



**WELSH LANGUAGE SCHEME
ANNUAL MONITORING REPORT TO THE
WELSH LANGUAGE BOARD**

June 2010

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1 Introduction

- 1.1 The purpose of this Monitoring Report is to outline the progress made by the council during the period 1 April 2009 to 31 March 2010 in delivering public services in accordance with our Welsh Language Scheme and identify areas of improvement. It also reflects the comments made by the Board in response to the 2009 Annual Report and also seeks to build upon some of the best practices identified in the Board's Overview Report on all of the Local Authorities in Wales and the individual authority feedback given by the Board to Denbighshire.

2 Denbighshire's revised 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. The Council has previously adopted the principle that in the conduct of its business with the public, it will treat the Welsh and English languages on the basis of equality. This Scheme sets out how the Council will continue to develop this principle when providing services to the public and explains how we will plan and provide our Welsh medium services.
- 2.2 Denbighshire's first Welsh Language Scheme was adopted in 1997 and subsequently reviewed and updated in 2006. A significant development in 2009 has been the revision of our Welsh Language Scheme. It has been modified to reflect the latest guidelines and good practice and in the light of comments made, changes have been to introduce greater clarity.
- 2.3 The revised Scheme went through the following formal stages and a public consultation period.

ACTION	DATE BY WHEN ACTION TO BE COMPLETED
Draft Scheme to Members Bilingual Forum	October 2009 (Completed)
Draft Scheme to the Welsh Language Board	September 2009 (Completed)
Draft Scheme to Cabinet	20 October 2009 (Completed)
Consultation on the Draft Scheme	6 week consultation period commencing 26 November 2009. (Completed)
Draft Scheme to Full Council	1 December 2009 (Completed)
Approved Welsh Language	December 2009

Scheme publicised on the Council Website,	(Completed)
Scheme formally approved by the Welsh Language Board	December 2009 (Completed)

3 Compliance with the Welsh Language Scheme

3.1 Monitoring of the Welsh Language Scheme

Corporate responsibility for the Council's Scheme and monitoring Welsh language matters rests with the Strategic Policy Unit. Monitoring of the Scheme and liaison with the Welsh Language Board and external groups in respect of Welsh Language issues is the responsibility of the Strategic Policy Manager.

3.2 Executive responsibility for the Welsh Language Scheme has strategically rested directly with the Chief Executive who has taken an active and robust interest in our delivery of services through the Welsh language.

Following the council elections in May 2008 the Leader of the Council took specific responsibility for the Welsh Language portfolio. In early 2010 each Cabinet portfolio was reviewed and the Welsh Language is now within the portfolio of the Lead Member for Welsh Language, Children, Young People and Leisure. The proactive role of the Chief Executive, Leader of the Council and Lead Member underpins the importance attached to our Welsh Language Scheme and the championing of the Welsh Language within the authority.

The Bilingual Members Forum consisting of Councilors and Officers has been established to promote the Welsh Language in all aspects of the Council's services. The Forum made a significant contribution to the ethos of the Draft Welsh Language Scheme and reports are presented on subjects such as the 'Mystery Shopper' exercise and translation service. Reports on specific issues will also go through our Scrutiny Committees.

3.3 The new Welsh Language Scheme has a three year Action Plan. Most completion dates for actions fall outside the reporting period of this Annual Report (beyond March 2010) however we detail below an update on the actions.

Ref No.	Paragraph	Action/Aim	Target	Progress Report
1	7.2	Carry out impact assessments	Annual report	Equalities (inc Welsh Language)

		of new Council policies in relation to the Welsh Language and culture	detailing the number of policies impact assessed	Relevance Assessment Form recently adopted. Any new Policy, Plan or Scheme will have to complete the Assessment which will identify if the policy etc affects the Welsh language or culture.
2	7.2	Monitor the WLS and policies through a Councillor Bilingual Forum	Increase attendance and representation	Meeting of the Group held in October 2009 to discuss and comment upon the Draft Welsh Language Scheme and other issues. Meeting open to all Elected Members.
3	7.4	Mainstream the Welsh Language policies	All actions to be included in individual Service Delivery Plans	The Ffynnon Performance Monitoring System is still in its infancy but will incorporate the key reporting actions identified in the Action Plan
4	8.1	Monitor the impact of Welsh Language Policies identified within the Local Development Plan. Guidance produced in relation to Linguistic Statements	Annual assessment	This policy has been incorporated into the Draft Local Development Plan and will be monitored once the Plan has been formally adopted in late 2011.
5	9.4	Where consent has been given by the individuals concerned, an indication is given on the corporate phone book or similar centralised database the linguistic skills of staff in each department.	70% of staff have an indication of linguistic ability against their name in the phone book or similar accessible database	Database now in place and Welsh speakers identified.
6	10.3	Third party providers of services to comply with our WLS.	Production of an explanatory guide to the Welsh Language Scheme for contractors and third parties	Currently in progress. Anticipated completion Sept 2010
7	13.2	Arrange a "mystery shopper" exercises to be carried out every two years to look at face to face contact; telephone contact and written contact (inc e-mail)	70% compliance level achieved 2010 90% compliance level achieved 2012	Exercise undertaken in May / June 2010 and will be reported upon and monitored during 2010
8	13.2	Monitor the standard and consistency of our Welsh Language service	Undertake a customer satisfaction survey (or incorporate within an existing survey) a measure of satisfaction in relation to the	Likely to form part of a wider customer satisfaction survey to be undertaken in late 2010

			delivery of a Welsh Language service to the public.	
9	13.3	Undertake an internal review of the Council's use of external translation services	Review undertaken	Still ongoing with initial discussions taking place with neighbouring authorities
10	14.11.b	90% of Committee papers, minutes and agendas (Council, Cabinet & Scrutiny) to be produced simultaneously in English and Welsh	90% compliance achieved	Monitored with anticipated report to Members Bilingual Forum in Oct / Nov 2010
11	16.3	Elected Members and Officers will be encouraged to open and close meetings bilingually	Briefing note and reminders to all Chairpersons	Briefing note not yet prepared. Anticipated introduction following Summer 2010 recess.
12	26.2	All posts in the Council will be designated either Welsh desirable or Welsh essential	Agree a standard set of scored criteria to assess the linguistic requirements of posts within the Council	July 2010
13	26.4	Carry out an audit of the linguistic skills of staff within the Council and input information onto the new HR database	100% of staff sent a linguistic skills questionnaire	July 2010
14	26.4	Monitor the standard set of scored criteria to assess the linguistic requirements of posts within the Council	Review as part of Annual Report	July 2010
15		Develop an internal guide to the WLS for staff / Councillors	Production of guide	Currently in progress. Anticipated completion July 2010
16		Undertake a benchmark audit of staff awareness of the Revised Welsh Language Scheme.	Audit completed Programme of training identified	Sept 2010 Nov 2010
17	WL indicator 1	To monitor and report annually the number and percentage of the sample of third parties monitored that conform to the requirements of this Scheme in a) care services b)pre-school provision c) youth & leisure services	Undertake annual sample	Reported annually in June to the WLB
18	WL Indicator 2	100% of main receptions, one stop shops and call centres able to deliver a bilingual service by April 2010	Number and % of Main reception, call centres and one stop shop posts that have been denoted as "Welsh Essential" and have been filled by staff who are bilingual	Reported annually in June to the WLB.

19	WL Indicator 3	Ensure Welsh Language is an integral part of our e-government initiatives	Review our web development	Ongoing with new initiatives such as 'Cymraeg Clir' courses undertaken.
20	WL Indicator 4	To increase the number of staff in the workplace who are able and who do work through the medium of Welsh in order to meet the requirements for providing quality services	a) the number and % of staff who have received training in Welsh to a specific qualification level. b) the number and % of staff who have received language awareness training	Report annually in June to the WLB Within 6 months of starting in post.
21	WL Indicator 5	To increase the number of staff in the workplace who are able and who do work through the medium of Welsh in order to meet the requirements for providing quality services	The number and % of staff within the Council's services who are able to speak Welsh (not including school teachers and staff)	Report annually in June to the WLB
22	WL Indicator 6	To maintain and improve the quality of Welsh services to the public.	Number of complaints received in relation to the implementation of the Language Scheme and the % dealt with in accordance with the Council's corporate standards.	Report annually in June to the WLB

4 Translation services

4.1 The council has since its inception had a full time internal translator with a substantial amount of work done by external translators all of whom are members of Cymdeithas Cyfiethwyr Cymru (Association of Welsh Translators and Interpreters). The internal translator has during the course of the year retired and the council has not re-appointed to the post and all translation work is currently externalised. This has not led to any reduction in the amount of translation work undertaken by the council.

The council is currently undertaking a review of its translation service including preliminary discussions with neighboring authorities for a possible joint provision. The review will look at all aspects of our translation service, both internally and externally with a view to recommendations being made to ensure we provide a professional service in a cost effective manner. We will ensure compliance with

procurement requirements whilst meeting the demands of tight deadlines and commitments already enshrined in our Welsh Language Scheme.

The outcome of the review will be shared with our Members' Bilingual Forum before recommendations go to our Cabinet.

- 4.2 All public meetings have the services of a simultaneous translation service from the Welsh into the English.

5 The quality of front line services

5.1 Self Assessment – Denbighshire Children and Young People's Partnership. Progress Report.

The Partnership made significant strides during 2008/9, most notably with the publication of the Children and Young People's Plan. The Plan sets out the Partnership's commitment to promoting the Welsh language in Denbighshire under Core Aim 4, to ensure children and young people have access to play, leisure, sporting and cultural activities through the medium of Welsh

The Partnership self-assessment of strengths and weaknesses, carried out in 2008/9, highlighted that many partners provide activities bilingually and some arrange Welsh cultural events and trips for young people, eg to the Eisteddfod, visits to Snowdonia, Millennium Stadium, St Fagan's in Cardiff. However, the self-assessment indicated that organisations' ability to meet the language needs of young people could be further strengthened by recruiting more staff with Welsh language skills or by promoting the use of the language by young people with those skills.

A survey has been undertaken in 2009 relating to the Partnership workforce and bilingual skills. According to the responses obtained, the Partnership's workforce (paid and unpaid workers/volunteers) is made up of paid workers (two thirds) and volunteers (one third). Overall, just less than one quarter of the workforce is Welsh speaking and use Welsh as part of their work.

This survey has resulted in the following recommendation in the Partnership's Plans: *The Training and Workforce Development Group to consider how they can continue to develop a bilingual workforce through the Partnership's training and development programme.*

An exciting initiative through 'Cymorth' funding is the establishment by Menter Iaith of a new post of Development Officer to take forward a project to further develop the social use of Welsh, particularly in the north of the County. Although a relatively new initiative the activities below give a flavour of the development work undertaken.

- Event in Denbigh Town Hall as part of the town's St. David's celebrations. This built on the workshops at the high school with the aim of giving the

- young people a chance to perform their songs.
- 4 x Christmas decoration crafts workshops on the Welsh language theme in Rhyl with 15 children and young people attending.
- Workshop held with a professional artist with an opportunity to discuss with 150 students Welsh culture, Welsh symbols and the Welsh language when designing the batik mural.
- Welsh language rapping workshop at Denbigh High School with 65 children.
- Welsh Sports quiz.
- Welsh language rapping workshop at Denbigh High School with 65 children.
- Following a cycling session in Llandegla with young people from Denbigh, they are going to start a Mountain Biking course with the Urdd.
- 70 children joined Samba workshops with the Wales Community Music in order to socialise and learn Welsh with children/young people.
- Rhyl Adventure Playground trip to the Welsh National Eisteddfod.
- Karting and cycling event held at Parc Glan y Gors Cerrigdrudion.

**5.2 Welsh Language Indicator WLI 2 - Front Line Services
‘An ability to guarantee a Welsh Language service at main
receptions, contact centres or one stop shops’.**

The Council operates many buildings which provide services to the public. For the purposes of this report we have identified our main reception areas in buildings which provide a variety of services and are our principal Council Offices in the various towns in Denbighshire.

Service	No. of Staff	No. Bilingual	%	Comment
One Stop Shops	13	11	84%	Post now classed as Welsh Speaker Essential.
Customer Call Service Centre (inc main switchboard)	7	6	85%	Post now classed as Welsh Speaker Essential.
Supervisor	1	1	100%	
Manager	1	1	100%	
Main Reception Areas	5	4	80%	Four main sites namely Russell House, Caledfryn, County Hall, Brighton Road (Ty Nant reception has been included under OSS figures)

The Council's Corporate Customer Services Centre has a dedicated Welsh Language contact number for all enquiries in accordance with Denbighshire's commitment to bilingualism. For all calls relating to Highways, Environmental Services, Council House maintenance, job

application forms, etc calls can be made to a dedicated number with a Welsh speaking advisor. Both Welsh and English contact numbers are used in all our promotional material.

We do monitor the number of calls received by both contact numbers and as the figures below demonstrates the calls to the Welsh Language line has almost doubled.

April 08 – March 09

Dedicated Welsh telephone contact number	5,306 (3.98%)
Dedicated English telephone contact number	128,037(96.02%)

April 09 - March 10

Dedicated Welsh telephone contact number	10,515 (8.27%)
Dedicated English telephone contact number	127,117(91.73%)

5.3 The Council's Complaints Procedure

The Council readily took part in a Welsh Language Board survey of local authority complaints procedures in December 2008. The process involved the completion of a detailed questionnaire followed by an in-depth interview with a consultant engaged by the Board. The aims of the survey were to:

- Collate evidence on the efficiency in implementing public organisations' complaints arrangements in relation to their Welsh Language Schemes.
- Prepare reports and conclusions on individual organisations to the Board to enable it to apply the risk assessment procedure and offer general and specific recommendations to organisations on a needs basis; and arm the Board with the necessary evidence and information to enable it to verify compliance with Welsh Language Schemes.

The subsequent report on our current procedures identified that we were 'complying to a large degree' with the requirements of the Welsh Language Board. We welcomed the assessment and are confident our new complaints system will make a substantial difference to our reporting procedures. The action plan below outlines the measures we are taking to meet the recommendations in the Welsh Language Board report.

Recommendation 1

Any system or software for recording complaints should include mandatory information on

- (i) the complainant's preferred language and**
- (ii) adopt a code to identify complaints about the Welsh service – to ensure a corporate overview and improve service to customers.**

ACTION:

- (i) it is our policy to respond in the language of choice of the complainant and this requirement is being reinforced with Directorate Complaints**

Officers. The new Customer Relationship Management (CRM) system can be used to record the preferred method of contact and also the preferred language.

- (ii) any complaint relating to the delivery of services through the medium of Welsh will be recorded as such in the new system. Within the main category there is a further option to specifically identify complaints relating to (Welsh) language:
 - Communication - Failure to provide language of choice
 - Equality issues - Welsh language
 - Information - Failure to provide bilingual information

Recommendation 2

Any complaints training for staff should refer to

- (i) **the public's ability to submit a complaint in either Welsh or English, and**
- (ii) **that a lack of service in Welsh or lack of continuity of service in Welsh is a 'type' of valid complaint.**

ACTION:

- (i) all staff using the new complaints system will be made aware in the training sessions that complaints can be made in Welsh or English (or indeed any other language) and there is reference to this in all training session for complaints - likewise the sessions state that any response should also be in the customer's preferred language.
- (ii) the training sessions will include a case-study relating to a complaint in respect of the Welsh Language and this takes place in complaints handling training sessions.

Recommendation 3

Any public information about complaints that will be launched in April 2009 should

- (i) **appear bilingually, and**
- (ii) **state that the public are welcome to present their complaint in either Welsh or English. This should also appear as standard information on the County Council's website.**

ACTION:

- (i) all promotional material relating to the new complaints system will be bilingual.
- (ii) it will be clear complaints can be made in the language of choice of the complainant and information will appear on the Councils website. Your Voice literature and information relating to feedback (inc complaints) is available in English and Welsh on the DCC website.

5.4 The Council has distributed the Welsh Language Board guide 'Have your say about Welsh language service' to its public buildings on order to increase the public's awareness of the Welsh Language Act and the opportunity to submit a complaint in respect of the Welsh language.

5.5 **Welsh Language Indicator WLI 6 - Complaints**
'Number of complaints received about the implementation of the Welsh Language scheme and the % of complaints dealt with in line with the organisations corporate standards'.

In previous Annual Reports we have acknowledged that our reporting and recording of complaints by each Service was erratic and a new robust corporate complaints system was a key priority for the Council to meet its responsibilities to the community it serves. A review took place last year and a new corporate complaints procedure has been adopted and was launched in April 2010 following a series of trials and training sessions. An important aspect of the new policy will be the robust recording of complaints in respect of the Welsh Language and other equality strands. Our reporting of complaints in the next Annual Monitoring Report will be based on the new recording system.

The information below relates to complaints in respect of our Welsh language services which have been documented by the Service involved. For the purposes of this Monitoring Report only external complaints have been recorded and do not include informal complaints raised by colleagues or Members (these complaints generally refer to errors in translation spotted internally and raised in order to improve our delivery of services in Welsh).

- 5.6 The following table identifies the nature of the complaint received during the period April 2009– March 2010 and the action taken. All of the complaints were dealt with in accordance with our policies for responding to correspondence within the prescribed timescale.

Service	Nature of Complaint	Action taken
Environmental Services	A Welsh sign produced by a contractor at the Recycling Centre at Denbigh had several grammatical errors	An apology was made and the sign replaced
Planning Services	Grammatical errors in a Welsh letter to a planning applicant.	An apology was made and the Welsh version of a standard letter amended.
Revenues and Benefits	A grammatical error on a standard invoice	Invoice template amended and apology given
Youth Service	A bilingual invitation was distributed with the English version above the Welsh	Service reminded of our Welsh Language Policy where the Welsh language precedes the English.
Leisure Services	A third party had inadvertently added our logo to a flyer produced by them	Flyer withdrawn and an explanation and apology given.
Highways & Transport	Continuation of a	All nameplates but one

	complaint referred to in detail in the 2009 Annual Report relating to street nameplates	have been replaced. The council's translation of the remaining road sign did not concur with the complainants view hence lengthy correspondence in 2009.
Environmental Services	English only letter produced to a group of residents in respect of a new refuse system	Apology given and letter translated bilingually.
Social Services	A third party had produced separate bilingual flyers and in a shop window only an English version was in place. The flyers did not originate within the Council, however it did incorporate the Council logo.	The third party apologised and explained the circumstances leading to the complaint. The third party was reminded of our policies and if using our logos should comply with our Welsh Language Scheme.
Highways & Transport	Contractor's sign was only partially bilingual	Sign replaced and contractor reminded of their obligations under our Welsh Language Scheme
Social Services	A third party organisation placed an English only advert which had our logo on. We were not consulted on the advert and unaware of its existence until it was in print.	The organisation (a housing association) were reminded of their own and our Welsh Language Policy
Family Information Service	An external agency working on behalf of the Service inadvertently left English only surveys with a playgroup (although Welsh language copies were available).	An apology was made and Welsh language copies distributed.
Leisure Services	An English only triplicate invoice sent to a member of the public for the hire of a facility.	An apology was given and as a gesture of good will the payment was written-off. Hire forms are now bilingual.
Licensing Services	A member of the public was not offered a	A full apology and explanation given and a

	bilingual service despite indicating their preferred language.	training issue identified
Personnel Services	A complaint that an interviewee (the post of Modern Apprentice) was not offered the opportunity to have the interview in Welsh	An apology was given that the interviewee was not offered a Welsh interview although had one been requested it would have gladly been arranged.

Although not identified in this report individually, the council did receive thirteen complaints from Denbighshire schools that Services were not communicating with groups of schools bilingually. All Services have had several reminders of the councils Welsh Language policy and how it relates to authority schools and specific monitoring procedures are now in place to reduce the number of complaints. When a school alerts the council to an English only e-mail it is formally recorded and copied to the Head of that Service and the Service is asked to re-send the communication bilingually.

The council also received complaints which were not upheld or subsequently withdrawn. These are recorded below.

Nature of Complaint	Comment
Two complaints that referred to public notices placed in newspapers by individuals requesting licences	Although the public notices referred to Denbighshire County Council they were placed by members of the public or organisations applying for a licence. The council's policy is to allow a public notice of this nature to be placed in the preferred language of the private individual.
A website complaint	A complainant drew the council's attention to a council webpage which had many grammatical errors. It emerged that the complainant had translated an English page using a Google translation tool rather than the correct Welsh page provided by the council. Complaint withdrawn and an apology from the complainant.
Council criticised for wasting public money translating documents into Welsh when Welsh residents could understand English	Explanation given of our commitment to the bilingual delivery of services in the County.

6 Management and administration of the Language Scheme

6.1 Bilingual Skills Risk Assessment.

The Welsh Language Board undertook a Risk Assessment of the Council's management of bilingual skills in April and June 2007. Our Annual Report in previous years have dealt extensively with the results of the assessment which identified good practice and areas for improvement.

A detailed Action Plan in our 2007/08 Report outlined a framework for mainstreaming our recording of the language skills of staff. An update on progress under various headings is as follows:

Workforce Planning - following the introduction of the Workforce Planning System managers now have the tools to effectively monitor the language skills of staff. There is still some work to be done however in ensuring the information is accessible via the TRENT HR System.

TRENT HR System - following initial teething problems experienced by all local authorities using this new system it is now operational with all training records and language ability of employees where known are now being placed electronically on the TRENT System. There are still areas however we are waiting for the system to populate namely the number of Welsh speakers working for the Authority.

We have also had discussions with the Welsh Language Board regarding the on-line job-application process we are initiating where applicants can complete an application form on-line through our website. The software is available in English but not in Welsh and we are working with the company designing the TRENT System to ensure the system is bilingual. Denbighshire is not alone in trying to resolve this issue of incompatibility.

Vacancy Control Form – the initial process of filling vacancies is managed through this form with a specific section relating to managers reviewing the Welsh Language requirements of the post.

6.2 **Welsh Language Indicator WLI 1 - Contracted Out Services** **'That contracts made by the Council with 3rd parties to provide services on its behalf ensure services are provided in accordance with the requirements of our Welsh Language Scheme'.**

Denbighshire's Welsh Language Scheme makes specific reference to third party contracts and states that any agreement or arrangement will be consistent with our Scheme if they relate to the provision of services to the public in Wales.

We have improved our monitoring of third party contracts and in order to improve our procedures we introduced a detailed Compliance Plan which we reported upon in detail in our 2008 Report. All of the actions identified in the compliance plan have all now been completed.

6.3 **Contracts in Youth Services**

- 6.3.1 We have referred in previous Monitoring Reports on the 'Memorandum of Understanding' our Youth Services have with third parties and the development of a template including clauses relating to the Welsh language. Following a further review of the Service in 2009 a new Service Level Agreement will be adopted with a specific reference to the promotion of Welsh in a social setting. The first of these Agreements will be with the Urdd and Clwyd Young Farmers. We will report on these contracts next year when they are in place.
- 6.3.2 In last year's Report we commented on the Youth Services Business Plan and the references to increasing bilingualism. We are now able to report on the actions identified.

<p>Train staff on the use of incidental Welsh (possible corporate approach).</p>	<p>Welsh language and culture training was provided to the youth service and was attended by 8 Youth Workers. The course was delivered by the Welsh Language Board and covered the history of the Welsh language, its oppression, whilst also looking at responsibilities on promoting the Welsh language.</p> <p>One full-time youth workers started entry level WLPAN as part of their continuous professional development following the course.</p> <p>The service is currently seeking funding from its workforce development grant to provide specific training to youth workers on basic Welsh language skills. This will be delivered between 2010 and 2011</p>
<p>Highlight the use of Welsh as part of the Children's University accreditation</p>	<p>There have been various opportunities to deliver and encourage the social use of the Welsh language. Between January and March 2010, 40 young people in Rhyl Youth Centre took part in a Welsh Language Culture Visit looking at the cultural links between Liverpool and North Wales. All participants received Children's university awards.</p> <p>During August 3rd 2009, Prestatyn Youth Centre, Rhyl Youth Centre and Dyserth Detached project attended the Welsh National Eisteddfod in Bala with 20 young people. All participants gained Children's university awards.</p> <p>In Prestatyn and Rhyl Youth Centres, 26 young people completed an OCN, which explored and encouraged the social use of Welsh, whilst also learning aspects of Welsh culture.</p> <p>Clwb Cymru Corwen: 25 young people continue to practice their Welsh with peers in the youth club. 6 fluent speakers are involved whilst 19 young people recognise their spoken Welsh as a second language. Conversation in the medium of Welsh is continually encouraged.</p> <p>56 young people have had an opportunity to develop Welsh Language Skills during 2009-10</p>

<p>Monitor use of Welsh through peer assessments and unannounced PYO visits. Evaluate through annual survey.</p>	<p>Peer observation process which includes reference to the Welsh language is likely to be implemented following a restructure in September 2009.</p> <p>Through completion of the annual survey conducted with young people we have identified there needs to be a greater emphasis on promoting use of the Welsh language in social youth settings. 39% of young people consider youth workers do promote the Welsh language, 38% are unsure with 23% of young people disagreeing that youth worker promote the Welsh language.</p> <p>With an increased focus on developing the language, further support will be provided via our workforce development grant to increase use of Welsh with young people. In order to achieve this, a joint post has been agreed between the Urdd and youth service, funded via the WAG youth service revenue grant.</p>

6.4 **Contracts in Adult Services**

6.4.1 Following the Compliance Plan we can confirm that any new contract / agreement for Older People Service now have the following clause:

WELSH LANGUAGE POLICY

The Service Provider shall comply with the requirements of the Welsh Language Act 1993 and with the Service Purchaser's Welsh Language Scheme and any updates to it. Details of the Service Purchaser's Welsh language Scheme, its requirements and guidelines as to its implementation, and any updates to the scheme, will be provided by the Service Purchaser.

The Provider shall make every effort to ensure that the service is provided in the language choice of the Service User. The Provider shall ensure that their employees are able to speak English and/or Welsh.

The Provider must operate and keep up to date a Welsh language policy.

6.4.2 Work is currently underway in terms of monitoring contracts more effectively, where the professional opinion of the Reviewing Officer is sought - this checklist/questionnaire is submitted to the Contracts Team and questions whether a Service User has the opportunity to converse in their preferred language.

On a similar note, our Social Services are looking to develop over the next few months a tool which will be used for annual contract monitoring from the Provider's perspective, again this will include a reference to the Welsh Language and how the Provider ensures our Service Users have the ability to converse in Welsh.

6.4.3 The following sampling exercise has been undertaken to ensure that the above clause is included in new contracts.

- Contract Monitoring of Older People Domiciliary Care Providers was reviewed and currently does not have the above clause as it was an existing contract dating back to 2006. Social Services are currently devising a new pan North Wales Domiciliary Contract and discussions have taken place with partners and agreed a Welsh language clause similar to the above will be included.
- A draft tender for Extra Care Housing in Prestatyn does include the Welsh language clause.
- The checklist / questionnaire referred to above has been piloted on Residential Placements contracts.
- The Voluntary Organisations contracts (referred to below) for this financial year have been reviewed and do include the reference to the Welsh language policy.
- The revised draft contract with the Royal National Institute for the Deaf (RNID) incorporates the above policy and in addition has the following clause:
‘The RNID will provide a service that is sensitive to the language needs and culture of people in Denbighshire. The service will be developed to include provision for those with Welsh as first language, and will assess the level of demand for this service’.

6.5. **Contracts in children and family services**

6.5.1 There are in place six contracts for the provision of services to Children and Families. Where services were tendered potential providers were asked to explain how they would deliver services bilingually and how they intend to meet the requirements of the Authority’s Welsh Language Policy. We also asked for a copy of their Welsh Language policy which was provided by all who tendered.

6.5.2 We also monitor provision of Welsh language through the contract monitoring process. We are very pleased with the organisations we contract with who have at least one Welsh speaker involved in delivering the services. Other services for which tendering was not required are signed up to the standard contract, this includes a statement as follows:

Welsh Language

You will ensure that the Service provided promotes language choice to those who come in to contact with Your service.

You will comply with Our Welsh Language Scheme

There is also a requirement for all providers to comply with the Welsh Language Act 1993.

Providers produce leaflets, posters, newsletters and correspondence which are all bilingual.

6.5.3 The contract sampled this year is one relating to holiday and play schemes. The contract has the following clause relating to the Welsh

language.

Welsh Language

You will ensure that the Service provided promotes language choice to those who come in to contact with your service.

You will comply with the Our Welsh Language Scheme.

6.6 General Contracts within Social Services

General contracts are monitored in relation to the promotional material they produce to ensure that in Wales they are bilingual. Also monitored are communications sent out to our services users.

Examples are:

- a newsletter sent by NYAS (National Youth Advocacy Service) to our children and young people is bilingual.
- CWLWM which is part of the Cartref Bontnewydd group provides a Family Group Conferencing service to the Council. The Family Group has been monitored and it has been found that the majority of their staff are bilingual, leaflets, agendas and minutes are all produced bilingually.

6.7 Agreements with Voluntary Organisations

We have voluntary organisations that provide a purely Welsh service to pre school children through Mudiad Ysgolion Meithrin and the 'All Wales Pre School Playgroups'.

In respect of the allocation of Voluntary Organisation Grants we ensure that the Service provided promotes language of choice to those who come into contact with it and complies with the Council's Welsh Language Scheme. Language choice is monitored and included in the annual report for all organisations that we have contracts with.

6.8 Corporate Contracts

We have taken note of your comments in your review of our Annual Report last year and your comment in respect of setting down the specific clauses with which they are expected to comply. We are in the process of producing an explanatory guide to our Welsh Language Scheme specifically for our third party contracts.

We have also undertaken some more general 'sampling' of corporate contracts to ascertain if the contracts make reference to our Welsh Language Policy. In 2007/08 we reported on our Corporate Print Tender Contract and Tourist Information Centre Tender. In 2008/09 we reported on the 'Provision of ICT support for schools' contract, a new tender for a school e-mail system and the 'Denbigh and Corwen flood alleviation' tender.

This year we have looked at the tender for our county-wide newsletter called 'County Voice'. The tender document asks the following

question:

‘Does your company have procedures in place to comply with the requirements of the Welsh Language Act 1993 (or as amended) when acting on behalf of public sector bodies? If yes, please provide details.’

7 The adequacy of Welsh language skills

7.1 Staff, recruitment and bilingual skills

Our Central Personnel Department provides the necessary arrangements for providing and assessing the language requirements of staff and Elected Members. This responsibility also includes the organisation of Welsh Language Courses and the monitoring of staff bilingual skills.

7.2 Workforce Planning

We have now in place a ‘Workforce Planning’ process which assists Managers in ensuring that we manage our bilingual skills. Workforce Development Planning is about analysing our current workforce, and then extending that analysis to identify the future numbers, skills and competencies needed to deliver improved services. Any gaps in the current work force, which prevent achieving the aspired future service delivery, can then be identified and a plan put in place to fill the workforce deficiencies. The Workforce Planning process specifically looks at the needs of each Service in relation to the language skills of their staff. Managers follow the template below:

Welsh Language Profile - What is the Welsh language competency within the service area? What and how many job posts are Welsh essential? Will this change in the future?

Welsh Language Ability	Speak	Listen	Read	Write
No. of staff who can > (fluent or moderate skill)				

No. of Welsh Essential Posts
No. of Welsh Speakers in Team
Job Titles of Welsh Essential Posts

Senior Management regularly assess the need for posts to be

designated 'Welsh Essential' if a vacancy arises or a new post is created. Managers will also assess the balance of bilingual staff within their Service and give preference to a Welsh speaker if an imbalance needs addressing. The Workforce Planning process has already proved beneficial in identifying 'teams' which require a Welsh speaker in a particular geographic area.

- 7.3 In our Customer Care Strategy we are adopting a proactive approach to the recruitment of front-line customer services staff. The Strategy states:

'We will deliver services in accordance with Welsh Language Indicator WLI 2 for Front Line Services: "An ability to guarantee a Welsh Language service at main receptions, contact centres or one stop shops". When new customer facing staff are recruited the requirement for the individual to be Welsh speaking will be assessed and reflected in the person specification when the post is advertised.

- 7.4 The Council continues the initiative of having an employee 'Welsh Learner of the Year' Award.

7.5 **Welsh Language Indicator WLI 4 – Human resources – skills**

- a) **'The number of staff who have received training in Welsh to a specific qualification level?'**

The numbers below relate to staff who have undertaken courses during the period April 2009 – March 2010. For comparison purposes we also highlight the figures for the previous year.

2008/09

Level	Number of staff
Level 1	14
Pellach Course	9
Llanllawen 3	14
Llanllawen 4	12
Written Welsh Course	10
Residential School	1

2009/10

Level	Number of staff
Level 1	15
Pellach Course	8
Llanllawen 3	8
Llanllawen 4	8
Written Welsh Course	0
Residential School	1

We have also undertaken a 'Cymraeg Clir' course run by Canolfan Bedwyr for internal staff and extended it to our external translators. It is intended to repeat the Written Welsh Course in September 2010.

b) 'The number of staff who have received language awareness training?'

New members of staff and Elected Members are given induction training which incorporates an introduction to our Welsh Language Scheme and the importance of providing a bilingual service to the public.

Our frontline staff also undertake in-house Welsh Awareness Courses and all staff are encouraged to undertake an e-gov learning module for various equality strands including the Welsh Language. The e-gov modules allow staff to undertake training at their own desk at a time suited to them are also being used by groups of employees. Currently 215 members of staff have completed the Welsh Language and Culture Awareness Module with a further 11 staff currently in the process of completing it.

**7.6 Welsh Language Indicator WLI 5 – Human Resources
'The number and % of staff within the Council's services who are able to speak Welsh (excluding school teachers and school based staff)**

The table below gives a breakdown of staff within each Directorate and their Welsh Language ability. It should be borne in mind that these figures reflect the individual's perception of their language ability and it is likely that many Welsh speaking staff have classified themselves as 'moderate' rather than 'fluent'. A significant number of Welsh speakers may also have not responded to the questionnaire. Our system cannot yet give a breakdown in relation to the salary grades of staff, although this should be achievable when our payroll goes live with the HR TRENT system which has been postponed until after the implementation of the Single Status procedure hopefully next year.

Directorate	Welsh Speaking Skills	Number of Employees	Percentage
Business Planning & Performance	1. Not at all	13	43.33%
	2. Moderately - a little	9	30.00%
	3. Fluently - quite well	5	16.67%
	Not Known	3	10.00%
	TOTAL	30	
Directorate	Welsh Speaking Skills	Number of Employees	Percentage
Environment	1. Not at all	290	28.83%
	2. Moderately - a little	224	22.27%
	3. Fluently - quite well	121	12.03%

	Not Known	371	36.88%
	TOTAL	1006	
Directorate	Welsh Speaking Skills	Number of Employees	Percentage
Governance & Efficiency	1. Not at all	158	36.83%
	2. Moderately - a little	131	30.54%
	3. Fluently - quite well	93	21.68%
	Not Known	47	10.96%
	TOTAL	429	
Directorate	Welsh Speaking Skills	Number of Employees	Percentage
Lifelong Learning	1. Not at all	99	25.00%
	2. Moderately - a little	102	25.76%
	3. Fluently - quite well	110	27.78%
	Not Known	85	21.46%
	TOTAL	396	
Directorate	Welsh Speaking Skills	Number of Employees	Percentage
Social Services & Housing	1. Not at all	488	62.72%
	2. Moderately - a little	139	17.87%
	3. Fluently - quite well	127	16.32%
	Not Known	24	3.08%
	TOTAL	778	

8 Mainstreaming the Welsh language

- 8.1 The Council has an Integrated Impact Assessment Tool for screening new strategies and revising existing ones. The Tool has a specific question relating to the Welsh Language namely 'Does your Strategy or Plan support the Welsh Language'. Language matters in respect of risks and opportunities are identified at an early stage of a plan's development and addressed accordingly.

To compliment the Assessment Tool the Council has recently developed a Draft Equalities Relevance Assessment Form which includes a risk scoring matrix and is due to be implemented in 2010/11. The Relevance Assessment Form is a precursor to the full Impact Assessment and indicates if a more in-depth analysis is required.

Question	Yes	No	Risk (High, Medium, Low)
Does the policy / procedure have the potential to making a significant contribution to promoting the Welsh language and / or culture)			
Does the policy / procedure have an impact on the level of uptake or participation in			

respect of the Welsh language and/or culture)			
Is there a possible impact if equality groups are not consulted or involved Welsh language and/or culture			

8.2 The Welsh Language Board’s guidance on ‘Mainstreaming the Welsh Language’ has provided a basis for introducing measures to ensure that our strategic plans in particular are assessed and monitored. Following a successful seminar arranged nationally by the Board in 2007 and attended by Economic Regeneration Officers we have undertaken an assessment of new procedures governing mainstreaming arrangements for grant schemes and the introduction of information technology.

Our Community Revenue Project Application Forms were revised in 2008/09 and now have a specific section on the Welsh Language. The section asks prospective applicants the question: *Will the services, activities, printed material, signs or website pages be available in Welsh?* Responses to the questions relating to the Welsh Language are taken into consideration when evaluating the application.

In 2008/09 there was an increase in community groups who were producing documents or were proposing to do so bilingually. These include the Denbigh Business Group, Prestatyn & District Festival of Walking and Meliden Residents Action Group. Prestatyn & Meliden Neighbourhood Watch also chose to include Welsh lessons.

In 2009/10 Several grants were awarded which included the use of the Welsh language and the promotion to the Welsh language and culture.

- Projects providing information in a Welsh format included: the Clwydian Website promoting the business community within rural Denbighshire.
- In Corwen plaques were placed explaining the history of the area together with Welsh culture and presented in a bilingual format and information sheets about the historic buildings were produced in Welsh and English.
- There have been two projects run to capture the history of Denbighshire and the memories of the people through Oral History Projects and in both cases speakers used the Welsh language to communicate their memories and were encouraged to do so.

8.3 Our mainstreaming of the Welsh Language has resulted in many of our Directorates now having specific details in respect of the individual’s preferred choice of language. For example on the first occasion members of the public communicate with our Council Tax Team or Social Services First Contact Team they are asked their preferred choice of language.

8.4 In order to monitor the number of Welsh Speakers who use our services we have developed an Equalities Monitoring Form with specific questions relating to the service users ability to communicate through the medium of Welsh. A sampling exercise was undertaken in 2008/2009 and reported upon in last year's Annual Report. It is anticipated a similar exercise will take place in 2011.

8.5 As we are using more internet based services this obviously creates more challenges to ensure our services are all accessible through the Welsh language. We have specific policies in place to ensure our website is totally bilingual and on-line services are available through the medium of Welsh. We are currently having discussions with Menter Iaith to undertake a sampling exercise on our behalf of the quality of our Welsh Language web site.

TextHelp Systems a company who developed BrowseAloud which is software to speech enable web sites have released a new Welsh voice and this is currently being trialled.

Our Internet Electoral Registration Service is accessible in Welsh and English and a Text Service has been developed bilingually. The relatively new Automated Registration is promoted as a bilingual service and the number of responses in Welsh and English are monitored. The number of users through the medium of Welsh was as follows (English equivalent numbers in brackets).

Automated Registration in Welsh by:

	2008	2009
phone	93 (8463)	126 (9509)
through the internet	116 (3297)	149 (4124)
by SMS Text	8 (1155)	36 (1380)

We will actively identify areas of 'good practice' within Services. Social Services have developed a Welsh Champions Group and hold a regular informal lunch club 'Cinio Sgwrs' primarily for Welsh learners. Several members of staff from various Directorates attend a Mock Job Interview session at Ysgol Glan Clwyd where students are interviewed through the medium of Welsh and English.

What has become a well received annual event is the availability of Welsh cakes (made and distributed by Councillors under the auspices of the Lead Member) at most of the Council Offices on St. David's Day.

8.6 We have introduced bilingual 'business cards' to our frontline services to distribute to the public who have service issues e.g. our refuse collection service. The 'business' card has a bilingual message highlighting the existence of the Corporate Customer Services Centre and the availability of a dedicated Welsh language telephone line,

website and e-mail address.

- 8.7 The County's Leisure Services have agreed a new partnership arrangement with the Urdd to jointly fund a Welsh Language Youth Worker to deliver youth work through the medium of Welsh throughout the county. There is a further initiative under discussion to partly fund a Welsh Language Sports Development Officer to run direct activity through the medium of Welsh.
- 8.8 The Council recognizes the important role Menter Iaith Sir Ddinbych plays in promoting the Welsh Language in the local community and it is our intention to develop further our partnership work with Menter Iaith.

The Council makes an annual financial contribution to Menter Iaith of £10k which was used to fund the work of a Menter Iaith Development Officer post. Following representation from Menter Iaith it has been agreed that the annual sum will be guaranteed for three years and then subject to further three yearly renewals and during these discussions it has been agreed the contribution will fund the general work of Menter rather than a specific post. The Council has also agreed to the £10k being subject to an annual inflationary increase if finances allow.

- 8.9 The Council has for many years made a financial contribution to the North Wales Bilingual Forum in the sum of £2,500 per annum. The Forum's primary objective was to promote bilingualism in every part of society across North Wales. During 2008 Menter Iaith Mon who administer the Forum gave a presentation to the Council's Members Bilingual Forum on its objectives and programme of events and speakers. Members decided to renew membership for 2008/09 but to review the benefits to the Council of a North Wales Forum. In 2009 the council were not convinced of the benefits that Denbighshire gained from such a forum and decided to withdraw its membership. Menter Iaith Mon ascertained the views of all its stakeholder members and it would appear the majority concurred with Denbighshire's view and the Forum has now been formally abolished.

8.10 **'Mystery Shopper' Exercise**

In our Annual Report last year we reported in depth on the results of the 'Mystery Shopper' Exercise undertaken in 2008 along with actions to remedy any weaknesses. As a follow up we repeated the exercise in April and May 2010, however as it falls outside the reporting period of this Report it will form part of our Annual Report in 2010/2011.

- 8.11 As a result of the Exercise in 2008 the Welsh Language Board's Development Officers have undertaken informal Welsh Awareness sessions in some County Leisure Centres in 2009 and these sessions were warmly welcomed by staff. Following the sessions a feedback meeting took place between the Board's Officers and the County's Head of Leisure Services, Corporate Communications Manager and Strategic Policy Manager.

9 Analysis of performance according to priority / target

9.1 Update on the areas for improvement identified in our Report 2009 – 2010.

- **Introduce a new complaints procedure as identified in this Report.** This new system was formally launched in April 2010 and will in future form the basis of our new complaints recording procedure. A monitoring exercise will be undertaken in 2010 – 2011.
- **Conclude our review of the Translation Service with recommendations to the Members Bilingual forum and Cabinet.** This has not yet taken place due to a wider review of the Corporate Governance Directorate which will include the translation service. The review will encompass discussions with neighbouring Authorities on joint working.
- **We will undertake a follow up of the ‘mystery shopper’ exercise to monitor the actions identified in this Annual Report.** A follow up ‘mystery shopper’ exercise has taken place in April / May 2010 and the outcomes shared with Service Heads. An analysis and action plan will feature in next years Annual Report.
- **We will assess the work of the North Wales Bilingual Forum to ensure Denbighshire benefits from the service the Forum provides.** As a result of this assessment Denbighshire took the decision to withdraw from the Forum. Menter Mon who provided the secretariat asked the membership as a whole of their intentions and the decision was taken to disband the Forum.
- **We will monitor how effectively the new TRENT HR system captures information relating to the Welsh Language Skills of our workforce.** This new system is still in its infancy and has been subject to teething problems. We will continue to monitor the Welsh language data it has the ability to gather particularly when the payroll data is included.
- **We will use the Citizen’s Panel to canvass the views of Welsh speakers.** The Citizen’s Panel were asked to identify their ability to communicate through the medium of Welsh in 2009. This information will be used in 2010 to specifically target questions relating to our delivery of services through the Welsh Language.
- **We will revise the Council’s Welsh Language Scheme in accordance with the Welsh Language Act and Welsh Language Board guidelines.** The Council completed its revision of the Welsh Language Scheme and formally approved its new Scheme in December 2009. It was formally ratified by the Welsh Language Board in December 2009.
- **We will produce an internal working guide to the Welsh Language Scheme.** The internal working guide was put into abeyance until the

completion of the Council's new Welsh Language Scheme in order to avoid confusion. It is anticipated the guide will now be produced in 2010 to reflect the changes introduced in the new Scheme.

9.2 Future actions identified in this Report which we will report upon in 2010 – 2011

- Complete an internal guide on the key obligations and guidelines identified in the Welsh Language Scheme.
- Produce a guide to Chairs of Committees and meetings on bilingual introductions based on the 'Bilingual Meetings' booklet. The guide will also refer to good practise when using the translation service.
- Further follow-up 'mystery shopper' exercises will be undertaken in 2011 and a sampling exercise of our Web pages.
- Explore further equalities monitoring which includes the Welsh Language through
- Undertake an analysis of the 'Mystery Shopper' Exercise undertaken in April / May 2010 and report on its conclusions in the 2010 / 11 Report.
- Re-evaluate our mandatory training for staff including our e-gov learning system.

10 Publication of information on performance

The Report will be:

- approved by the Lead Member prior to publication and submission to the WLB
- considered by the Bilingual Forum
- Senior Officers will continue to have productive meetings with colleagues from the Welsh Language Board.

This is the fourth Annual Monitoring Report to be presented to the Welsh Language Board and it can be found under the County Council's website under 'Welsh Language Scheme' or by following this link to the appropriate page:

<http://www.denbighshire.gov.uk/cy-gb/dnap-76bljj?opendocument&lang=cy-gb>