



CANOLFAN MILENIWM CYMRU
WALES MILLENNIUM CENTRE

WELSH LANGUAGE STANDARDS REPORT 2019 / 2020

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 essential to our approach from the very beginning, and we remain committed to achieving the standards.

Our commitment to the language is clear; we will promote opportunities for people to use their Welsh with us. Not only do we ensure that the language isn't treated less favourably, but we're proud to use Welsh.

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](#).



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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 required for the public we serve. We provide a naturally warm Welsh welcome and a high-quality experience to those who choose to contact us or visit us.

In numbers:

As of March 2020, **3932** of our customers had registered Welsh as their chosen language, whilst **1845** of our customers had registered that they prefer to receive correspondence in both English and Welsh.

During 2019-20 we received **2975** phone calls from the public in Welsh.

During the year we:

- Hosted the Urdd National Eisteddfod, which provided a perfect opportunity for us to showcase our bilingual services and build on the success of hosting the National Eisteddfod during 2018.
- Supported staff by providing briefings and reminder sessions focussing on the standards and Welsh language customer services.
- Continued to develop our website, which has been named 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 on site 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 a customer who was dissatisfied with the waiting time on the Welsh language phone line on 8/10/2019. This was on a particularly busy day on calls. We logged this, apologised to the customer who complained and improved accordingly.



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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 the standards pertaining to staff. We're able to respond to our staff's language preferences while also supporting them to continue to provide our audiences with excellent customer service.

During the year we:

- Offered free Welsh language courses to all staff during working hours. A total of **21** colleagues attended these courses, including **10** who followed an intensive course and **8** who attended a week-long residential course.
- Organised informal 'Clonc' sessions – a conversation club for Welsh learners to practice with other learners and fluent Welsh speakers.

Policy making standards

We abide by a total of nine standards within this class, and we believe that we are successfully complying with all requirements. During the reporting period several new policies were written and in each instance an assessment was carried out to see the impact said policy could have on the Welsh language. Due to the outbreak of the Coronavirus pandemic in early March 2020 the launch of these new policies has been delayed.

During the reporting period, we did not receive any complaints directly relating to our compliance within the area of policy making.

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 2020, the position was as follows:

Total number of staff = **303**

Total number of staff with Welsh language skills = **141 (47% of staff)**



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 **55** 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

All our advertised posts list Welsh language skills as desirable. It is essential for those roles that produce Welsh language work. For 2019/20 we record the following information regarding posts advertised:

Reporting area	Number
New / vacant posts advertised during the reporting period	73
Posts where Welsh language skills were essential	11
Posts where Welsh language skills needed to be learnt when appointed to post	1
Posts where Welsh language skills were desirable	61
Posts where Welsh language skills were not necessary	0

The Urdd National Eisteddfod

We hosted the Urdd National Eisteddfod for the third time between 27 May and 1 June 2019.

The Urdd Eisteddfod offers an inspirational and unique platform for young people. During the week the Donald Gordon Theatre became the 'Pafiliwn' – a stage for children and young people from across Wales and beyond to compete and perform.

- We welcomed over **150,000** people through our doors during the week and each region of Wales was represented.



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- **56%** of pre-bookers were new to Wales Millennium Centre with **29%** of these new bookers stating that Welsh was their preferred language. This significant increase of Welsh speakers on our database places us in a stronger position overall for future promotion of Welsh language performances and services.
- Our bilingual skills, at all levels, were tested and practiced with many visitors thanking and complementing our staff on the service we provided – both on social media and in person.
- There was a spike of **39.6%** in engagement (month on month) in our social media channels during the Urdd National Eisteddfod.

Find out more about the Urdd National Eisteddfod 2019 and the experience we provided for visitors by watching this [short video](#).

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.comisiynyddygybraeg.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.

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

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

This report is also available in Welsh.