



## **WELSH LANGUAGE SCHEME**

### **ADRA (Tai) Cyf**

**Prepared in compliance with the Welsh Language (Wales) Measure 2011 and the Regulatory Code of Housing Associations in Wales, Welsh Assembly Government, March 2006**

**This scheme received the approval of the Welsh Language Commissioner  
on the 19 March, 2019.**

## **1. Opening Statement**

### **1.1 Aims of the Scheme**

- 1.1.1 Adra (Tai) Cyf will adopt the principle that in the conduct of public business in Wales that it will treat the Welsh and English languages based on equality. This Scheme notes how we will operate that principle in providing services to the public in the areas that we operate.
- 1.1.2 As the largest housing association in north Wales which now owns 7,000 homes, the impact of our work on our customers and stakeholders is far-reaching. We go beyond statutory requirements promoting the Welsh language within the workplace and in our communities and we want to encourage and assist others to do the same and being an anchor organisation where others turn to us for help and guidance.

### **1.2 Objectives**

Adra's fundamental objectives on the Welsh language are;

- 1.2.1 To enable everyone who uses a service or has contact with the Association to do so through the medium of Welsh or English according to the personal choice of the individual.
- 1.2.2 To ensure services of the highest quality through the medium of Welsh and English.
- 1.2.3 To promote the use of the Welsh language in the community.
- 1.2.4 To encourage others to promote and use the Welsh language.
- 1.2.5 To promote and facilitate the use of Welsh as Adra's internal administration language and provide training opportunities for staff to develop and improve their Welsh language skills and confidence.
- 1.2.6 Adra recognizes that members of the public can express their opinions and needs better in their chosen language. It also acknowledges that enabling the public to use the Welsh language is a matter of good practice and that denying the right to use their chosen language could place them at a disadvantage. Adra will therefore offer the public the right to choose which language to use according to the above principle.

## **2. Introduction**

Adra's properties are mainly within the County of Gwynedd and although most of its housing stock is situated within the city of Bangor and towns such as Caernarfon, Pwllheli, Blaenau Ffestiniog, Dolgellau, Bala and Tywyn, many of the properties are spread over areas of the County in smaller towns, villages and rural areas. In compliance with the growth strategy to meet the challenging targets set by Welsh Government to develop more social housing, the company has now grown to include housing developments outside Gwynedd with a clear presence in communities within Conwy, Denbigh, Flint and Wrexham.

### **2.1 Service Users**

Adra's main service users are tenants and residents that live in our housing stock. The tenants and residents are a cross section of families, single people or older people and a high percentage of these people are elderly or disabled. It is therefore very important to offer services to these people in their first language.

## 2.2 The Welsh Language

2.2.1 According to the 2021 Census, there were 73,560 Welsh speakers (aged 3+) in Gwynedd which is 64.4% of the population. This compares to an average of 17.8% throughout Wales as a whole. The percentage of Welsh speakers in Gwynedd has decreased by 1% since the 2011 census. In fact, Gwynedd has seen a decrease in the percentage of its Welsh speakers in every census since 1981.

2.2.2 The table below shows a summary of Welsh speakers as a percentage of the population in those areas where there is a high quantity of Adra houses. It can be seen that the Area with the highest percentage of Welsh speakers throughout Wales is Caernarfon where Adra has a significant amount of stock.

Area	%Welsh Speakers
Caernarfon	81.5%
Bro Lleu / Nantlle	76.3%
Bro Peris	74.6%
Bro Ffestiniog	74.4%
Pwllheli	74.3%
Bala / Penllyn	73.1%
Bro Ogwen	70.4%
Pen Llŷn	69.0%
Porthmadog / Penrhyndeudraeth	66.8%
Dolgellau	57.7%
Bro Ardudwy	47.3%
Bangor	44.1%
Bro Dysynni	40.1%
<b>Gwynedd</b>	<b>64.4%</b>

As we move to develop homes outside of Gwynedd, the percentage of Welsh speakers contained within the counties of the North Wales Region is as follows:

- Ynys Môn 55.8%
- Conwy 26%
- Denbighshire 22.5%
- Flintshire 11.6%
- Wrexham 12.2%

(Figures taken from the 2021 census).

### **3. Planning and Delivering Services**

#### **3.1 Policies and Initiatives**

- 3.1.1 Adra will operate in accordance with the Welsh Government's definition of mainstreaming the Welsh language namely:

*"To consider the Welsh language in all aspects of your work and in everything you do, with the aim of ensuring that every opportunity is taken to promote and support the Welsh language; to contribute towards the Government's vision of a truly bilingual Wales; and to plan, provide and evaluate services in Welsh and in English".*

- 3.1.2 When creating new policies and initiatives or when amending policies, Adra will assess their linguistic impact and make sure they are consistent with this Language Scheme while ensuring that the measures in the Welsh Language Scheme are implemented when creating new policies and initiatives.
- 3.1.3 We will ensure that whoever is involved in the formulation of policies is aware of the Scheme and of Adra's responsibilities under the Regulatory Code and the Welsh Language Measure (Wales) 2011.
- 3.1.4 Housing Associations can contribute towards the development of the Welsh language on a local or community level and we will aim to ensure that the Association's policies and initiatives promote and facilitate the use of the Welsh language whenever possible.
- 3.1.5 We welcome the challenge that comes with the Welsh Language Strategy 2050 where the Welsh Government's long-term approach is set out to reach the target of a million Welsh speakers by 2025. We recognise that as an Housing Association we can contribute to increasing the number of Welsh speakers by having various initiatives in place to support our employees and customers to learn the language.
- 3.1.6 We also welcome what was published by the Welsh Language Commissioner in the Assurance Report for 2022-23, namely that organisations need to 'Raise the Bar'. It is clear what organisations need to do to ensure compliance and Adra is prepared to go the extra mile to increase opportunities to use the Welsh language within our internal administration arrangements as an organisation and when providing services. We will strive in everything we do to give the Welsh language a deserving place and try to encourage employees and the public to make further use of it.

#### **3.2 Service Provision**

- 3.2.1 It will be our standard practice to ensure that our services are available to the public in Welsh and in English and we will inform the public that those services are available in both languages.
- 3.2.2 We are a naturally bilingual association and we can offer all of our services in Welsh across the establishment.

#### **3.3 Services provided to the public by other organisations**

### 3.3.1 Regulatory functions and third-party services

- a) It is important to ensure that third-party organisations with whom Adra has any form of contractual arrangement are aware of Adra's obligations under the Welsh Language (Wales) Measure 2011, and are made aware of Adra's Welsh Language Policy. Our aim is to ensure that third party bodies acting on Adra's behalf give due regards to the needs of Welsh speakers.
- b) In letting a contract, the relevant Director will be responsible for ensuring that the agency or company undertaking the work on behalf of the Association complies with the relevant sections of the Scheme. To assess the performance of any language clause that's been included in a contract, Adra will put monitoring arrangements in place in compliance with monitoring other critical performance indicators.
- c) Contract notices advertised by Adra should include the Scheme as part of the tender documents. Also, where it is appropriate and relevant to the nature of the contract, Adra may:
  - Include a supplier selection question which aims to determine whether the supplier is aware of Adra's commitment to delivering services in the Welsh language;
  - Include supplier award criterion in order to assess the ability of a supplier to deliver a compliant best value service.
  - Include Welsh language performance monitoring measures (such as number of Welsh speaking staff, number of complaints received relating to the Welsh language, etc).
- d) Adra will encourage others in the community including voluntary bodies and companies to make use of the Welsh language.
- e) Adra's Procurement Policy 2021-2025 reflect these requirements of the Language Plan and clearly states to any third party that they must comply with our Scheme when undertaking work for Adra.

### 3.3.2 Grants

When issuing grants, we will include conditions on using the Welsh language in the activity when this is necessary. By doing this, we will consider The Welsh Language Commissioners' Guidelines on issuing grants and loans.

### 3.3.3 Partnerships

Adra works in partnership with public bodies, organisations from the voluntary sector and other agencies. Adra operates on many levels whilst co-working with others:

- a) When Adra joins a partnership led by another body, the Association's input to the partnership will comply with the Language Scheme and Adra will encourage other parties to comply.

- b) When Adra is a partner in a consortium, it will encourage the consortium to adopt a Language Scheme. When acting publicly in the name of the consortium, Adra will act in accordance with the Language Scheme.
- c) When Adra joins or forms a partnership, it will ask prospective partners about their Welsh Language Schemes, language policies or the means by which they will operate bilingually.
- d) Within any partnership, Adra will offer advice and support to the other partner's organisations to enable them to operate bilingually.
- e) Adra will ensure that officers are aware of the requirements of this Scheme when operating in partnership.

### **3.4 Quality Standards**

- 3.4.1 Services provided in Welsh and English will be equal in quality and they will be provided within the same timetable.
- 3.4.2 Adra will highlight the bilingual principle in key documents such as corporate plans and annual reports. It should be outlined also in other situation where statements are made regarding equal opportunity and standards or service.

## **4. Dealing with the Welsh speaking Public**

### **4.1 Correspondence**

- 4.1.1 The Association welcomes correspondence in Welsh.
- 4.1.2 All correspondence will be dealt with promptly and correspondence through the medium of Welsh should not in itself lead to delay. Targets for replying to correspondence in Welsh will be the same as targets for replying to correspondence in English.
- 4.1.3 When someone writes to us in Welsh, we will provide a reply in Welsh.
- 4.1.4 When we commence correspondence with an individual, group or organisation, we will do so bilingually unless we know that they would prefer to correspond in Welsh or in English only.
- 4.1.5 We will correspond with public bodies and bodies denationalised in Wales through the medium of Welsh only. Adra staff will use discretion when communicating with individuals within these establishments – the individual might prefer to receive correspondence in English.
- 4.1.6 When we send out standard correspondence or a circular to a wide audience, e.g. Tenant Newsletter, it will be bilingual.
- 4.1.7 If a separate Welsh and English language version of any correspondence must be published, our standard practice will be to ensure that both versions are available at the same time and for the same price (if relevant).

- 4.1.8 Materials enclosed with Welsh letters will be in Welsh or bilingual. Materials enclosed with bilingual correspondence will always be bilingual.

## **4.2 Communication over the telephone**

- 4.2.1 Adra welcomes telephone calls in Welsh and our standard practice will be to ensure that the public can speak in Welsh or in English when dealing with us over the telephone.
- 4.2.2 Adra encourages people to speak the Welsh they have and our staff will always be patient and supportive when speaking over the phone with learners or those who lack confidence in using Welsh.
- 4.2.3 Calls to the call centre or any other phone number advertised to the public will be answered with a Welsh and English greeting, with the Welsh greeting first.
- 4.2.4 Each staff member will have a bilingual message on their answer machine.

## **4.3 Public Meeting**

- 4.3.1 When public meetings are held by the Association, including conferences and other similar events, we will explain to those present that they will be welcome to contribute through the medium of Welsh or English. There will be circumstances in which it will be appropriate, based on information, to hold all the activities bilingually.
- 4.3.2 We will adopt a method of establishing the language of choice in making the arrangements for public meetings. We will follow the following procedure:
- a) Public advertisements, invitations and other papers noting the arrangements for these events will make clear that the public will be welcome to contribute in Welsh or in English.
  - b) The organisers will assess whether simultaneous translation facilities are needed – i.e. when a non-welsh speaking individual is likely to attend.
- 4.3.3 When there are Welsh speakers among those invited to attend, or if it is known that Welsh speakers intend to be present, meetings should be held bilingually.
- 4.3.4 If it is known at the beginning of the meeting that all present are Welsh speakers and willing and able to participate in Welsh, the meeting will be held in Welsh.
- 4.3.5 Our standard practice will be to provide any written materials such as leaflets, slides or other documents used at public meetings in bilingual form. Reports or papers following public meetings will also be published bilingually.
- 4.3.6 Staff will make their language abilities evident at the start of meetings.
- 4.3.7 Adra staff will be encouraged to participate through the medium of Welsh in public meetings, committees or external conferences and to ask for a simultaneous translation resource.

- 4.3.8 Any third party acting on behalf of Adra are also expected to operate in the same way as Adra would operate under the same circumstances.

#### **4.4 Other meetings**

- 4.4.1 Adra welcomes meetings with the public in Welsh or in English and will make sure that arrangements are made to enable any member of the public, who desires to do so, to discuss matters in Welsh.
- 4.4.2 When we arrange or attend a face to face meeting with the public, we will find out their chosen language at the first opportunity and we will ensure that a qualified member of staff who speaks Welsh deals with those who indicate that their chosen language is Welsh.
- 4.4.3 Any third party acting on Adra's behalf are also expected to operate in the same way as Adra would operate under the same circumstances.

#### **4.5 Communicating with the public in other ways**

- 4.5.1 With the substantial development of information technology, any computerised communication with the public will follow instructions noted under 'Correspondence' above.
- 4.5.2 We will consider the best ways of meeting the needs of Welsh speakers in whichever way we deal with the public.
- 4.5.3 Adra is committed to enabling the public to deal with us in Welsh through electronic communications, on-line or other media.
- 4.5.4 Adra's website will be bilingual.
- 4.5.5 We will consider the requirements of this Scheme when providing or planning new information technology systems, or when providing interactive media.
- 4.5.6 Any automatic e-mail message (e.g. 'out of office' message) and standard messages (disclaimer) will be bilingual.

### **5. Adra's Public Face**

#### **5.1 Corporate identity**

- 5.1.1 We will use the name **Adra (Tai) Cyf** on all occasions. Our public image, including our address, corporate slogan, visual identity and any other standard information used on the Association's material and goods (such as headed paper, business cards, promotional materials, publications etc.) and in other circumstances such as signs, vehicles and buildings will be bilingual.



5.1.2 We will use Welsh branding only for some enterprises.

## **5.2 Signs**

5.2.1 All information signs owned by Adra, including internal locations will be fully bilingual.

5.2.2 The size, standard of clarity and prominence of the words on the signs will respect the principle of language equality.

5.2.3 It will be Adra's standard practice to provide bilingual signs, but on occasions when Welsh and English signs are provided separately, they will be equal in terms of form, size, quality, clarity and prominence.

5.2.4 Processes are in place to ensure that text is correct, we will co-ordinate and monitor this carefully, especially when work is given out to contract.

## **5.3 Publishing and print materials**

5.3.1 All materials aimed at the public will be bilingual with both languages appearing in the same document.

5.3.2 We will ensure that staff and those with responsibility for printing are aware of this Scheme and procedures for publication.

5.3.3 All the information to be published on Adra's public website will be bilingual, and material will be available to read on both languages at the same time.

5.3.4 We will ensure that all Welsh text in our publications is of a high standard and that the tone is appropriate for the target audience.

## **5.4 Forms and explanatory material**

5.4.1 Every form and explanatory material published by the Association for use by the public will be bilingual.

5.4.2 Our standard practice will be to produce bilingual forms with both languages appearing together in the same document.

5.4.3 We will ensure that consistency of terms is a regular practice in the preparation of forms.

5.4.4 Electronic provision for filling in forms will ensure equality for the Welsh language.

## **5.5 Press releases**

5.5.1 Press releases are an obvious part of Adra's public face. Usually, we will publish press releases bilingually, but in Welsh only when using Welsh language publications.

## **5.6 Marketing and publicity campaigns**

5.6.1 In implementing advertising and publicity activities, including production of pamphlets, audio materials, organizing exhibitions and seminars, advertising campaigns and market research we will implement the following objectives:

- a) produce all materials in Welsh and in English.
- b) conduct advertising campaigns in the press in Welsh and in English.
- c) advertise on posters and information boards in Welsh and in English.
- d) conduct public surveys bilingually, whether through the post or face to face.
- e) conduct direct marketing campaigns in Welsh and in English.
- f) set up bilingual exhibitions and information stalls.

## **5.7 Official notifications, public notifications and staff recruitment advertisements**

5.7.1 Our standard practice will be to ensure that our official notifications and public notifications appear bilingually with the Welsh and English versions together. They will be equal about form, size, quality, clarity and prominence.

5.7.2 Staff recruitment advertisements will appear bilingually in all publications, but in Welsh only when using Welsh language publications.

5.7.3 Information packs, such as job descriptions and person specifications will be prepared bilingually for all posts.

## **6. Adra's Internal Adminstrating Language**

### **6.1 Internal operational language**

6.1.1 With the vast majority of our staff being bilingual, Adra internal language is Welsh and it's spoken as a norm. This means that every memorandum, e-mail and internal minutes should be in produced bilingually.

6.1.2 Messages and information on key matters such as working conditions and Health and Safety will always be available bilingually.

## **7. Implementing and Reviewing the Scheme**

### **7.1 Staffing**

7.1.1 To achieve the aim of treating Welsh and English on an equal basis we shall ensure that members of Adra staff can communicate effectively in both Welsh and English to a standard which meets the requirements of the post, following a language skills assessment of all posts within the organisation.

7.1.2 The language skills assessment will be undertaken on existing posts on a rolling programme basis, with posts that are being advertised being given priority outside of that process as and when they arise.

7.1.3 All existing Welsh essential posts will remain as such. The minimum requirement for all other posts will be Welsh desirable, changing to Welsh essential if the language skills assessment and this will be reflected in the updated job descriptions and person specifications.

## **7.2 Recruitment**

7.2.1 The ability to communicate through the medium of Welsh and English is a requirement for every post, to an expected standard across every area in which it operates.

7.2.2 Section 8 of Adra's Recruitment and Selection Policy contains the operational details on Welsh Language Staffing and Recruitment within Adra along with information on the language skills assessment process.

## **7.3 Welsh Language Training**

7.3.1 We will support the Language Scheme by encouraging and supporting members of staff to improve their Welsh and English skills.

7.3.2 Human resources managers and officers who are responsible for training will encourage staff to attend language courses if appropriate. Progress as a result of training will be measured as part of Adra's personal development arrangements.

7.3.3 Adra will also provide awareness training for staff about the requirement of this Scheme. Our standard practice will be to include such training in the induction of new staff. Adra will update information from time to time to ensure that the sessions are up to date.

## **7.4 Vocational training**

7.4.1 Managers and Human Resources staff that have responsibility for training will ensure specific Welsh language vocational training for staff.

7.4.2 We will develop the ability of our staff to offer services through the medium of Welsh by providing vocational training in Welsh, whenever practical.

7.4.3 If there are currently no courses available in Welsh in a specific field, we will consider arranging seminars and working groups ourselves, or network with other establishments.

## **7.5 Administrative arrangements**

7.5.1 This Scheme has the full authority, support and approval of Adra's Board. The Chief Executive has the overall responsibility for the implementation of this Scheme and all Adra members of staff have a responsibility to know how to implement the Scheme effectively.

- 7.5.2 Managers will have responsibility for implementing those aspects of the Scheme which are relevant to their work.
- 7.5.3 The Head of Governance shall hold the responsibility to co-ordinate and monitor the work of the Scheme from day to day.
- 7.5.4 We will ensure that members of staff receive the necessary training and assistance to enable them to use the Welsh language in the workplace.
- 7.5.5 To promote the use of Welsh in the workplace we will provide resources such as dictionaries, Welsh terminology software and other Welsh medium software for staff.
- 7.5.6 When necessary we will ask for advice from the Welsh Language Commissioner regarding use of the Welsh language in the workplace.
- 7.5.7 To ensure that the Board has an overview of the Schemes' operation, Adra will develop a 'Language Champion' to be held by one of the board members. The main purpose of this role will to supervise and support the operational side of the Scheme and to be a champion to promote use of the language on every level.

## **7.6 Reviewing implementing the Scheme**

- 7.6.1 The Head of Governance holds the responsibility of monitoring and reviewing this Scheme.
- 7.6.2 Monitoring this Scheme will be a continuous and structured activity. This will include monitoring the following:
  - a) compliance with the Scheme.
  - b) quality of service – to look at complaints on the management and administration of front-line service.
  - c) adequate language skills – based on commitment 7.1.1.
- 7.6.3 We will use the Association's standard complaints procedure to record and deal with complaints about this Scheme and will ensure that it will be possible to monitor specific complaints about the Scheme. Complaints about the Scheme and any other language complaints will be reported regularly to the Customer and Communities Committee.
- 7.6.4 The Association welcomes and records recommendations on how to improve the service.
- 7.6.5 An annual complaint report will be presented to the Audit and Assurance Committee with a specific section on language complaints. And suggestions received by the public on how to improve the Scheme.

## **7.7 Publication of Information on Performance**

- 7.7.1 We will Create and Annual Monitoring Report to present to the Welsh Language Commissioner and we will publish it on our website. A hard copy will also be available in all our offices should a member of the public want to read it.
- 7.7.2 We will publish specific information on the following fields, based on the standards and targets in the Scheme (this information will also appear in our Annual Report to the Welsh Language Commissioner):

Indicator	Details
<b>DIAdra01</b> (Equality and Diversity)	Number and percentage of Adra that can speak Welsh, by department, job scale and workplace (offices and depots)
	Percentage of Adra staff that can speak Welsh by department.
	Percentage of Adra staff that can speak Welsh by job scale
	Percentage of Adra staff that can speak Welsh by workplace
<b>DIAdra02</b> (Welsh Language Services Quality)	Number of complaints received about the Welsh Language Schemes' operation and the complaints percentage that were treated in compliance with Adra's corporate standards.
<b>DIAdra03</b> (Develop Skills)	Number and percentage of staff that have attended Learning Courses and Proficiency (Gloywi Iaith) training

## 7.8 Publicity

- 7.8.1 We will ensure that members of the public who deal with the Association know about this Scheme and its contents, and how they can conduct their dealings with the Association in Welsh.
- 7.8.2 Our methods of publicising the Scheme and its contents will include ensuring that the Scheme is published in a prominent location on our website.
- 7.8.3 We will ensure that all staff are familiar with the measures included in the Scheme to ensure that attention is paid to the measures whenever appropriate.

**All enquiries about the Welsh Language Scheme should be addressed to Aled Davies, Head of Governance;**

**Head of Governance  
Adra (Tai) Cyf  
Tŷ Coch  
Llys y Dderwen  
Parc Menai  
Bangor  
LL57 4BL**

**or  
[ymholiadau@adra.co.uk](mailto:ymholiadau@adra.co.uk)  
or  
0300 123 8084**