



WELSH LANGUAGE SCHEME
ANNUAL MONITORING REPORT TO THE
WELSH LANGUAGE BOARD

June 2011

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1 Introduction

The purpose of this Monitoring Report is to outline the progress made by the council during the period 1 April 2010 to 31 March 2011 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 2010 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 Compliance with the 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 was 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 Corporate responsibility for the Council's Scheme and monitoring Welsh language matters rests with the Partnerships and Communities Team within the Business Planning and Performance 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 Community Engagement Manager.
- 2.4 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.

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 Councillors 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 'Staff and Councillor Guide to our Welsh Language Policies' and translation service. Reports on specific issues will also go through our Scrutiny

Committees.

- 2.5 The Welsh Language Scheme has a three year Action Plan and we detail below an update on the actions. The Action Plan will be formally reviewed next year (2012) and new actions identified.

Ref	Paragraph	Action/Aim	Target	Progress Report
1	7.2	Carry out impact assessments of new Council policies in relation to the Welsh Language and culture	Annual report detailing the number of policies impact assessed	Equalities (inc Welsh Language) Relevance Assessment Form has been revised and is currently in draft form. It was used in influencing the Local Service Board's BIG Plan in relation to Welsh language issues i.e rurality. 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	Several meetings of the Group were held during the year to discuss issues ranging from a draft User Guide to the Welsh Language Scheme, to reports on our Translation Service and Planning Guidance Notes. To increase attendance and representation the meeting is now 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 reported upon in this Annual Report. Further exercise took place in April / May 2011 will be reported upon and monitored during 2012/
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 delivery of a Welsh Language service to the public.	Likely to form part of a wider resident satisfaction survey to be undertaken in late 2011
9	13.3	Undertake an internal review of the Council's use of external translation services	Review is ongoing	Initial discussions taking place with neighbouring authorities to share translation services and future options have been discussed with the Members Bilingual Forum.
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	Ongoing monitoring by Officers and Elected Members
11	16.3	Elected Members and Officers will be encouraged to open and close meetings bilingually	Briefing note and reminders to all Chairpersons	New staff and councillor guide to Welsh language policies produced with guidance on opening / closing meetings.
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 2012
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 2012
15		Develop an internal guide to the WLS for staff / Councillors	Production of guide	Completed. Draft approved by the Members Bilingual Forum and will be widely distributed.
16		Undertake a benchmark audit of staff awareness of the Revised Welsh Language Scheme.	Audit completed Programme of training identified	Sept 2011 Nov 2011

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

2.6 **Translation services.** 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 post of internal translator is now vacant 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. Reports have been made to the Members Bilingual Forum outlining the various options open to the council.

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

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

2.7 **Inspections undertaken by the Welsh Language Board.**

During 2010/11 the Board undertook several inspections and have asked us to report on these exercises and produce an action plan if remedial action is required.

a) **2010 General Election** – Inspection on the availability of Voting Forms and related Information in Welsh.

The Board made the following comments and we have identified actions where relevant.

<i>Action identified by DCC</i>		
General information (text on the Council's website)	Bilingual	<i>None</i>
Registration form	Bilingual	<i>None</i>
Registration form for a postal vote	Not available online: we would like to receive a copy	<i>Document forwarded confirming it was bilingual. No further action required</i>
Registration form for a vote by proxy	Not available on-line: we would like to receive a copy	<i>Document forwarded confirming it was bilingual. No further action required</i>
Notices / Information about candidates	Bilingual	<i>None</i>

The Board in their report to the council commented that the 'council has partly succeeded in meeting the requirements of its Welsh Language Scheme'. We were disappointed that the Board took the view that we were not fully complying with our Welsh language policies due to some documents not being available on-line in either Welsh or English. It is our policy to have some election material available only on request in order to avoid possible election fraud and evidence was submitted by the council to the Board demonstrating that indeed all of the forms which had to be requested were bilingual. We therefore believe we have fully complied with our Welsh Language policies.

b) 2011 Referenda and Election

The Welsh Language Board undertook two further exercises following the Referenda and Welsh Assembly elections. It was noted that all of general information, registration forms and formal notices were all bilingual. Again the Board asked for sight of the forms which were only available on request and were satisfied that all of our material is bilingual.

c) Inspection of Websites and On-line services.

The Board made the following comment: 'In our opinion the Council has succeeded in meeting all of its Welsh Language Scheme requirements and we would like to acknowledge and applaud this'.

'In the Board's opinion the Council is:

	<i>Action identified by DCC</i>
Providing all content pages bilingually	<i>None</i>
Providing all supplementary documents and forms bilingually.	<i>None</i>
Providing efficient language navigation experience within its websites	<i>None</i>
Using Welsh that is as correct as English. There are a few slip ups here and there and a few words that have been translated incorrectly	<i>Welsh speaking Officers to regularly monitor the Welsh pages. External audit to be undertaken in 2012</i>
Offering a comprehensive service in Welsh in 2 of the 3 services it offers on-line	<i>See below</i>
Failing to direct users from the Welsh website to the Welsh service on the Planning Portal if the user chooses 'Apply on-line. However lower down the Welsh version is offered.	<i>The Board is aware that the Planning Portal is beyond the responsibility of the council and all authorities are in a similar situation. The council will continue to offer the Welsh version as an option</i>

d) Inspection of Recruitment and Public Notices

The Board has made the following comment:

'In our opinion the Council has succeeded to meet the majority of requirements of its Welsh Language Scheme'.

Action identified by DCC

Official Notices Exercise. Newspapers were used to assess the council's public notices relating to legal, business, tendering, planning, highways and electoral notices	<i>None</i>
Recruitment Notices Exercise. Newspapers and the council's website was used to check application forms, person specifications, job descriptions etc in Welsh	<i>Two adverts were found not to comply with the council's Welsh language policy in relation to an English only job description on the website and an information booklet in English only. The Human Resources team to ensure all material relating to recruitment is fully bilingual.</i>

3. The quality of front line services

3.1 Self Assessment – Denbighshire Children and Young People's Partnership.

3.1.1 The CYP Partnership's key achievements 2010/11 from a Welsh language perspective are as follows.

3.1.2 The Partnership continued to embed the importance of bilingualism and strengthening children and young people's confidence in and use of the Welsh language in school and out of school settings. This was achieved through continued implementation of the Children and Young People's Plan 2008/11 (CYPP), and delivery by Menter Iaith Sir Ddinbych towards their Cymorth-funded Service Level Agreement, and developments within the Youth Service and Lifelong Learning.

Participation-based activity has continued to be delivered in Rhyl, Prestatyn, Denbigh and Llangollen. Young people participated in the National Youth Work Week with 170 attending the celebration evening; 25 the Band night; and around 5,000 young people participating in the information road shows facilitated by Menter Iaith, in partnership with the Youth Service, and assisted by the Urdd.

3.1.3 The CYP Plan 2008-11 has now formally ended and Denbighshire's partners have endorsed Denbighshire The BIG Plan: Part I, 20011-14 (our integrated Community Strategy; CYP Plan; HSCWB Plan and Community Safety Plan). The BIG Plan commits to the importance of bilingualism and also includes specific actions around Welsh medium education.

- 3.1.4 Estyn Llaw helped several voluntary sector groups develop a Welsh language policy (for example Kids Fun Club and Communities First). Menter Iaith, through Cymorth funding, has been extending opportunities for children and young people already accessing a range of services to participate in bilingual activities, including through craft workshops about the national anthem, trips to historic local sites and even to Cardiff.
- 3.1.5 Young people have achieved one credit of OCN level 1, as a part of the 'Iaith a Diwylliant Cymraeg' (Welsh Language and Culture) unit at Prestatyn Youth Centre. Menter Iaith involvement's enabled the young people to complete this unit as the Youth Worker was not a Welsh speaker. Nine out of ten young people said after this experience they want to do more Welsh sessions and all participants said they could now understand Welsh language better for taking part in the sessions. This was identified as a positive piece of partnership working by the Principal Youth Officer and subsequently is being used to support the delivery of this OCN unit next year by the Youth Service. Yr Urdd has done some excellent work with Denbigh Youth Project on a biking project. Young people designed expeditions themselves, which were delivered bilingually and young people achieved bike maintenance certificates.
- 3.1.6 The Council also consulted on a new Welsh Education Scheme bilingualism embracing both the formal and social uses of Welsh and is a shared priority for many partners of the Children and Young People's Partnership (through the Children and Young People's Plan). In addition, a joint Welsh awareness residential was put together between the Partnership Support Team and Yr Urdd staff in February 2010 to bring together partners directly working with young people to see how Welsh could be used in activities. This was very successful; attendees included Youth Service staff, 5x60 officers, Duke of Edinburgh officer, Denbigh Youth Project, Prestatyn Pop In, St Asaph Youth Group and Partnership Support Team staff.
- 3.1.7 Currently, the Learner Voice Champion, 14-19 Network, is supporting a group of young people from three High Schools to participate in a consultation in respect of Welsh Education. The students will be translating the consultation and then consult with children in Junior Schools.

3.2 **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	6	5	85%	Post now classed as Welsh Speaker Essential. Non

Centre (inc main switchboard)				Welsh speaking staff member currently at Stage 4 of the Llanllawen Welsh language course
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, corporate switchboard and complaints 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 monitor the number of calls received by both contact numbers and are as follows:

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%)
April 10 – March 11	
Dedicated Welsh telephone contact number	8,442 (7.30%)
Dedicated English telephone contact number	115,500 (92.70%)
* The significant increase in Welsh language calls in 09/10 was due to the roll out of a new refuse collection service in rural areas.	

3.3 The Council's Complaints Procedure

The Council readily took part in a Welsh Language Board survey of local authority complaints procedures in December 2008 and the recommendations made and Action Plan developed is still being actively monitored. 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. In our report last year we detailed an action plan for meeting the recommendations in the Welsh Language Board report and for the purpose of this Report the actions have been monitored and are all in place.

3.4 The Council has distributed the Welsh Language Board guide 'Have your say about Welsh language service' to its public buildings in 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.

3.5 **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 in 2009 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 is the robust recording of complaints in respect of the Welsh Language and other equality strands. Our reporting of complaints this year is 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).

3.6 The following table identifies the nature of the complaint received during the period April 2010– March 2011 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
Corporate Services	Confusion by an external translator between the Royal Welsh Show and Royal Welch Fusiliers	The documents amended accordingly
Revenues and Benefits	A relief member of staff did not adhere to our WL policy when a member of the public wished to	An apology was made and the member of staff was reminded of our front-line procedures

	converse in Welsh	
Education Service	A complaint was made in respect of a Modernising Education workshop conducted in English rather than bilingually.	Detailed correspondence has been exchanged with the WLB on this matter with the council giving its reasons for the administration of the workshop
ICT Service	Some Welsh e-mail addresses did not have the '@sirddinbych' aliases.	The Email Address Registration Database has since been updated and an automatic system is now in place. Complainant responded to.
Housing	An English only form was issued to a landlord	Apology given and the document translated for further use
Highways & Transport	Complaint regarding incorrect Welsh mutation on bilingual traffic sign.	Sign was removed as it was no longer required for technical reasons
Environmental Services	Signage at the Recycling Centre in Denbigh had grammatical errors.	Apology given and signage changed.
Social Services	A complaint was received relating to perceived errors in a consultation document.	The complainant was written to advising him that we were unable to agree with his entire suggested alternative wording but had taken his co Revenues and Benefits comments on board.
Local Service Board	A complainant drew the council's attention to the LSB logo which had the English above the Welsh.	The Board agreed to adopt the council's policy on logos and advertising material. Logo and banners have now been changed with the Welsh above the English.
Social Services	Client complained that staff from a new agency working on our behalf did not speak Welsh	xxxxx
Tourism and Marketing	Complaint that there were no Welsh speakers in the Tourist Information Centre in Llangollen	A letter in Welsh was sent to the complainant explaining that the TIC is managed by North Wales Tourism and not DCC and the matter was referred to NWT

Although not identified in this report individually, the council did receive several 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 usually documents in this report complaints which were not upheld or subsequently withdrawn. There were none this year.

4 Management and administration of the Language Scheme

4.1 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.

The Welsh Language Board will be aware that several local authorities such as Denbighshire have had on-going difficulties regarding the on-line job-application process we are initiating where applicants can complete an application form on-line through our website. The software has been available in English but not in Welsh and we have been working with the company designing the TRENT System to ensure the system is bilingual. Denbighshire purposefully delayed the implementation of the English version until both languages were compatible.

We are pleased to be able to report that finally an on-line Welsh version of the job application system is now available. It is currently being trialled by staff before it goes 'live' in July 2011. We will report on its usage in 2012.

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.

4.2 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.

4.3 Contracts in Youth Services

4.3.1 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.

4.3.2 In this Report we are commenting on the following initiatives our Youth Service has developed in 2010/11.

We have a joint post with the Urdd which helps us deliver bilingual provision and create new opportunities for young people's activity in both rural and urban areas and we continue to work with young people across the county to raise awareness of Welsh culture and identity with the opportunity for young people to gain accreditation in these areas.

We support the Young Farmers work in Denbighshire through provision of a small grant. This arrangement helps us maintain Welsh language provision mainly in the central and southern area of the County.

In addition to the corporate policy of offering staff opportunities to attend Welsh language sessions and courses we have recently undertaken assessments in order to help staff link into the most appropriate courses.

We reported on our growing links with the Urdd and Menter Iaith last year and are seeking to strengthen this partnership approach a joint funding initiative with Menter Iaith to appoint a new Welsh Youth Officer in 2011. This joint work has raised awareness with young people of the value of using Welsh outside of school to around 5,000 young people in 2010. We will continue to do this as part of the new project in 2011. We jointly delivered the 'Welsh is a winner' tour in early 2011 which included a talk from the radio personality Huw Stephens.

In 2010 we delivered our celebration of achievement evening bilingually which was launched by the Chair of the County Council. We intend to continue with this approach in 2011 and beyond.

4.4 **Contracts in Adult Services**

4.4.1 In past Annual Reports we have commented on various sampled contracts and the checklist and questionnaire used by the Reviewing Officers. In our Report last year we sampled the Contract Monitoring of Older People Domiciliary Care Providers, Residential Placements contracts, Voluntary Organisations contracts and a revised draft contract with the Royal National Institute for the Deaf.

The Regional Domiciliary (Home care) Agreement reads:

Outcome - Customers will be treated with dignity and respect and addressed politely, treated courteously and will receive all communication in a language, were possible, of their choice:
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The provider shall seek to comply with the principals of the Welsh Language Act 1993 and adhere to the Purchaser(s)'s current Welsh Language Scheme, a copy of which can be requested by the purchaser(s)'s.
The provider shall have in place and operate an up to date Welsh Language Policy.
The Provider shall take all reasonable and practicable steps to deliver the service to the customer in the language medium of the customer's choice

The Regional Care Home Agreement reads:

The service provider shall comply with the requirements of the Welsh Language Act 1993 and adhere to the service purchaser's current Welsh Language Scheme, a copy of which will be provided by the service purchaser.
The service provider shall have in place and operate an up to date Welsh Language Policy and, when requested by the service purchaser(s)'s shall provide details of the percentage of bilingual staff employed in the Home and the number of service users who chose Welsh as their preferred language but whose preference could not be accommodated.
The service provider shall take are reasonable and practical steps to deliver the service to the service user's choice
The first 2 clauses shall not apply to a service provider's Care Home outside Wales.

We also continue to utilise contract monitoring mechanisms which capture the use of the Welsh Language within all of the services we commission

4.5. Contracts in Children and Family Services

- 4.5.1 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.
- 4.5.2 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.

4.5.3 The contract sampled this year is one relating to Young Carers. The contract has the following clause relating to the Welsh language.

WELSH LANGUAGE ACT

The Contractor shall comply with the provisions of the Welsh Language Act 1993 (or as amended from time to time) and all other relevant legislation and statutory requirements.

They provide a bilingual service to young carers which have been captured in a DVD produced in which young carers speak in Welsh as well as English about their experiences.

4.6 General Contracts within Social Services

We reported in depth last year on general contracts monitoring promotional material and communications sent to our service users.

4.7 Corporate Contracts

We have taken note of your previous comments in your review of our Annual Report 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. Last year we looked at the tender for our county-wide newsletter 'County Voice'.

For this report we have looked at three projects currently underway with Welsh language requirements. These were:

Project 1.

New Work Connections Project for Support into Employment for People with Mental Health Issues

Project 2

New Work Connections Project for Support for Women into Training and Employment

Project 3

New Work Connections Project for a Project Evaluation Service

5 The adequacy of Welsh language skills

5.1 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.

5.2 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.

We reported in detail last year on the template used by Managers which outlines a staff profile of their language ability.

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.

- 5.3 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.

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

5.5 **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 2010 – March 2011.

Llanllawen 2, 3 & 4 = 24 staff

Pellach = 14 staff

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 a Written Welsh Course in September 2011 subject to demand.

- 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 and are also being used by groups of employees. Currently 445 members of staff have completed the Welsh Language and Culture Awareness Module.

5.6 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.

Service	Do you speak Welsh?	Number of Employees	Percentage
Social Services - Adult & Business Services	1. Not at all	358	63.81%
	2. Moderately - a little	93	16.58%
	3. Fluently - quite well	106	18.89%
	Not Known	4	0.71%
Business Planning & Performance	1. Not at all	7	31.82%
	2. Moderately - a little	8	36.36%
	3. Fluently - quite well	4	18.18%
	Not Known	3	13.64%
Social Services - Children & Family Services	1. Not at all	71	60.17%
	2. Moderately - a little	34	28.81%
	3. Fluently - quite well	13	11.02%
	Not Known	0	0.00%
Corporate Directors & Pas	1. Not at all	1	14.29%
	2. Moderately - a little	0	0.00%
	3. Fluently - quite well	4	57.14%
	Not Known	2	28.57%
Corporate Governance	1. Not at all	16	31.37%
	2. Moderately - a little	14	27.45%
	3. Fluently - quite well	18	35.29%
	Not Known	3	5.88%
Customer Services	1. Not at all	33	34.74%
	2. Moderately - a little	24	25.26%
	3. Fluently - quite well	25	13.68%

	Not Known	13	13.68%
Environmental Services	1. Not at all	131	24.35%
	2. Moderately - a little	97	18.03%
	3. Fluently - quite well	43	7.99%
	Not Known	267	49.63%
Finance & Assets	1. Not at all	88	37.61%
	2. Moderately - a little	73	31.20%
	3. Fluently - quite well	36	15.38%
	Not Known	37	15.81%
Highways & Infrastructure	1. Not at all	71	30.08%
	2. Moderately - a little	55	23.31%
	3. Fluently - quite well	31	13.14%
	Not Known	79	33.47%
Housing Services	1. Not at all	48	36.92%
	2. Moderately - a little	16	12.31%
	3. Fluently - quite well	11	8.46%
	Not Known	55	42.31%
Leisure, Libraries & Community Development	1. Not at all	80	31.62%
	2. Moderately - a little	61	24.11%
	3. Fluently - quite well	57	22.53%
	Not Known	55	21.74%
Modernising Education	1. Not at all	6	28.57%
	2. Moderately - a little	9	42.86%
	3. Fluently - quite well	4	19.05%
	Not Known	2	9.52%
Planning, Regeneration & Regulatory Services	1. Not at all	43	31.39%
	2. Moderately - a little	45	32.85%
	3. Fluently - quite well	29	21.17%
	Not Known	20	14.60%
School Improvement & Inclusion	1. Not at all	29	19.21%
	2. Moderately - a little	39	25.83%
	3. Fluently - quite well	46	30.46%
	Not Known	37	24.50%
Schools	1. Not at all	374	18.28%
	2. Moderately - a little	448	21.90%
	3. Fluently - quite well	437	21.36%
	Not Known	787	38.47%
Strategic HR	1. Not at all	18	40.91%
	2. Moderately - a little	17	38.64%
	3. Fluently - quite well	6	13.64%

	Not Known	3	6.82%
Chief Executive & PA	1. Not at all	0	0.00%
	2. Moderately - a little	0	0.00%
	3. Fluently - quite well	1	50.00%
	Not Known	1	50.00%

6 Mainstreaming the Welsh language

- 6.1 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 complement 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 2011/12. The Relevance Assessment Form is a precursor to the full Impact Assessment and indicates if a more in-depth analysis is required.

- 6.2 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.

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?* If a negative response is given the form poses specific statements to ascertain the reason why applicants are not providing services in Welsh. Responses to the questions relating to the Welsh Language are taken into consideration when evaluating the application.

Responses from all the projects this year indicate the following applicants undertook their projects bilingually:

Ruthin Art Group (workshops), Llandyrnog Tuesday Club (Summer outing), Ruthin Forward (Medieval show), Clwb CIC - Rhyl (activities for a Welsh language club), Canolfan Seion (ICT training), Denbighshire Neighbourhood Watch (promotional material), Pwyllgor Gwyl Ganol Haf Dinbych (event), Denbigh Business Group (two events), Bryneglwys Show (signage), G2G Communities – Rhyl (media workshop).

- 6.3 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.

- 6.4 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 were having discussions with Menter Iaith to undertake a sampling exercise on our behalf of the quality of our Welsh Language web site, however as the Board undertook a similar exercise last year we have deferred this.

TextHelp Systems a company who developed BrowseAloud which is software to speech enable web sites have released a new Welsh voice and this was trialled last year and appears to be a success. We unfortunately have no way of knowing how many Welsh users have taken advantage of the service.

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	2010
Phone	93 (8463)	126 (9509)	118 (9199)
Internet	116 (3297)	149 (4124)	176 (4725)
SMS Text	8 (1155)	36 (1380)	31 (1783)

- 6.5 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.
 We are currently trialling a Mutations Map produced by an external company which we will evaluate with a view to purchasing as an aid to Welsh speakers and learners.
- 6.6 We have formally responded to the Welsh Government's consultation document 'A living language: a language for living' and are taking note of the new guidance from the Welsh Language Board 'Contracting out public service contracts and the Welsh language'.
- 6.7 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.
- 6.8 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.

6.9 'Mystery Shopper' Exercise

In our Annual Report in 2009 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. The monitoring involved phone calls, letters, e-mails and personal visits to a random selection of Services.

Phone calls

Majority of services provided a Welsh speaker or offered to have the call returned by a Welsh speaker. Those Services which did not offer a Welsh speaker have been contacted and reminded of our corporate communication policy in respect of the Welsh language.

Face to face visits

Some facilities did not offer the visitor the opportunity to speak to a Welsh member of staff and this will be addressed through in-house training. The occasional English only poster was noted at some sites but signage etc was bilingual.

E-mail correspondence.

E-mails sent to generic council addresses were responded to in Welsh.

There was a broad improvement in the delivery of services through the medium of Welsh since our 'Mystery Shopper' exercise in 2008.

Menter Iaith have also undertaken a further 'Mystery Shopper' review on our behalf in March to May 2011. This is outside the reporting period of this Report and will form part of our Annual Report in 2011/2012.

- 6.10 During our consultation on the Local Service Board's BIG Plan we undertook bilingual sessions in several Welsh medium secondary and primary schools. Because of the feedback we received we included important actions in The BIG Plan to protect and promote the Welsh language through the implementation of the Welsh Education Scheme. Bilingualism is an integral underpinning value for the entire Plan, and will feature heavily in the Equality Impact Assessments that will be undertaken for each BIG Plan action plan.

The Denbighshire Local Service Board (LSB) is ultimately accountable for the delivery of The BIG Plan. Performance in respect of Outcome 3 and encouraging children and young people to use both Welsh and English will be

reported to the LSB and this will ultimately raise the profile of Partners' progress in this area.

7 Analysis of performance according to priority / target

7.1 Actions identified in our 2010 report and outcomes:

Complete an internal guide on the key obligations and guidelines identified in the Welsh Language Scheme.

Outcome: Guide has been produced and warmly welcomed by the Members Bilingual Forum. It will now be distributed to all Services and Elected Members.

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.

Outcome: This has been incorporated into the above guide to our Welsh language policies.

Further follow-up 'mystery shopper' exercises will be undertaken in 2011 and a sampling exercise of our Web pages.

Outcome: An exercise has been undertaken by Menter Iaith in February / March 2011 on various Services and an action plan will be developed. This will be reported upon more fully in the 2012 Report to the Board.

As the Board had undertaken a review of our web pages as part of its inspection regime in 2011 we have not undertaken our own sampling exercise.

Undertake an analysis of the 'Mystery Shopper' Exercise undertaken in April / May 2010 and report on its conclusions in the 2010 / 11 Report.

Outcome: An internal report was shared with Heads of Services and an action plan for improving bilingual channels of communication agreed

Re-evaluate our mandatory training for staff including our e-gov learning system.

Outcome: This evaluation is still ongoing. It is generally accepted that the e-gov learning mechanism is not fulfilling the purpose of meeting our equalities agenda and other mechanisms (which will include the Welsh language) are being considered.

7.2 Future Actions identified in this Report which we will report upon in 2011 / 12

- Follow up the analysis of the 'Mystery Shopper' exercise undertaken in April / May 2011.
- Re- evaluate our mandatory training for staff including our e-gov learning system.
- Conclude our review of the Translation Service and implement its recommendations.
- Undertake a 'mystery shopper' exercise of our web pages
- Production of an explanatory guide to the Welsh Language Scheme for contractors and third parties.
- Review the outcome of the Residents Survey in relation to the Welsh language.

8. 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 fifth 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>