



CANOLFAN MILENIWM CYMRU  
WALES MILLENNIUM CENTRE

## WELSH LANGUAGE STANDARDS REPORT 2024/2025

Mae'r adroddiad yma hefyd ar gael yn Gymraeg.

### **The Standards and Wales Millennium Centre: 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

### **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 and 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 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:**

Currently, **6,264** of our customers have registered Welsh as their chosen language, whilst **4,474** people have noted that they prefer to receive correspondence in both English and Welsh.

### **During the year:**



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- Our international arts festival Llais in October included bilingual and Welsh language performances such as Georgia Ruth, Llŵch a Llechi: Gwen Siôn with BBC National Orchestra of Wales and Côr y Penrhyn, Lleuwen: Tafod Arian and Rogue Jones. Welsh language artists also performed at the Welsh Music Prize ceremony, and the Street Art Operas events included text in Welsh, English and Urdu.
- The programme at our Cabaret venue regularly includes Welsh language and bilingual shows, such as Shinani'n Siarad, Dragwyl, Cwm Rag and Cabaret Gŵyl Dewi.
- In Bocs, our venue for immersive experiences, we showed Carchardai, a virtual reality installation that explored the sounds captured at Parc Prison in Bridgend and investigated the Welsh language's relationship with crime and punishment in a sonic way.
- Radio Platform, our youth-led radio station and training programme, broadcast 52 radio programmes in Welsh during the year and celebrated Welsh Language Music Day.
- Our valued school partnerships include Ysgol Garth Olwg, where twice a year we host three day sessions with a group of pupils to explain about the work of Wales Millennium Centre. In addition, every year we host school productions in our Weston Studio. Ysgol Hamadryad performed The Wizard of Oz as part of this initiative.
- We took part in a Promoting Welsh Language Services project with the Welsh Language Commissioner. We chose to promote visits to the Welsh language pages on our website and use of our Welsh language chatbot.
- Our bilingual chatbot was added to the best practice section of the Welsh Language Commissioner's website.
- We have started using QR Cymraeg, which allows us to only use one QR code to provide Welsh and English links to our webpages.

#### **Areas for improvement:**

Our aim is to provide an excellent service consistently; however, we understand that sometimes things can go wrong. We are always looking for ways to improve upon our services.

This year we have developed a new complaints dashboard which allows us to track complaints by category. This dashboard not only tracks formal complaints, but also feedback that we receive from customers on our Welsh language provision; these are logged under incidents in the system. This enables us to monitor any feedback which does not necessarily turn into a formal complaint.



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This year we received three complaints/pieces of feedback regarding the Welsh language:

- In May, we received a complaint regarding an English only article, an extract from a published book, that was included in the programme for Nye, our co-production with the National Theatre. We reviewed our processes for translating content for programmes for our own productions, and following the complainant's suggestion will also consider including an explanatory note if a Welsh version of a particular extract cannot be included for any reason.
- We also received a complaint regarding Welsh speaking staff members at our café-bar Ffwrnais. We reviewed our processes, ensuring that we always provide a bilingual service at our information desk, in accordance with the standards, and reminded food and beverage staff to always greet customers bilingually.
- We also received a message on Facebook asking why we use English first on our social media posts. We reviewed our social media practices and explained that we start our posts with a bilingual heading to show that they are bilingual, and we do sometimes post with Welsh appearing first on a case-by-case basis.

### **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 have partnered with the National Centre for Learning Welsh to provide an Entry Level course, which started in March 2024. Seven members of staff are completing the course, with six sitting their Mynediad exams in June 2025. We are now planning the next round of courses, and will be running another Mynediad course for beginners and a Sylfaen course for those with some Welsh language experience. We are also now offering the courses to casual staff and volunteers.
- Work Welsh online courses are also available to staff.
- Four of our Welsh learners appeared in a video for Dysgu Cymraeg about the benefits of our Welsh lessons.
- We won the 'Workplace of the Year' award at the Dysgu Cymraeg awards ceremony in July, and one staff member was also nominated for Learner of the Year.



- Informal 'Clonc' sessions were held – a weekly conversation club for Welsh learners to practice with other learners and fluent Welsh speakers.

### In focus: Our policies

We abide by a total of seven standards within the policy-making standards class, and we believe that we are successfully complying with all requirements. All HR policies are available bilingually, and during the reporting period several new policies were written and revised and in each instance an assessment was carried out to see the impact said policy could have on the Welsh language.

### Welsh language skills

We record the number of employees who have Welsh language skills at the end of each financial year. We ask staff to self-assess their Welsh skills in reading, writing, listening and speaking, and rate their overall skill level. At the end of March 2025, the number of team members who had self-assessed as having basic, conversational or fluent Welsh language skills was as follows:

Total number of permanent and fixed term contracts staff = **114**

Total number of permanent and fixed term contracts staff with Welsh language skills = **81 (61% of staff)**

Total number of casual staff = **179**

Total number of casual staff with Welsh language skills = **103 (58% of casual staff)**

This increase from last year can be attributed to more accurate records, new learners and more Welsh speaking joiners, who have stated that they have at least a basic understanding of Welsh.

### Recruitment

All our advertised job vacancies list Welsh language skills as desirable. It is essential for those roles that produce Welsh language work. For 2024/25 we recorded the following information regarding vacancies advertised:

Summary of job vacancies recruited during 2024/25	Number	Welsh language essential	Welsh language desirable
Casual roles	74	0	74
Permanent/fixed term contracts	59	2	57
Total	133	2	131

\*Please note this is the number of roles advertised during the period, which means there are multiple jobs associated with one role, for example bartenders.



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## Training

We offer our staff training across a range of areas in relation to the specific courses listed within our standards. In April we arranged for Ateb to deliver Welsh language awareness briefings to remind staff of the Welsh language standards and their importance.

During the reporting period, we provided induction training for **29** new members of staff, which includes a presentation on the Welsh Language Standards. No formal requests were made for training in Welsh on the courses relevant to the standards.

\*Please note that of the 59 permanent/fixed term role vacancies during the year, some were not filled, some members of staff had left before the induction took place and some of these roles were filled internally.

## For more information

A full list of all the standards applicable to us appears on our [website](#).

Please contact us if you would like further information.

wmc.org.uk | [feedback@wmc.org.uk](mailto:feedback@wmc.org.uk)

Mae croeso i chi gysylltu â ni yn Gymraeg.