

WELSH LANGUAGE MONITORING

1) Purpose of Report

To inform Members (and the Welsh Language Commissioner) of progress in delivering the Mid-Wales Housing Group's Welsh Language Scheme.

2) Introduction

The Association last reviewed its Welsh Language Scheme in 2013/14, broadening its scope to cover both Mid-Wales Housing Association and its subsidiary Care & Repair in Powys. The details of the scheme were considered by the Equality Review Group (ERG) in February 2013 and the scheme was subsequently approved by the Association's Board and that of Care & Repair in Powys in April 2014. The Welsh Language Scheme was approved by the Welsh Language Commissioner in June 2014.

It would normally have been reviewed in 2017/18, but had been deferred pending the outcome of the adoption of a Welsh Language Standard, which one would expect to present areas for further improvement. If, as seems likely, the introduction of a Welsh Language Standard is deferred further, the Association will review its Welsh Language Standard in 2019/20

3) Recommendations

Members are asked to note progress in the delivery of the Welsh Language Scheme action plan, and to recommend that the Board:

- a) Approves the contents of this report;**
- b) Approves the revised Action Plan; and**
- c) Notes that a copy of this report will be sent to the Welsh Language Commissioner.**

4) Business Plan

One of the Association's core values is equality, and for Care & Repair in Powys it is diversity and we recognise the importance of the Welsh language. It treats the Welsh language as a "protected characteristic" and ensures its consideration as part of its approach to the Single Equalities Act.

Responsibility for considering the impact of the Group's policies on the Welsh Language Scheme rests with the Equality Review Group, whilst delivery of the Action Plan is monitored by the Audit & Scrutiny Committee.

The following paragraphs follow the reporting format requested by the Welsh Language Commissioner.

5) Compliance with the Welsh Language Scheme

Delivery of agreed action plan

Attached (Appendix 1) is a progress report on delivery of the current action plan for Mid-Wales Housing Association Group.

The Group continues to promote the use of the Welsh Language within the work environment, whilst also developing an improved service provision to tenants and clients.

6) Welsh Language Skills and Promoting the Language

- a) Workforce Skills - see Appendix 3 for an assessment of the linguistic abilities of Mid-Wales Housing Association staff and Members including Care & Repair in Powys.
- b) Training and actions to improve linguistic ability

The Association makes an annual provision within the training plan and budget to provide training for employees to improve their Welsh language skills and ability. This includes attending external courses and events arranged internally.

The Association continues to be committed to providing 'in-house' Welsh lessons but has had difficulty in sourcing suitable tutors. The Association has registered online as an employer with Cymraeg Gwaith/Work Welsh. All employees are being encouraged to register and complete the online taster course, a 10-hour online course that teaches basic Welsh suitable for the workplace. Employees are also making efforts to improve their Welsh language abilities to support their children's learning at nurseries and school.

Employees demonstrate a positive attitude to encouraging the use of the Welsh language; there is an increasing confidence in the ability to engage in casual conversation relating to making a cup of tea, the weather or what we did at the weekend. The Association aims to build on this to increase confidence for more technical workplace conversations.

A number of more confident Welsh learners have continued to use written Welsh when conversing with Welsh speaking Board members and outside contacts via email.

7) Management and Administration of the Scheme

- a) Governance and Scrutiny

The Association continues to consider the Welsh language as part of its Single Equality Scheme; giving it equal weight as for protected characteristics. This ensures that the same approach is taken to all issues of equality and fairness.

Therefore the Association's Equality Review Group (ERG) has primary responsibility for ensuring all the Association's activities/policies consider implications for the Welsh language as a routine consideration. AS the Association has embedded the single equality act into tis processes the ERG has become an operational officers group, and n no longer includes Members

A number of Board Members have adopted roles as "Champions" of certain subject areas. This is used as an informal reference point for staff who can access the specific skills of Members in those areas. The Association has a Welsh Language Champion, who has reviewed this report.

During the year two further Board Members were appointed, one of whom is a Welsh speaker.

b) Complaints

No complaints were received about the Welsh language service in the last 12 months at either the Association or Care & Repair in Powys .

The Association's Welsh Speaking Board Members, frequently use the Welsh Language option when calling the office, in order to act as an informal "mystery shopper" and test the service.

c) Web Site – quality and content

A new website was launched in May 2016, which is bilingual. In particular, users can switch from one language to the other directly on each page.

<http://www.mid-walesha.co.uk/cy>

The Association has created a parallel web site to report on its activities during 2016/17 – an online Annual Report. This is also fully bilingual.

http://2017annualreport.mid-walesha.co.uk/cy/?noredirect=cy_GB

A "Tenant's Portal" has been introduced to allow tenants to remotely access certain services like checking their rent account or reporting a repair. This is again provided fully bilingually.

The Association has a Social Media Policy which states:

Welsh Language

The use of social media must comply with the Association's Welsh Language Scheme. When using social media, the Association will not treat the Welsh language less favourably than the English language.

All corporate messages posted to social media sites must be bilingual (English and Welsh).

Individual responses to a query must be in the same language as the question was asked.

Posts must be accurately translated and posted separately, at the same time, so they are treated equally in both languages.

Twitter

- *Posts from the main organisation twitter account must be bilingual, and will normally consist of two separate "tweets" one in each language, given the restrictions on text in twitter.*
- *Posts from individual employees' accounts must be bilingual where this is sharing information.*
- *Posts from individual employees' accounts commenting and/or offering an opinion may be in the preferred language of that individual.*

The Care & Repair in Powys web site was reviewed during 2014/15, and is also fully bilingual.

<http://www.crpowys.co.uk/cymraeg/>

Care & Repair Cymru is an umbrella organisation for all Care & Repair agencies in Wales, and it hopes to encourage all agencies to join a centralised and branded network of web sites starting in 2017/18. The Association will migrate to this new host site, so long as it meets its Welsh language objectives, as it is confident it will.

Care & Repair in Powys has not adopted the "Group" approach to social media to date, as this would put to greater responsibility on the one Welsh speaker in a small organisation.

8) Front Line Services

a) Bilingual Frontline Services

Please see Appendix 4 for the breakdown of ability by section with FL denoting a front line member of staff.

b) Contractor compliance (Relates to MWHHA as a contractor when providing services, such as replacing signs at Association properties)

The Association's current policy is to provide replacement signs bilingually where existing ones need replacing. It has not adopted a policy of replacement where existing single language signs are in good condition.

The Association has continued the practice of replacing operational notices with bilingual ones (e.g. "please turn the projector off" etc.) as well as the usual statutory ones (e.g. fire exit notices).

c) EOM

The Association will be considering the acquisition of its principle maintenance contractor during 2018/19, and recognises that if EOM joins the Group, it will need to review the Welsh Language Service that it provides.

9) Performance Analysis

a) Priorities/targets for 2018/19 - see appendix 2 – Group Action Plan.

b) Examples of Good Practice

- Bilingual website - users able to move between languages for same page;
- The development of a bilingual on-line annual report of achievements;
- Development of a bilingual "Tenant's Portal";
- Encouragement of the use of Welsh language within the workplace, amongst staff as well as with customers;
- Inclusion within ICT Strategy for the provision of a facility for Welsh speakers to use existing systems in the language of their choice (subject to development/reliability);
- Fluent Welsh speaking Director of Care & Repair in Powys;
- Recruitment of further Board Member with Welsh language ability;
- Continued investment in "in-house" training;
- Corporate encouragement of informal uses via "Welsh days".

c) Monitoring of Service (Mid-Wales Housing Association)

The Association has been collecting client profiling data since 2010 and included in this exercise is a question seeking to establish the English/Welsh language preferences of those clients. The results are shown in Appendix 6. Whilst this data is useful, it is potentially flawed due to the simplicity of the question asked. It is suspected that many people who do speak/use the Welsh language, select English as the preferred medium for correspondence as they are either not as competent in written Welsh, or simply see English as the "official language".

On the face of it, the numbers of Welsh speakers have continued to decline all be it marginally. Analysis during 2014/15 has indicated an increasing reluctance to share data with the Association. 43% of the Association's tenants have chosen not to answer this question.

The data does create a concern, in assessing the extent to which service users use or wish to use the Welsh language, and perhaps more worrying, are Welsh language users "put off" seeking the Association's service in some manner?

During 2016/17 the Association joined a "Common Housing Register" with Powys County Council, and is a member of the Ceredigion County Council Common Housing Register. Therefore, it no longer has any "applicants" itself. During 2017/18 it has discussed with its partners how best to monitor applications from Welsh speakers via both Common Housing Registers.

Ceredigion County Council has monitored Welsh language applicants, and the numbers are low with just 0.1% of applicants electing to receive a Welsh language service. This broadly mirrors the low take up experienced by the Association.

The Powys County Council Common Housing Register has experienced significant problems during the year, of which data monitoring has been a relatively small one. It has not been possible to elicit similar data from the PCC CHR.

Last year, the Association broadened the questions asked in its annual Tenants' Survey to try to gauge why Welsh speaking tenants were choosing not to use a Welsh language option, and a summary is included as Appendix 8. There are a range of reasons given by respondents, many of which seem to be linked to wishing to be accommodating in a broad sense. "My family don't speak Welsh" OR "People in the area speak English". Whilst it is difficult to draw hard conclusions from these limited responses, it could be that this deference extends to interaction with the Association, which, it is assumed, is corporately an English speaking organisation. The Action Plan for 2018/19 therefore includes actions to "promote" the Welsh language service more to tenants and the general public.

Data in relation to both website and telephone enquiries are reported in Appendix 7 and include the Annual Report micro-site. It indicates a very low level of use by Welsh speakers. This may also be a reflection of those Welsh speakers feeling less confident with written Welsh, another theme from the tenants' survey.

	2015/16	2016/17	2017/18
Most popular Welsh pages viewed on the web site were	<ul style="list-style-type: none"> • Vacancies; • News; • Association's consultation on its new Shared Ownership Scheme 	<ul style="list-style-type: none"> • Apply for a job • Cylch Caron Public Information Event (News Article) • About The Association 	<ul style="list-style-type: none"> • Home Page (122) • Job Vacancies (36) • News Item - New Homes Newtown - (29) • Apply For A Job (27)
Most popular Welsh pages viewed on the annual report micro-site were:	<ul style="list-style-type: none"> • Competition Rules; • Powys Business Awards. 	<ul style="list-style-type: none"> • Financial Performance 2015-2016 • Tenants' Survey results • How did we perform 	<ul style="list-style-type: none"> • Home Page (8) • Financial Performance (3) • Improving Our Properties (2)
Data on the numbers of Welsh enquiries over the phone	<ul style="list-style-type: none"> • Between 15 and 20 per month. 	<ul style="list-style-type: none"> • Between 18 and 19 per month. 	<ul style="list-style-type: none"> • About 12 to 13 per month

d) Monitoring of Service (Care & Repair in Powys).

The data collected from clients assisted shows a low level of clients identifying as "Welsh speaking" – 1.3% of clients. As with the Association, it is possible that this is linked to the "official" and technical nature of its work, in that it is seeking to act as advocate for the individual with a public service for grants and adaptations.

During 2017/18, no further research to better understand the relative low numbers presenting was undertaken. Similar research by Mid-Wales Housing Association yielded little useful information, and given the smaller nature of the Agency's client base, it is felt no meaningful data could be obtained from a similar survey.

The Agency is aware that as individuals age they often rely more heavily on their first language and therefore it remains important to ensure that older Welsh speakers are not being "put off" in some way. Care & Repair in Powys staff encourage clients and their families to hold discussions in their preferred language and will wait to hear the translated outcome.

The Director remains the only fluent Welsh speaker amongst its staff. In last year's recruitment for a caseworker, out of 38 applicants only one was Welsh speaking. This was despite a bilingual advert and the work area being north Powys, where higher numbers of Welsh speakers reside.

10)Proposals

The purpose of this report is to inform Members of progress in relation to the current year's action plan and the development of Welsh language services. Members are asked to approve the revised Action Plan in Appendix 2.

11)Financial Implications

All elements of the Mid-Wales Housing Association action plan have been included within the current year's budget (2018/19) (e.g. training etc.).

Care & Repair in Powys has not made any separate provision for within the budget, so any costs included will need to be met from other existing budget headings. Therefore, the implementation of some of the Care & Repair in Powys action plan have inevitably been (and may continue to be) affected by the ongoing issues of funding.

The discussion around the possible Welsh Language Standards for RSLs suggested a very comprehensive standard, and a number of aspects of that standard would have financial implications for the Association/Agency if adopted. However, at this time it is not possible to judge that financial impact, nor whether a standard will be imposed at all. Earlier this month the Welsh Language Minister, Eluned Morgan, signalled there would be no further standards introduced for the time being.¹

12)Value for Money

The Association's definition of Value for Money is "*doing the right thing, in the best way for the best price*", and this criteria was met when the current Welsh Language Scheme was approved in April 2014. The existing Welsh Language Scheme was due for review in 2017/18 during but has been deferred pending agreement of the proposed Welsh Language Standards.

13)Risk Assessment

a) Mid-Wales Housing Association

All of the Association's Strategic Risks can be reviewed at <https://mid-walesha.pentanarpm.uk/portals/view/5465/board-risk-map-2017>
The development of Welsh language services clearly has an impact on a number of service related risks.

b) Care & Repair in Powys

All of the Agency's Strategic Risks can be reviewed at <https://mid-walesha.pentanarpm.uk/portals/view/26761/crp-strategic-risks-2018>. The principal funders for Care & Repair in Powys are Welsh Government and Powys County Council, both of whom expect the agency to meet certain Welsh language obligations. As the risk states - there is the potential for a loss of funding should the Welsh Language Scheme not be implemented effectively.

¹ <https://www.bbc.co.uk/news/uk-wales-44377188>

Welsh Language Standards

Whilst this is not currently a “risk” in the CRP Risk Map it could be seen as a financial risk. Care & Repair in Powys will be subject to any Welsh Language Standards implemented, as it is technically an RSL with Welsh Government. Furthermore Care & Repair Cymru has voluntarily agreed to adopt the standards. Therefore, there is the potential for the adopted standard to present significant additional financial burden on the agency.

14) Impact Assessment

a) Tenants

Tenants (as well as applicants for housing) are the Association’s principal customers. It is important that our customers are able to converse with the Association in a language which ensures they can convey their service requirements effectively.

b) Care & Repair in Powys Clients

It is important that CRP clients are able to converse with the Agency in a language which ensures they can convey their service requirements effectively. There is some evidence that as people age, they increasingly revert to their first language.

c) Other Stakeholders

The Welsh language is an important issue for Welsh Government and Ceredigion County Council, but arguably of less importance to Powys County Council, given the relative population sizes of Welsh speakers. Other stakeholders, such as lenders, will be more concerned to ensure the Association is meeting its legal and regulatory obligations in respect of the language.

Compliance with the Welsh Language Scheme is likely to be a factor in any contracts for services between Care & Repair in Powys and Powys County Council/Welsh Government although neither stakeholder has requested to view the details.

d) Equality and Diversity/Welsh Language

An Equality Impact Assessment was carried out on the Welsh Language Scheme in early 2015, and agreed actions included within last year’s Action Plan.

15) Conclusion

The Association continues to treat the Welsh and English Languages equally. The next year’s Action Plan continues to build on previous work seeking to improve service delivery. It has recognised the need for greater promotion of the Welsh language service during next year, recognises the new Welsh Language Standard could require significant further work, and is planning to review the Welsh Language Service of its principal contractor EOM, should it join the Mid-Wales Housing Association Group.

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June 8th 2018

Progress - Group Welsh Language Action Plan 2017/18

Recommendation	Outcome	Action	By Whom	Outcome
Publicise the Welsh language Scheme to all Staff, Board Members. (GROUP WIDE BASIS)	Increase awareness of Staff and Board Members.	i. Arrange Welsh language “awareness” training for all staff.	HR Manager	Completed – November 2017
		ii. Provide Group wide training on the implications and responsibilities to all staff. iii. Introduce as standard element of induction training for new staff.	HR Manager	Completed – July 2017
Utilise the Welsh language capabilities of staff (GROUP WIDE BASIS)	Improve the level of service to Welsh speaking customers. All staff are aware of which colleagues they can ask for assistance in dealing with Welsh language enquiries.	i. Profile the Welsh speaking abilities of all staff as part of the Annual staff appraisal. ii. Produce a list of staff linguistic abilities for circulation and reference internally. iii. Welsh speaking staff will be asked to wear ‘Cymraeg’ badges when visiting clients (available free from the Welsh Language	i. HR Manager ii. HR Manager iii. HR Manager	i. Completed November 2017 ii. Most staff preferred English; one content to receive in either language. iii. Completed “Dysgu Cymraeg” badges being distributed as staff sign up to web site - January 2018. Currently slow take-up.

		Commissioner's office)		
Identify service areas where the current Welsh language skills of existing staff might disadvantage Welsh speakers (GROUP WIDE BASIS)	To ensure that so far as is practicable Welsh speaking customers are able to discuss their enquiries in the medium of choice.	<ul style="list-style-type: none"> i. The Association will use the Welsh language profiling collected, to identify any service areas where specifying Welsh speaking as essential to one or more posts would over time improve access to Welsh speakers. ii. Ensure the relative importance of the Welsh Language is assessed for each post is independently assessed. iii. Identify source for independent assessment such as Use – Cymraeg y Gweithle or similar. 	HR Manager	<ul style="list-style-type: none"> i. Ongoing ii. Reviewed by Executive Group Annually. No significant change in staff structure to warrant change in requirements. iii. None identified in year
		iv. The Group will review these posts so that should the post fall vacant, the matter is addressed during recruitment.	Executive Group	Ongoing. It was considered in relation to recruitment in year but relatively few Welsh speakers applied.

Profiling of applicants for housing via Common Housing Register(s).	Ensure local Welsh speakers are not disadvantaged from applying for affordable housing.	<ul style="list-style-type: none"> i. Establish a mechanism for monitoring language preferences with Powys County Council ii. Establish a mechanism for monitoring language preferences with Ceredigion County Council 	Director of Customer Services	<ul style="list-style-type: none"> i. Not monitored by P.C.C. – an issue raised with it as part of CHR review process. Significant issues with P.C.C. CHR, to address of which this is only one. ii. Obtained. 0.1% of applicants express wish to receive correspondence in Welsh
Board Member Welsh language ability (GROUP WIDE BASIS)	Ensure the Welsh language abilities of Board Members is considered when recruiting new Members	<ul style="list-style-type: none"> i. Ensure data is considered alongside biennial appraisal ii. Ensure a successor identified for role of Welsh Language Champion 	Governance Officer	<ul style="list-style-type: none"> i. Completed ii. Recently recruited Board Member first language Welsh speaker has taken on role
An appropriate sum for Welsh language training courses will be included within the budget each year. (GROUP WIDE BASIS)	<ul style="list-style-type: none"> • To encourage non-speaking staff to learn Welsh. • To promote the learning of Welsh by existing post holders where an ability to speak Welsh has 	<ul style="list-style-type: none"> i. Ensure that the Welsh language needs of the organisation are included within the Training Strategy. ii. Group training arranged 	<ul style="list-style-type: none"> i. Director of Finance ii. HR Manager 	<ul style="list-style-type: none"> i. Included in annual training budget for year. Limited funds available to C.R.P. ii. Group wide training open to all staff.

	been assessed as essential.			
An appropriate sum for the promotion of the Welsh language will be included within the budget each year. (GROUP WIDE BASIS)	To promote the use of Welsh on a day-to-day basis.	<ul style="list-style-type: none"> i. Appropriate stationary, books etc. are purchased. ii. Internal office notices are bilingual. iii. Sponsorship. 	<ul style="list-style-type: none"> i. HR Manager and Director of Finance iii. Communications Officer 	<ul style="list-style-type: none"> i. Ongoing. ii. Ongoing – Care & Repair in Powys Office not fully achieved. iii. None 2017/18. Agreed sponsorship of Urdd National Eisteddfod 2018.
Welsh speakers will be able to deal with the Association in Welsh over the telephone. (GROUP WIDE BASIS)	Welsh speakers will receive the same service as non-Welsh speakers.	<ul style="list-style-type: none"> i. Customer Service Staff will be able to answer the phone bilingually and transfer calls to a relevant Welsh speaker. ii. All staff are aware of the Welsh language capabilities of colleagues. iii. Over time every section of the Association will include at least one Welsh speaker. 	<ul style="list-style-type: none"> i. Team Leader – Customer Services/ Operations Manager ii. HR Manager iii. Executive Group/HR Manager 	<p>Ongoing</p> <p>Annually – Potential issue identified re CRP where only one Welsh speaker.</p> <p>Ongoing.</p>

Improving Service Delivery via commissioning. (Mid-Wales Housing Association)	Promote the use of the Welsh Language by contractors/ consultants commissioned by the Association.	<ul style="list-style-type: none"> i. Seek a Welsh Language Scheme from partners as part of the commissioning process ii. Consider ability to provide a bilingual service is a consideration in selection of partners. 	Director of New Business & Director of Customer Services.	Ongoing – but hampered by limited availability of competent contractors of size in area.
Social Media Policy (Care & Repair in Powys)	Ensure Agency follows “Group” Welsh Language Scheme and a bilingual service is provided via social media.	Care & Repair in Powys to adopt group Social Media Policy.	Director Care & Repair in Powys.	Whilst principles adopted, implementation is hampered by single Welsh speaker in small Agency.
All standard forms for clients will be available in both Welsh and English. (Care & Repair in Powys)	Welsh speakers will receive the same service as non-Welsh speakers.	Review and arrange translation (where not already produced) of all standard forms.	Director Care & Repair in Powys.	Ongoing review and adoption of bilingual documentation .
Consider the language preferences of staff, and Board Members. (GROUP WIDE BASIS)	To encourage greater use of the Welsh language.	<ul style="list-style-type: none"> i. Survey the Welsh language preferences of all staff. ii. Consider how the Welsh language preferences of staff (and Members) might be accommodated in future. 	HR Manager Executive Group	Completed Ongoing

		iii. Review availability of ICT “skin” for systems	ICT Manager	“Linguaskin” identified as source, but given limited staff requested preference, is not cost effective unless required by “Standard”
Arrange Welsh days where the whole organisation is encouraged to use the Welsh language regardless of ability. (Mid-Wales Housing Association)	To encourage greater use of the Welsh language, especially by Welsh learners in a friendly atmosphere.	i. Four days during the year ii. Review outcomes following each day to consider lessons learned.	i. HR Manager ii. HR Manager/ Performance Management Team	i. Four “days” promoted – St Dwynwen’s Day/ Launch of Gwaith Cymraeg registration/St. David’s Day, Six Nations Final. • Weekly “now speak Welsh” days held. ii. Ongoing
Delivery of the Welsh Language Scheme is reviewed regularly. (GROUP WIDE BASIS)	To ensure agreed actions are delivered during the year.	i. The Association’s Scrutiny Committee will monitor progress against the action plan. ii. The Board will receive an annual report. iii. An annual submission reporting progress will be	i. Performance Officer ii. Chief Executive. iii. Chief Executive.	i. Quarterly ii. April 2018 – delayed to June 2018, to report on full financial year iii. April 2018 – deferred to June for reason above with

		<p>forwarded to the Welsh Language Commissioner.</p> <p>iv. The Board will receive a report on the implications for meeting the Welsh Language Standards, once finalised.</p> <p>v. Review Welsh Language Scheme following clarity on Welsh Language Standard for RSLs.</p>	<p>iv. Chief Executive</p> <p>v. Chief Executive/ Board</p>	<p>agreement of Commissioners Office</p> <p>iv. N/A – issue still pending with Welsh Government</p> <p>v. N/A - as above</p>
<p>Routinely review language profile of tenants and applicants. (Mid-Wales Housing Association)</p>	<p>Improved understanding of the service needs of Welsh speaking tenants/ applicants/clients.</p>	<p>i. Review data collected.</p> <p>ii. Research reasons Welsh speakers appear to prefer to communicate in English, as part of annual survey of tenants</p>	<p>Performance Officer</p>	<p>i. Annually</p> <p>ii. Annual Tenant Survey included specific questions (see Appendix 8)</p>
<p>Routinely review language profile of clients. (Care & Repair in Powys)</p>	<p>Improved understanding of the service needs of Welsh speaking clients.</p>	<p>i. Review data collected.</p> <p>ii. Discuss with Care & Repair Cymru broadening questions collected via CARIS</p>	<p>Director of Care & Repair in Powys/Chief Executive</p>	<p>i. Completed – flaw identified in CARIS data, which asks if client is Welsh Speaker, not about Welsh being preferred.</p>

				ii. Not completed. CARIS currently under review via Chief Officers' Group
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Group Welsh Language Action Plan 2018/19

Recommendation	Outcome	Action	By Whom	Action Date
Publicise the Welsh language Scheme to all Staff, Board Members. (GROUP WIDE BASIS)	Continue to ensure awareness of Staff and Board Members.	i. Arrange Welsh language “awareness” training for all staff.	HR Manager	Annually
		ii. Provide Group wide training on the implications and responsibilities to all staff iii. Introduce as standard element of induction training for new staff.	HR Manager	Annually
Promote the use of the Welsh Language to Service Users	Increase the volume of Welsh Speakers using their language of choice	i. Ensure availability of Welsh Language Service is routinely promoted ii. Welsh learners/ Welsh speakers to be encouraged to add text to emails encouraging use	i. Communications Officer ii. HR Manager	i. 2018/19 August 2018
Utilise the Welsh language capabilities of staff (GROUP WIDE BASIS)	Improve the level of service to Welsh speaking customers. All staff are aware of which colleagues they can ask for assistance	iii. Profile the Welsh speaking abilities of all staff as part of the Annual staff appraisal. iv. Produce a list of staff linguistic abilities for	iii. HR Manager iv. HR Manager	ii. Annually iii. Annually

	in dealing with Welsh language enquiries.	circulation and reference internally. v. Welsh speaking staff will be asked to wear 'Cymraeg' badges when visiting clients where they feel confident to.	v. HR Manager	iv. Ongoing
Identify service areas where the current Welsh language skills of existing staff might disadvantage Welsh speakers (GROUP WIDE BASIS)	To ensure that so far as is practicable Welsh speaking customers are able to discuss their enquiries in the medium of choice.	<ul style="list-style-type: none"> i. The Association will use the Welsh language profiling collected, to identify any service areas where specifying Welsh speaking as essential to one or more posts would over time improve access to Welsh speakers. ii. Ensure the relative importance of the Welsh Language for each post is independently assessed. iii. Identify source for independent assessment such as Use – Cymraeg y Gweithle or similar. 	HR Manager	<ul style="list-style-type: none"> i. Annually ii. 2018/19 iii. 2018/19

		iv. The Group will review these posts so that should the post fall vacant, the matter is addressed during recruitment.	Executive Group.	Ongoing during year.
Profiling of Applicants for housing via Common Housing Register(s).	Ensure local Welsh speakers are not disadvantaged from applying for affordable housing.	i. Establish a mechanism for monitoring language preferences with Powys County Council.	Director of Customer Services.	2018/19
Board Member Welsh Language ability (GROUP WIDE BASIS)	Ensure the Welsh Language abilities of Board Members is considered when recruiting new Members.	Ensure data is considered alongside biennial appraisal.	Governance Officer.	i. Skills Audit – October 2018
An appropriate sum for Welsh Language training courses will be included within the budget each year. (GROUP WIDE BASIS)	<ul style="list-style-type: none"> • To encourage non-speaking staff to learn Welsh. • To promote the learning of Welsh by existing post holders where an ability to speak Welsh has been assessed as essential. 	<p>i. Ensure that the Welsh language needs of the organisation are included within the Training Strategy for the Group.</p> <p>ii. Group training arranged.</p>	<p>i. Director of Finance</p> <p>ii. HR Manager</p>	Annually:
An appropriate sum for the promotion of the Welsh language will be	To promote the use of Welsh on a day-to-day basis.	i. Appropriate stationery, books etc. are purchased.	i. HR Manager and Director of Finance	Annually

<p>included within the budget each year. (GROUP WIDE BASIS)</p>		<p>ii. Internal office notices are bilingual. iii. Sponsorship</p>	<p>iii. Communications Officer</p>	<p>2018/19</p>
<p>Welsh speakers will be able to deal with the Association in Welsh over the telephone. (GROUP WIDE BASIS)</p>	<p>Welsh speakers will receive the same service as non-Welsh speakers.</p>	<p>i. Customer Service Staff will be able to answer the phone bilingually and transfer calls to a relevant Welsh speaker. ii. All staff are aware of the Welsh language capabilities of colleagues. iii. Over time, every section of the Association will include at least one Welsh speaker. iv. MWA Welsh Speakers to be utilised by Care & Repair in Powys in absence of single Agency Welsh Speaker</p>	<p>i. Team Leader – Customer Services / Operations Manager ii. HR Manager iii. Executive Group/HR Manager iv. HR Manager / DoCRP</p>	<p>Ongoing Annually Ongoing 2018/19</p>

Improving Service Delivery via commissioning. (Mid-Wales Housing Association)	Promote the use of the Welsh Language by contractors / consultants commissioned by the Association.	i. Seek a Welsh Language Scheme from partners as part of the commissioning process ii. Consider ability to provide a bilingual service is a consideration in selection of partners.	Director of New Business & Director of Customer Services.	Ongoing
	Develop a Welsh Language Service within EOM should the Association acquire it as a subsidiary	Consider as part of operational development plan following acquisition (if agreed) during 2018/19	Managing Director of EOM upon appointment	2018/19
Social Media Policy (Care & Repair in Powys)	Ensure Agency follows "Group" Welsh Language Scheme and a bilingual service is provided via social media.	Care & Repair in Powys to adopt group Social Media Policy. Where cost effective	Director Care & Repair in Powys	2018/19
All standard forms for clients will be available in both Welsh and English. (Care & Repair in Powys)	Welsh speakers will receive the same service as non-Welsh speakers.	Review and arrange translation (where not already produced) of all standard forms.	Director Care & Repair in Powys	Ongoing
Consider the language preferences of staff, and Board Members. (GROUP WIDE BASIS)	To encourage greater use of the Welsh language.	i. Survey the Welsh language preferences of all staff.	HR Manager Executive Group	Annually Ongoing

		<ul style="list-style-type: none"> ii. Consider how the Welsh language preferences of staff (and Members) might be accommodated in future. iii. Review availability of ICT “skin” for systems 	ICT Manager	2018
<p>Arrange Welsh days where the whole organisation is encouraged to use the Welsh language regardless of ability. (Mid-Wales Housing Association)</p>	To encourage greater use of the Welsh language, especially by Welsh learners in a friendly atmosphere.	<ul style="list-style-type: none"> i. Four days during the year ii. Review outcomes following each day to consider lessons learned. iii. Routine “tannoy” staff announcements to be in Welsh 	<ul style="list-style-type: none"> i. HR Manager ii. HR Manager / Performance Management Team iii. HR Manager 	<p>Annually</p> <p>Ongoing</p> <p>Ongoing</p>
<p>Delivery of the Welsh Language Scheme is reviewed regularly. (GROUP WIDE BASIS)</p>	To ensure agreed actions are delivered during the year.	<ul style="list-style-type: none"> i. The Association’s Audit & Scrutiny Committee will monitor progress against the action plan. ii. The Board will receive an annual report. iii. An annual submission reporting progress will be forwarded to the 	<ul style="list-style-type: none"> i. Performance Officer ii. Chief Executive. iii. Chief Executive. 	<ul style="list-style-type: none"> i. Quarterly ii. June 2019 iii. June 2019

		<p>Welsh Language Commissioner.</p> <p>iv. The Board will receive a report on the implications for meeting the Welsh Language Standards, once finalised.</p> <p>v. Review Welsh Language Scheme following clarity on Welsh Language Standard for RSLs, but in any event no later than 2019/20</p>	<p>iv. Chief Executive</p> <p>v. Chief Executive/ Board</p>	<p>iv. As necessary</p> <p>v. 2018/19 OR 2019/20 (in event of no Standards adopted)</p>
<p>Routinely review language profile of tenants and applicants. (Mid-Wales Housing Association)</p>	<p>Improved understanding of the service needs of Welsh speaking tenants/ applicants/clients.</p>	<p>Review data collected.</p>	<p>Performance Officer</p>	<p>i. Annually</p>
<p>Routinely review language profile of clients. (Care & Repair in Powys)</p>	<p>Improved understanding of the service needs of Welsh speaking clients.</p>	<p>i. Review data collected.</p> <p>ii. Discuss with Care & Repair Cymru broadening questions collected via CARIS, via Chief Officers Group</p>	<p>Director of Care & Repair in Powys / Chief Executive</p>	<p>i. 2018/19</p> <p>ii. 2018/19</p>

Welsh Language Ability at Mid-Wales Housing Association 2016/17

Care & Repair in Powys Staff (In Red)

Welsh Language Ability Level	2013 (number of employees)	2014 (number of employees)	2015 (number of employees)	2016/17 (number of employees)	2017/18 (number of employees)
Speaking and Understanding					
Fluent	2	4	5	4 (1)	3
Confident to hold a conversation but not fluent	4	3	4	5 (0)	4 (1)
Understand a basic question and hold a simple conversation	8	6	5	6 (3)	7 (1)
Able to greet someone in Welsh	20	23	24	23 (8)	30 (7)
Reading					
Able to understand more detailed written text	4	6	7	5 (1)	4 (1)
Understand basic written text	17	15	14	14 (2)	18 (2)
Written					
Able to write an extensive letter or report	2	4	5	4 (1)	3
Able to write a basic response or short letter/email	11	9	9	10 (3)	16 (3)

Welsh Language Ability at Mid-Wales Housing Group
Board Members 2016/17

Care & Repair Independent Board Members in (red)

Welsh Language Ability Level	2013 (number of Board Members)	2015 (Number of Board Members)	2016/17 (Number of Board Members)	2017/18 (Number of Board Members)
Speaking				
Fluent	2	2	3 + (1)	3 + (1)
Intermediate	1	1	1	1 + (1)
Learner	2	1	2 + (1)	2 + (1)
None	5	8	9 + (2)	8 + (2)
Reading				
Fluent	1	2	3 + (1)	3 + (1)
Intermediate	1			1 + (1)
Learner	2	1	2 + (1)	1 + (1)
None	6	9	10 + (2)	9 + (2)
Written				
Fluent		1	2	3
Intermediate	2	1	1 + (1)	(1)
Learner	1	1	2 + (1)	2 + (2)
None	7	9	10 + (2)	9 + (2)
Understanding				
Fluent	2	2	3 + (1)	3 + (1)
Intermediate	1	1	1	1 + (1)
Learner	2	1	2 + (1)	2 + (1)
None	5	8	9 + (2)	8 + (2)

Welsh Language Ability at Mid-Wales Housing Group 2016/17
By Organisation/Department
Mid-Wales Housing Association

FLUENT

ADVANCED

Dept/Name	Speaking and Understanding				Reading			Writing		
	None	Basic	Intermediate	Advanced	None	Basic	Intermediate	None	Basic	Intermediate
Chief Executive & Directors										
		✓			✓			✓		
		✓				✓			✓	
		✓				✓			✓	
		✓				✓			✓	
Corporate Services										
				✓		✓			✓	
				✓		✓			✓	
			✓			✓		✓	✓	
		✓				✓				
Finance										
		✓			✓			✓		
			✓			✓			✓	
			✓			✓			✓	
			✓			✓			✓	
		✓			✓			✓		
		✓			✓			✓		

Performance Information										
		✓			✓			✓		
ICT		✓			✓			✓		
			✓			✓			✓	
New Business Systems										
		✓			✓			✓		
		✓				✓			✓	
		✓				✓			✓	
			✓			✓			✓	
New Business										
	✓				✓			✓		
				FLUENT			FLUENT			FLUENT
		✓			✓			✓		
Community Housing										
		✓			✓			✓		
		✓			✓			✓		
		✓			✓			✓		
		✓			✓			✓		
				FLUENT			FLUENT			FLUENT

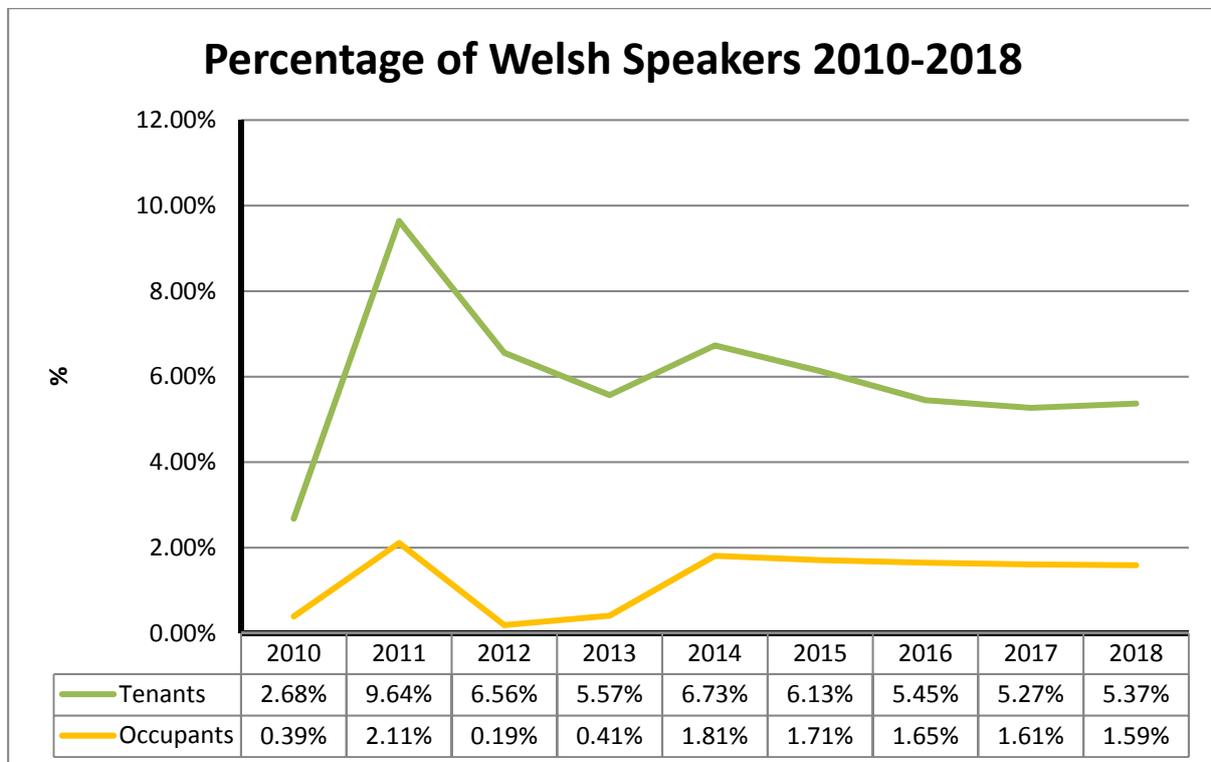
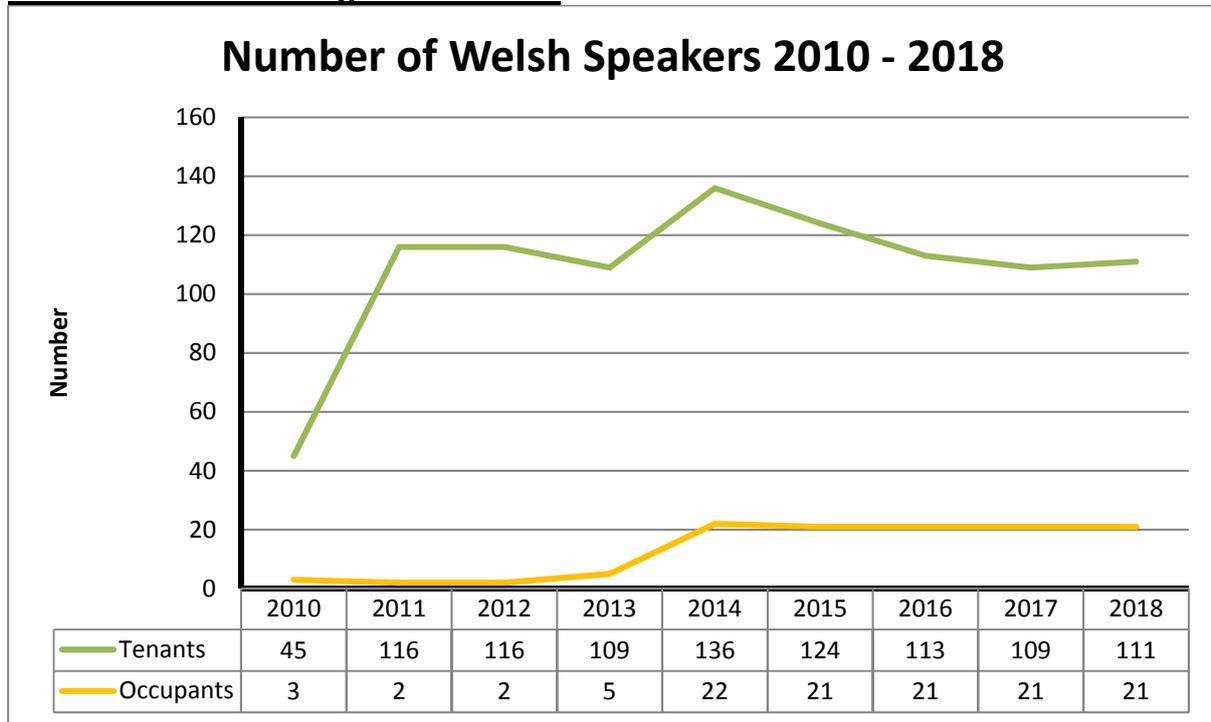
Community Participation Officer										
		✓				✓		✓		
Income Management										
				✓		✓			✓	
		✓			✓			✓		
		✓			✓			✓		
		✓			✓				✓	
Customer Services										
				FLUENT			FLUENT			FLUENT
				✓			✓		✓	
		✓	✓		✓	✓		✓		
		✓			✓			✓		
	✓				✓			✓		
Technical Services										
	✓				✓			✓		
	✓				✓			✓		
		✓			✓			✓		
		✓			✓			✓		
		✓			✓			✓		
		✓			✓			✓		

Care & Repair in Powys

Dept/Name	Speaking and Understanding			Reading			Writing		
	Basic	Intermediate	Advanced	None	Basic	Intermediate	None	Basic	Intermediate
Director									
			✓			✓		✓	
Technical Casework Team leader									
	✓				✓			✓	
Technical Team									
	✓			✓			✓		
	✓			✓			✓		
	none			✓			✓		
		✓			✓			✓	
Caseworkers									
	none			✓			✓		
	✓			✓			✓		
	none			✓			✓		
Administrators									
	none			✓			✓		
	✓			✓			✓		
	✓			✓			✓		
Practical Services									
	none			✓			✓		
	✓			✓			✓		

Customer Profile Data

A - Mid-Wales Housing Association²



² Data for 2017 and 2018 is to end Financial Year 2016/17 and 2017/18

B - Care & Repair in Powys: 1 April 2017 – 31 March 2018
Figures in blue are 2016-2017

Core Service			
No. of clients	732 721		
No. Pref English	494 417	67%	58%
No. Pref Welsh*	9 10	1.2%	1%
No answer	229 294	31%	41%
RRAP Service			
No. of clients	1100 1138		
No. Pref English	377 384	34%	34%
No. Pref Welsh *	6 14	0.54%	1%
No answer	717 740	65%	65%
<u>*figure denotes 1st language not necessarily preferred language.</u>			

Web Site and Telephone Data Analysis**A - Website Traffic****1st April 2017 – 31st March 2018**

Category	Main Website	Annual Report Site	Web Portal
Total Page Views	73398	1319	19947
Unique Page Views	53640	958	15664
Top English Page	7913	358	-
Top Welsh Page	122	8	-

1st April 2016 – 31st March 2017

Category	Main Website	Annual Report Site	Web Portal
Total Page Views	73225	6795	18000
Unique Page Views	52844	3779	14365
Top English Page	7421	1787	-
Top Welsh Page	115	238	-

1st April 2015 – 31st March 2016

Category	Main Website	Annual Report Site	Web Portal
Total Page Views	95516	5176	15838
Unique Page Views	68949	2609	11223
Top English Page	15537	2026	-
Top Welsh Page	45	110	-

B – Telephone Enquiries

1st April 2017 – 31st March 2018

Call Centre Telephone Calls		
Total Calls To Call Centre	21119	100%
Calls To English Operators	20968	99.29%
Calls To Welsh Operators	151	0.71%

1st April 2016 – 31st March 2017

Call Centre Telephone Calls		
Total Calls To Call Centre	20183	100%
Calls To English Operators	19950	98.85%
Calls To Welsh Operators	233	1.15%

1st April 2015 – 31st March 2016

Call Centre Telephone Calls		
Total Calls To Call Centre	20175	100%
Calls To English Operators	19953	98.90%
Calls To Welsh Operators	222	1.10%

Tenant Survey – Welsh Speakers

9.1% of respondents considered themselves to be Welsh speakers.

The majority of Welsh speakers were from the Aberystwyth and Cardigan area, which is to be expected as this is where the majority of Welsh is spoken in Wales along with the North Wales area.

Comments for not speaking Welsh were mixed, few respondents actually speak Welsh routinely and the remainder say that the reason for not using Welsh is due to a lack of confidence, lack of people who speak Welsh. The respondents have not indicated that they have any problems communicating with employees of the Association, the responses seem to be focussing more on their daily lives.

Area	Numbers of Welsh Speakers	Comments
Aberystwyth	9	<ul style="list-style-type: none"> ➤ Rather not say ➤ Because of area he lives in he feels it is better not to do so. ➤ Bilingual but only speaks Welsh to other Welsh speakers ➤ Brother and sister in household, one is fluent in Welsh the other only English. Just a communication matter. ➤ Confidence really ➤ Fluent Welsh and does communicate in Welsh to fellow Welsh speakers ➤ I find that not everyone speaks the Welsh language. So that can be a bit of a barrier sometimes ➤ Though speak Welsh, any written prefer in English. ➤ Welsh is her first language. She will speak both English and Welsh depending on who she is talking to.
Cardigan	4	<ul style="list-style-type: none"> ➤ Just because my partner is English so it's easier not to speak Welsh ➤ Because Welsh is my second language. Reading Welsh can be difficult at times. ➤ Does use the Welsh language ➤ Will communicate in either language
Llandrindod Wells	1	<ul style="list-style-type: none"> ➤ But not in conversation
Llanidloes	2	<ul style="list-style-type: none"> ➤ Don't feel confident enough. Understand a lot better than I can speak. Haven't had to use it much since school/college. ➤ No, uses English though she can speak Welsh.

Area	Numbers of Welsh Speakers	Comments
Machynlleth	5	<ul style="list-style-type: none"> ➤ I was born in Wales and have no trouble speaking it but I lived in England for 20 to 30 years and no one speaks it there so I lost a bit of my confidence when I moved back to Wales ➤ Easier to do an English speaking ➤ Easier to explain things in English ➤ My two children don't speak Welsh they were born in England so I tend not to communicate in Welsh ➤ She does speak Welsh every day.
Newtown	4	<ul style="list-style-type: none"> ➤ Bit of Welsh, English mainly but understand Welsh ➤ Does communicate through Welsh language ➤ Most people around here don't speak the Welsh language ➤ Work in Welsh school, speak Welsh at home with her child and speaks English also.
Welshpool	4	<ul style="list-style-type: none"> ➤ More to do with other people not speaking the language ➤ Well I speak Welsh to those who can speak it and English to those who speak English. I don't just start speaking Welsh when someone talks to me in English, it's very ignorant ➤ English what she uses ➤ Not many people in the area who also speak Welsh so hard to have a conversation