



Comisiynydd y
Gymraeg
Welsh Language
Commissioner



SNAP Cymru Welsh Language Promotion Scheme 2022-2024

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Datblygwyd gyda chymorth

Tîm Hybu Comisiynydd y Gymraeg

Developed with the support of the

Welsh Language Commissioner's Promotion Team

A word from our CEO

I am pleased to present SNAP Cymru's Welsh Language Promotion Scheme which sets out our commitment to ensuring we provide services and information in both of Wales' official languages.

Our goal is to ensure that children, young people and parents of children with additional learning needs have access to information, advice and support so that they can make informed decisions. We want to ensure that people receive reliable and appropriate support in their preferred language.

We know that nearly a fifth of the population of Wales identify as Welsh speakers. For many in Wales, Welsh is the first language spoken. Having the option to use services through the medium of Welsh is not just about a preference. We know that many Welsh speakers feel more comfortable expressing themselves in Welsh, feel more confident communicating their needs in Welsh, think and live their lives in Welsh. Providing services in Welsh is underpinned by legislation. Not only do we have a public duty to communicate and provide in both official languages of Wales – but we believe that being able to use Welsh is a right. We already deliver bilingual frontline services, but we can do much more to encourage the use of Welsh. This scheme outlines our commitments to the Welsh-speaking population. We are confident that through this scheme we will improve our services, fundraising, campaigning, volunteering, and communications activities. We look forward to promoting the use of the Welsh Language and meeting the needs of our partners and beneficiaries all over Wales. Thank You

Caroline Rawson

Chief Executive Director 2022



Introduction

SNAP Cymru demonstrates respect for the Welsh Language through all of our activities and recognises the need to be appropriately responsive to the linguistic needs of Welsh speakers. We are fully committed to meeting the requirements of the Welsh Language (Wales) Measure 2011.

In the spirit of the Measure, to establish rights and freedoms for the users of the Welsh language, SNAP Cymru endeavours to implement the Welsh Language Standards in all our work with the public in Wales, whether legally required or not.

SNAP Cymru's first Welsh Language Scheme along with our action plan was published and received the approval of the Welsh Language Board under section 14(1) of the Act, on the 6th February 2009, however this revised plan is as a result of a changing legal context with relation to the Welsh language and ongoing reviews of our bilingual services and resources. This has also provided an opportunity for SNAP Cymru to renew its commitment to the Welsh language.

This scheme applies to all of SNAP Cymru services and activities, our trustees, staff and volunteers. SNAP Cymru believes that offering services in an individual's language of choice is part and parcel of providing good service and equality of opportunity in a bilingual nation.

Each member of the SNAP Cymru team has responsibility in ensuring that this Scheme functions as well as it possibly can. The Chief Executive Officer of the Organisation and the Welsh Language Task Group responsible for writing and revising the scheme has responsibility for overseeing and administering the Scheme, as well as reviewing the scheme annually and reporting on its progress to the Board of Trustees.

Our Ambition and Commitment

Approximately one fifth of the population of Wales report that they have a degree of Welsh language skills. The desire amongst some Welsh speakers for Welsh language services is clear. Research conducted over the past two decades has found this consistently and this desire is increasing.

Having the option to use services through the medium of Welsh is not just about a preference. We know that many Welsh speakers feel more comfortable expressing themselves in Welsh, feel more confident communicating their needs in Welsh, think and live their lives in Welsh. Feeling able to express yourself and being comfortable and confident in communicating with a service provider is vital. Enabling people to use their preferred language is a matter of good practice and SNAP Cymru recognises that denying them the right to use their preferred language can place them at a disadvantage. The importance of providing children who have special needs with services in their preferred language is highlighted in a report entitled 'Welsh in Health Service' written for the Welsh Consumer Council by Andrew Misell. He noted, when referring to people with learning disabilities or other special needs that:-

"The difficulties which face people in this situation can be intensified if they are obliged to communicate in their second language. There is significant anecdotal evidence that Welsh speakers with learning disabilities do respond better to stimulus in their first language"

(pg. 26 Misell 2000)

This plan outlines how we will achieve this in the provision of our service. SNAP Cymru will promote the use of the Welsh language through its activities and services and we will encourage Welsh speakers who deal with us to use more Welsh in their everyday lives. We will seek to develop services which focus on the individual, and their language choice.

SNAP Cymru is a non-profit organisation and has been at the forefront in promoting partnership working, giving information and advice regarding rights, roles and responsibilities of all partners involved in the planning and delivery of services for children and young people with additional learning needs (log on to www.snapcymru.org for full details of our range of service and activity).

The Organisation holds the Legal Aid Agency Specialist Quality Mark renewed in 2021 and Investors in Volunteering. The organisation operates through a regional structure from four Regional Offices across Wales at Swansea, Cardiff, Caernarfon, and Hengoed. Further local offices are based at Llandrindod, and Wrexham. SNAP Cymru's central services are based in Head Office in Cardiff.

SNAP Cymru is clear within its planning and policies and activities that the need for access to parity of service in Welsh and English is essential to embrace the varying percentages of Welsh speakers living in the communities we service.

This plan is informed by service users, staff and volunteers through a Welsh Language Task Group who meet throughout year to monitor and evaluate the implementation of our commitment and actions.

The Legal context

The principle of treating Welsh and English on the basis that both languages are equal was established and enshrined in the Welsh Language Act of 1993. Following the Act the Welsh Language Board was formed. The Board was then abolished on 31 March 2012 as a result of the introduction of the Welsh Language (Wales) Measure 2011. Since then the Board's responsibility for promoting and facilitating the use of the Welsh language have been divided between the Welsh Language Commissioner and the Welsh Government. The Measure received Royal Assent in February 2011 meaning:

- Official status was established for the Welsh language in Wales
- The general principle was established that the Welsh language should be treated no less favourably than the English language in Wales
- A Welsh Language Commissioner and a new legislative framework was created
- Provision for promoting and facilitating the use of the Welsh language was made
- Provision about standards relating to the Welsh language was created
- Provision for the investigation of interference with the freedom to use the Welsh language was established.

The Commissioner is independent and has responsibility for enforcing legal duties via "standards". These standards are enforceable. The legal procedure underpinning the standards will be developed over the next few years. The 2011 Measure does impose a duty on some third sector organisations to comply with standards, and gives the Commissioner

the power to require that an organisation complies with a standard. Welsh Ministers may name additional third sector organisations to be added to the list of organisations that are required to comply. It is now planned that the “standards” will replace language schemes.

When commissioning services or allocating grants to third sector organisations, an organisation complying with standards (such as Welsh Government) will need to ensure that relevant obligations regarding the Welsh language are made a condition of contract. With this in mind, SNAP Cymru has decided to adopt an appropriate language scheme voluntarily, taking on the standards format as advised by the Commissioner’s team, to publicly show our dedication to the principle of equality of treatment.

Providing equal opportunity is central to our anti-discrimination agenda and our HR policies. We will create an environment that encourages individuals to access services and materials in the language of their choice through:

- Using both languages formally and publicly
- Providing the same standard of services in Welsh and English
- Offering language choice from the outset
- Staff being aware of how to deal with customers who want to access services in either language

A new Welsh language is being considered by the Welsh Government. In light of this the requirement for investigation of the third sectors standards has been put on hold, despite this SNAP Cymru has produced this promotion scheme

The Marketing Context

To encourage an increase in the uptake of our Welsh language services, use of our Welsh language web pages etc., we will need to implement a range of changes to encourage behavioural change, including:

- Using clear, jargon-free, and accessible language and terminology
- Proactively offering the opportunity to use and access Welsh language services and ensuring they are consistently available
- Ensuring the 'default' option is not always English to encourage users to not refer to 'habit' offline and online
- As far as possible ensure that Welsh is not an 'opt in' and design our services accordingly to encourage its use
- Ensure that our Welsh language information is as timely and current as that available in English
- Continue to ensure that all external publications and publicity materials are provided bilingually, and some internal publications are available bilingually.
- Clear signposting to our Welsh language services and materials.
- Continue to ensure our website is fully bilingual, with the Welsh and English pages updated regularly and actively seek new means to ensure or social networking is bilingual.

Implementation

The plan will be an integral part of planning and implementation of service, campaign and project activities. The Equality and Welsh Language task group and Senior Leadership team should monitor progress against achieving these recommendations regularly and be responsible for ensuring all staff are aware of and understand the implications of the Scheme. SNAP Cymru's Director will have lead responsibility for the implementation of the Scheme and a Welsh Language Champion will be identified from amongst the Board of Trustees with the role of promoting the use of the Welsh language across the organisation

- Procedures are in place to monitor performance against the targets seen in the Welsh Language Scheme.
- Progress against implementation of the supporting Action Plan will be monitored by SNAP Cymru's management team and Equality and Welsh Language task group
- SNAP Cymru services will record the percentage of services delivered in Welsh
- Staff who draw up and implement new policies, initiatives and services will be aware of this Welsh Language Scheme as well as the contractual requirements placed on any partner organisations.
- A review of the language skills of staff should be undertaken every three years in order to track progress in establishing a bilingual workforce against the baseline established through the 2010 review.
- The Welsh language will play a prominent role in the organisation's induction and training procedures. This should include training staff to provide language awareness training.
- SNAP Cymru will review and revise the Scheme every three years in consultation with the Welsh Language Commissioner's officials.

Delivery of Services

SNAP Cymru's aim is to provide a consistent and reliable service for Welsh speakers throughout Wales. We will work towards providing a comprehensive service of the same high standard in English and Welsh by:


- Ensuring that all staff/volunteers know how to refer individuals to Welsh language services □ Through training and recruitment, ensure that a Welsh speaker is available in each Office.
- Ensure that service users are aware of which staff/volunteers speak Welsh
- Providing training and guidance for staff/volunteers to facilitate the implementation of the Scheme.
- Finding reliable, professional translation services of a high standard to ensure that all relevant material is translated quickly and reliably

Bilingual services offered by SNAP Cymru include:

- Information, Advice and Support service
- Children and Families services
- Independent Advocacy for Children and Young People
- Disagreement Avoidance and Resolution services
- National Advice line
- Training, Work Experience & Volunteering Opportunities

Progress plan




The plan contains SNAP Cymru’s responses to the self-assessment questionnaire (completed summer 2016 – and updated in 2017, 2019 and 2021) and an indication of our current level of provision in each area – from 1 to 3. We have set targets in order to increase Welsh language provision within the various fields following advice from the Welsh Language Commissioner’s team.

Your provision at present	Level of provision	Objectives to move forward to the next level or maintain your provision	Who is responsible?	By when?
2. External communication				
2.1. Face to face visitors are able to talk to a Welsh speaking member of staff on request.		<p>Ensure that current procedures are more robust and that staff are aware of how to respond to such requests.</p> <p>Through training and recruitment, ensure that a</p>	<p>SLT & Service Managers</p> <p>Senior Leadership Team</p>	Ongoing (to be reviewed 2023)

		<p>Welsh speaker is available in each Office.</p> <p>Currently, our offices do not tend to have visitors to discuss concerns. Our procedures in place are via the THL which is run as a bilingual service.</p>		
<p>2.2. Sending letters and emails</p> <p>We communicate bilingually sometimes e.g. for specific marketing campaigns, or to share information with a target audience.</p>	②	<p>Identify specific campaigns and projects for bilingual correspondence.</p> <p>Ensure that the communication is always in the language of choice.</p>	<p>All Staff</p> <p>Senior Leadership Team</p>	Ongoing
<p>2.3. Responding to letters and email</p> <p>We respond in Welsh to any Welsh correspondence we receive, but this can lead to delay if we have to use a professional translator.</p>	②	<p>Evaluate our current procedures to eliminate delay as far as possible.</p> <p>Set identical targets for responses in both Welsh and English</p>	<p>Senior Leadership Team</p> <p>Senior Leadership Team</p>	Ongoing

<p>2.4. Press releases</p> <p>Our press releases are usually issued bilingually but, in some cases where an urgent release is required, it is possible that we will</p>		<p>Establish links with Welsh language publications and websites.</p>	<p>HB responsible for Information & Communication.</p>	<p>Achieved and ongoing</p>
<p>2.5. Over the telephone</p> <p>All officers offer a bilingual greeting. A procedure is in place which ensures that, if the officer cannot speak Welsh, they will transfer telephone calls to a Welsh speaker.</p>		<p>Consolidate current procedures through staff training.</p> <p>Procedures in place – staff are trained to use welsh language greetings. – discussions at supervision /team meetings to emphasize importance of Welsh greetings.</p>	<p>SLT & Service Managers</p>	<p>Established and reinforced</p>
<p>3. Corporate image and branding</p>				


<p>3.1 Corporate image and branding</p> <p>Our image is fully bilingual, including any sub-headings, treating both languages equally</p>		<p>Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.</p>	<p>Senior Leadership Team</p>	<p>Achieved – Ongoing</p>
<p>4. Publications and publicity</p>				
<p>4.1. Publications and publicity</p> <p>All external publications and publicity materials are provided bilingually, and some internal publications are available bilingually.</p>		<p>Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.</p>	<p>Training Unit</p>	<p>Achieved – Ongoing</p>
<p>4.2. Please note whether the following items are available:</p>				

<p>Business cards Bilingually - Welsh and English are equal</p>		<p>Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements. – all publications are translated by Cymen</p>	<p>Senior Leadership Team</p>	<p>On-going / achieved</p>
<p>Headed paper Bilingually - Welsh and English are equal</p>		<p>Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.</p>	<p>Training Unit</p>	<p>On-going / achieved</p>
<p>Pop-ups Bilingually - Welsh and English are equal</p>		<p>Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate</p>	<p>Training Unit</p>	<p>On-going / achieved</p>

		them into service level agreements.		
Advertising banners Bilingually - Welsh and English are equal	③	Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.	Training and Information unit	On-going / achieved
E-mail footers Bilingually - Welsh and English are equal	③	Maintain current good practice.	Training Unit	On-going / achieved
Marketing materials Bilingually - Welsh and English are equal	③	Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.	Training Unit	On-going / achieved



<p>Registration forms Bilingually - Welsh and English are equal</p>		<p>Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.</p>	<p>Training Unit</p>	<p>On-going / achieved</p>
<p>Guidance and booklets Bilingually - Welsh and English are equal</p>		<p>Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements</p>	<p>Training Unit</p>	<p>On-going / achieved</p>
<p>Signs Bilingually - Welsh and English are equal</p>		<p>Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.</p>	<p>SLT & HB</p>	<p>On-going / achieved</p>
<p>Packaging Bilingually - Welsh and English are equal</p>		<p>Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.</p>	<p>CEO and HB</p>	<p>On-going / achieved</p>

Your provision at present	Level of provision	Objectives to move forward to the next level or maintain your provision	Who is responsible?	By when?
<p>5.1. Website</p> <p>Our website is fully bilingual, with the Welsh and English pages updated regularly. It is possible to change from Welsh to English at any time by using the language choice button.</p>	③	Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.	CEO and HB	On-going / website updated March 2022
<p>5.2. Social Media</p> <p>Messages are posted in the language spoken by the officer, so Welsh language posts occur randomly.</p>	①	<p>Encourage staff members to post bilingually.</p> <p>Target Welsh language volunteers to promote social media through media of Welsh</p>	CEO, HB & All Staff	On-going / achieved
6. Public meetings and events				
<p>6.1. Choice of language for attendees</p> <p>Yes, and note that they are welcome to contribute to discussions in Welsh and English</p>	③	Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.	SLT & Team	On-going / achieved



<p>6.1. Choice of language for attendees Yes, and note that they are welcome to contribute to discussions in Welsh and English</p>		<p>Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.</p>	<p>SLT & Team</p>	<p>On-going / achieved</p>
<p>6.2. Conference schedule Ensure that the Welsh language has a clear presence by arranging that some contributors and workshops are available in Welsh and that the chair speaks Welsh.</p>		<p>Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.</p>	<p>SLT & Team</p>	<p>On-going / achieved</p>
<p>6.3. When organising an event which is open to the public, which of the following statements best describes your organisation?</p>				

Your provision at present	Level of provision	Objectives to move forward to the next level or maintain your provision	Who is responsible?	By when?
Invitations or marketing materials Bilingual - Welsh and English are equal	③	Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.	CEO and HB	On-going / website updated March 2022
Forms e.g. registration, feedback or booking forms Bilingual - Welsh and English are equal	③	Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.	SLT	On-going / achieved
Audio announcements Bilingual - Welsh and English are equal	③	Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.	Training and information unit	On-going / achieved
Speeches/ talks Bilingual - Welsh and English are equal	③	Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate	SLT & Whole Team	On-going / achieved



		them into service level agreements.		
Signs Bilingual - Welsh and English are equal	③	Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.	SLT & Comms	On-going / achieved
Attendees pack Bilingual - Welsh and English are equal	③	Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.	Training Lead	On-going / achieved
Exhibitions Bilingual - Welsh and English are equal	③	Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.	Training Lead	On-going / achieved

Your provision at present	Level of provision	Objectives to move forward to the next level or maintain your provision	Who is responsible?	By when?
7. New services, initiatives, and campaigns				
7.1. New services, campaigns and policies When planning new projects, consideration is given to the Welsh language but we do not have a specific procedure for doing this. It can depend on staff experience or knowledge, or the specific requirements of the project.		Continue to include the Welsh language as a consideration during the impact assessment of procedures and policies. Establish procedures to ensure that the Welsh language requirements of new projects are always considered. We currently impact assess our policies to ensure it is in line with equality act and Welsh language act.	Equality and Welsh Language Task Group Senior Leadership Team	On-going / achieved All new projects being considered
7.2. Offering services We promote the fact that Welsh language services are available		Maintain current good practice and strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.	Senior Leadership Team	On-going

<p>7.3. Service delivery</p> <p>We can provide a Welsh language service most of the time, but arrangements may have to be made in advance.</p>	<p style="text-align: center;">2</p>	<p>Set identical targets for responses in both Welsh and English are in place</p> <p>Develop the Welsh language capacity of the workforce through training and recruitment.</p> <p>We are able to access Welsh speakers from our offices, however this is limited currently due to lack of fluent Welsh speakers – look at policies</p> <p>Our initial contact will be provided in Welsh and then appointed to a Welsh speaker for ongoing support</p>	<p>Senior Leadership Team</p> <p>Senior Leadership Team and Information & Training Unit</p>	<p>On-going / Review</p> <p>On-going</p>
<p>7. Helplines</p>				

<p>7.5. Which of the following statements describes your provision?</p> <p>Our helpline is available in Welsh and English through different telephone numbers. The Welsh language service is not always available and we cannot guarantee that a Welsh speaker will be available at all times. We market the helpline as a bilingual service for some hours during the day.</p>		<p>Ensure that all staff are aware of the procedures for transferring those requiring a Welsh language service to appropriate staff.</p> <p>Set identical targets for responses in both Welsh and English.</p> <p>Develop the Welsh language capacity of the workforce through training and recruitment.</p>	<p>Service Managers</p> <p>SLT</p> <p>Training and Information Unit</p>	<p>Ongoing – Review annually and at supervision and induction of new staff</p>
<p>7.6. Working Welsh</p> <p>Our Welsh-speaking officers have a footnote in their e-mail which notes that they welcome correspondence in Welsh or English.</p>		<p>Evaluate the appropriateness of Working Welsh resources and incorporate them into working practices.</p> <p>Commissioners footnote to be added to Welsh speakers.</p>	<p>Equality and Welsh Language Task Team</p>	<p>On-going</p>

<p>8.1. Staff recruitment</p> <p>We assess whether the Welsh language is a required skill for every new post</p>		<p>Target and recruit Welsh speakers, advertising in Welsh language publications and websites.</p> <p>Need to target recruitment for Welsh speakers.</p>	<p>Senior Leadership Team & Welsh Language Task Team</p>	<p>Review April 2023</p>
<p>8.2. Advertising vacant posts</p> <p>We advertise posts bilingually</p>		<p>Advertise posts in Welsh language publications and websites.</p>	<p>Senior Leadership Team</p>	<p>Review April 2023</p>
<p>8.3. Language awareness</p> <p>Officers who work directly with the public receive language awareness training.</p>		<p>To continue to provide Welsh language awareness training to all staff.</p> <p>Incorporate elements of this promotion scheme into the training.</p>	<p>Welsh Language Lead Officer</p> <p>Welsh Language Lead Officer</p>	<p>On-going / achieved</p> <p>Targeting new starters and volunteers.</p>

<p>8.4. Language skills</p> <p>We annually update our database of officers' language skills, based on their ability to speak, read and write in Welsh.</p>		<p>Continue to formally assess skills every two years</p> <p>Discuss during appraisals in the intervening year</p> <p>Update database as new members of staff are appointed following completing the questionnaire as part of induction process.</p>	<p>Welsh Language Lead Officer</p> <p>Senior Leadership team</p> <p>Training and Information Unit</p>	<p>April 2023</p>
<p>8.5. Learning and using the Welsh language</p> <p>We strive to create a workplace environment which encourages officers to use the Welsh language e.g. by hosting events to promote the Welsh language.</p>		<p>Through induction, supervisions and appraisals to continue to encourage staff to undertake training to develop Welsh language skills.</p> <p>Strive to ensure that funders recognise the cost implications and incorporate them into service level agreements.</p>	<p>Senior Leadership Team, Service Managers</p> <p>Senior Leadership Team</p>	<p>On-going</p> <p>On-going</p>

Complaints and Feedback

SNAP Cymru's current complaints procedure will encompass and monitor any complaints made regarding the implementation of the Scheme or Welsh language service. Complaints can be sent to:

- Phone – 02920 348990
- Writing to – Business Support, SNAP Cymru Head Office, 10 Coopers Yard, Cardiff CF10 5NB
- By email to – business.support@snapcymru.org
- By completing and Submitting a complaints form on our website www.snapcymru.org/contact

Customer complaint reporting is part of our quarterly monitoring. SNAP Cymru welcomes suggestions from the public, its staff and members for improving its Scheme and Welsh language service. Any suggestions should be sent to francesca.wright@snapcymru.org

Advertising the scheme and raising public awareness

SNAP Cymru will advertise its Welsh Language promotion plan to the public, staff, volunteers, members and partners on a continuous basis. We will ensure that those we are dealing with are aware of the Scheme and its contents.

- Copies of the Scheme will be available at all our offices in the form of a free bilingual document
- We will issue information and guidelines to staff
- We will ensure that copies of the Scheme are available to the general public by placing it on our website and issuing it on demand
- We will facilitate workshops and presentations for clients and stakeholders when required.