES MILLENNIUM CENTRE

For me, the highlight of last year was providing a home for the National Eisteddfod, Cardiff 2018. Hosting the Eisteddfod, the biggest cultural festival in Europe, was an important milestone for us. Not only were we able to provide a stage for the very best Welsh talent, with hundreds of performances, competitions and ceremonies taking place in our building, but also we were able to interact bilingually with Eisteddfodwyr from every corner of Wales. The Welsh language is core to our strategy and we have worked hard to establish a bilingual environment for our customers, visitors and staff. The warm welcome we give online respects and remembers the language preferences of our customers and we provide free Welsh courses, at all levels, to our staff. We are proud of the progress we have made so far, which has been made possible by the commitment of our staff to creating a truly bilingual Centre.

DR CAROL BELL
Deputy Chair

We're incredibly proud of our Welsh heritage – being a bilingual nation is what makes us unique – and as the national performing arts centre, our language and culture are at the heart of what we do. We create innovative productions that showcase Wales to the world and bring the very best international productions to our stages. We seek to raise the aspirations of every young person in Wales and aim to be open and accessible to all. At the core of our vision is a desire to represent Wales in all its diversity, to inspire our nation and impress the world and, in truth, our commitment to being a proudly bilingual organisation underpins each and every ambition that we share. This report highlights not only how we're meeting the Welsh language standards but shares some highlights from the past year.

MATHEW MILSOM
Managing Director

SETTING THE SCENE

The Welsh Language Standards were introduced to provide a legal framework giving individuals in Wales the right to receive certain services through the medium of Welsh.

Since January 2017, the Welsh language standards have been applicable to us.

We have always taken our responsibility towards delivering bilingual services seriously; it comes naturally

to us. Providing our customers with services in Welsh has been an important way of how we work from the very beginning, and we're committed to achieving the standards.

Our commitment to the language is clear; we will promote opportunities for people to use their Welsh with us and make sure that the language isn't treated less favourably.

When visiting us, our customers can expect to be welcomed in Welsh, and when we engage with our customers we will:

- Communicate in Welsh and English
- Respect and remember their language choices
- Promote our shows and events bilingually in print and online

The Standards

Our Compliance Notice requires us to comply with a total of 146 standards, covering how we deliver services to the public, our relationship with our staff as well as how we consider the language in our policy decisions. More information about these standards can be found [here](#).



IN FOCUS: OUR RELATIONSHIP WITH YOU

The service delivery standards explain which services we need to provide bilingually for you - our audiences and visitors. We believe that we are successfully complying with all of the standards in this area, and that in doing so we provide a naturally warm Welsh welcome and a high-quality experience to those who choose to contact us or visit us.

During the year we:

- Hosted the National Eisteddfod, which provided a perfect opportunity for us to showcase our bilingual services.
- Supported staff by providing briefings and reminder sessions focussing on the standards and Welsh language customer services.
- Launched our new website, which was mentioned by the Welsh Language Commissioner as an example of best practice for the way it prompts Welsh speakers to enter the Welsh pages*.
- Conducted a visual 'health-check' to ensure that permanent and temporary signage displayed in the Centre remains compliant with the standards.

Areas for improvement

Our aim is to provide an excellent service consistently; however, we understand that sometimes things can go wrong. During the year we received feedback from two of our customers. Both customers provided feedback on some of the Welsh translations on our website, which we rectified, and these matters were not escalated as formal complaints.



IN FOCUS: OUR RELATIONSHIP WITH OUR TEAM

The operational standards outline which services we should be providing bilingually to our staff. We believe that we are successfully complying with all of the standards in this area, and that in doing so we are able to respond to our staff's language needs whilst also supporting them to continue to provide our audiences with excellent customer service.

During the year we:

- Offered Welsh language courses for our staff, a total of 39 colleagues attended Welsh courses, including 8 who followed an intensive course.
- Organised informal 'Clonc' sessions – a conversation club for Welsh learners to practice with other learners and fluent Welsh speakers.

Policy Making standards

We have a total of nine standards within this class, and we believe that we are successfully complying with all of their requirements. During the reporting period, we did not receive any complaints directly relating to our compliance with this area.



Welsh language skills

We record the number of employees who have Welsh language skills at the end of each financial year; at the end of March 2019, the position was as follows:

Total number of staff = 346

Total number of staff with Welsh language skills = 153 (44%)

Training

We offer our staff training across a range of areas in relation to the specific courses listed within our standards. During the reporting period, we provided induction training for 62 staff. All were offered a Welsh option; however, there was no take-up from staff, all of whom chose to attend the English sessions. No other courses relevant to the standards were offered.

Recruitment

We have been working on our approach to identify roles which require Welsh language skills, as we want to take a strategic approach to this. In line with the requirements, we record the following information:

REPORTING AREA	NUMBER
New / Vacant posts advertised during the reporting period	42
Posts where Welsh language skills were essential	7
Posts where Welsh language skills needed to be learnt when appointed to the post	1
Posts where Welsh language skills were desirable	35
Posts where Welsh language skills were not necessary	0



THE NATIONAL EISTEDDFOD

During the first week of August 2018, we had the pleasure of hosting the National Eisteddfod, which was undoubtedly one of our highlights of the year. With around 300,000 visiting the week-long festival we were proud to be able to showcase our fantastic facilities and to provide the stage for countless competitions and performances.

Our preparations for the Eisteddfod included briefing

sessions for all staff and resident companies. The briefing sessions focused on Welsh language awareness, customer service and the role of the Eisteddfod in Welsh culture. To further support customer-facing staff, we hosted a weekly 'Clonc' – Welsh conversation sessions. These sessions focused on learning those words and terms most useful to our front of house staff, to give them the confidence to interact with customers in Welsh.

For more information

A full list of all the standards applicable to us appears on our website and on the Welsh Language Commissioner's website www.comisiynyddygydraeg.cymru.

More information about the standards and the Welsh Language Measure can also be found on the Commissioner's website.

Please contact us if you would like further information.

029 2063 6464

wmc.org.uk | feedback@wmc.org.uk

Join the conversation. Mae croeso i chi gysylltu â ni yn Gymraeg.



DIOLCH

This report is also available in Welsh.