



**CYNGOR LLYFRAU CYMRU
WELSH BOOKS COUNCIL**

Annual Report

Compliance with Welsh Language Standards

2018/19

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Section 1: Introduction

The Welsh Books Council was established in 1961. It is a national body that has charity status and is financed directly from the Welsh Government in order to provide a service for publishers, authors and readers in Wales. As a key body in the field of books, it offers services and information to everyone involved in the field. This entails providing individual services to publishing (in the fields of editing, design, marketing and distribution) with the aim of improving production standards and publishing books in Welsh and English. The Council also distributes grants to support the publication of books and magazines in Welsh and English.

The Books Council is located in Aberystwyth, Ceredigion, on two sites: Castell Brychan and the Glanrafon Business Park on the outskirts of the town. The Council has a staff of approximately 45. Due to organisation's nature and purpose, the great majority of the staff must be able to communicate confidently – orally and in writing – through the medium of both Welsh and English. The Welsh language plays a prominent part in the administration, governance and activities of the Council. Considerable emphasis is also placed on the standard and accuracy of the Welsh language.

The Welsh Language (Wales) Measure 2011 sets out a legal framework that places a duty on the Books Council to comply with standards in relation to the Welsh language. A standard explains how organisations are expected to use Welsh in different situations. The Council adopted its Welsh Language Scheme in 2011.

The duties that derive from the standards mean that the Books Council should not treat the Welsh language less favourably than English. The

aims of the standards are:

- to make it clear to organisations what their duties are in the context of the Welsh language;
- to make it clearer to Welsh speakers' which services they can expect to receive in Welsh;
- to ensure more consistency as regards services in Welsh, and to improve their quality.

The Books Council received a compliance notice from the Welsh Language Commissioner under Part 4 of the Welsh Language (Wales) Measure 2011 on 25 July 2016. This notice sets out the specific standards with which the Books Council is required to comply, and on 25 January 2017 a total of 150 standards became operational.

The Books Council is fully committed to the Welsh language, and already complies with a significant number of the standards set by the implementation of its Language Scheme; indeed, this Scheme goes further than the Welsh Language Standards in several fields.

The Books Council is required to publish an annual report by 30 September, as stated in the Welsh Language Standards (152, 158, 164). This report focuses on the year between 1 April 2018 and 31 March 2019.

The information contained in this report was collected as a result of the continuous monitoring carried out by the Books Council on its services.

No complaints were received regarding the Books Council's compliance with the Standards during the year in question.

Section 2: Compliance with Service Delivery Standards (Standards 1–83)

Books Council staff have been provided with guidelines on the Standards, and these are available on the Council’s website.

Correspondence (Standards 1–7)

Members of staff respond to correspondence from members of the public in the language of the original letter or e-mail, and the language of choice is noted for future use.

When opening correspondence with members of the public, it is done through the individual’s preferred language if that is known. Otherwise, the correspondence is sent in both languages and the individual is asked for their preferred language when corresponding with us. When this information comes to hand the preferred language is noted for future use, and staff contact the person/persons in their preferred language from thereon. If correspondence is received in a particular language from the person with whom the staff are communicating, but the person has not noted their preferred language, staff will correspond with the individual in that particular language from thereon. Both Welsh and English copies of all correspondence are signed. Any work that needs to be translated is sent to the Chief Executive’s Secretary.

Telephone calls (Standards 8–10, 18, 20–21)

If a member of staff takes external telephone calls, or calls that have been transferred from reception, they respond with a bilingual greeting:

“Cyngor Llyfrau Cymru / Welsh Books Council.”

All members of staff are encouraged to place a recorded bilingual

message on their telephone’s answering machine, with the Welsh message coming before the English. If a message has not been left, the call is forwarded to the Books Council’s voicemail system, in which the Welsh comes before the English. We do not have an automated telephone system.

Telephone services (Standards 12–17, 22)

The Books Council operates in accordance with these standards.

In every advertisement noting the Books Council’s telephone numbers, the Welsh comes before the English. A Welsh service is always available on the Books Council’s main telephone number. We do not have an automated telephone system.

Meetings (Standards 23, 25, 25A, 25D)

The Books Council operates in accordance with these Standards. Everyone attending a meeting held by the Books Council can use their preferred language in the meeting. A simultaneous translation service is used for meetings where not all the attendees are able to speak Welsh.

Public events (Standards 26–32)

Everyone attending a meeting held by the Books Council can use their preferred language in the meeting. Invitations to every meeting are sent bilingually. A simultaneous translation service is available at every meeting for all who wish to avail themselves of it. All written material for meetings that are open to the public, together with publicity materials for the event, are available bilingually.

Advertising (Standards 33–34)

All advertising materials produced by the Books Council are bilingual. Some publicity materials to promote Welsh books are produced in Welsh only,

and publicity materials targeted towards specific audiences are produced in accordance with the language of the books in question.

Producing documents for the public (Standards 36, 44–47)

Documents for use by the public are available either as separate Welsh and English versions, or bilingually. From now on, we will ensure that the English versions state clearly that the documents are also available in Welsh.

The Books Council’s Website (Standards 48, 51–52)

The Books Council’s website is fully bilingual. Every page is set out in the same way, with the text on every page being available in Welsh, and every Welsh page on the website is fully operational. The English pages include a direct link on the top of the page to the corresponding Welsh page. Every document produced by the Books Council, and published on the website, is available in Welsh. The interface of every page, and the menus on every page, are available in Welsh.

During the coming year, we will be re-designing the website to ensure that it complies with the current requirements, whilst at the same time ensuring that the current bilingual element of the website is not affected.

The Books Council operated in accordance with these Standards before the date in which they came into force.

Apps and Social Media (Standards 53–55)

The Books Council complies with Standard 53. We have a Magazines App (Welsh and English) and a Books App (Welsh and English), and the interface on all four apps is available in Welsh or English, depending on the user’s preference.

The Books Council’s accounts on social media are bilingual. The main account on Facebook is Gwales – and although our content is always

bilingual, we cannot ensure that any content shared is always bilingual, as it sometimes refers to an English book or a Welsh book (where the content, therefore, relates to the language of the book).

In the case of Twitter and Instagram, the Welsh and English accounts are separate, but Facebook has only one bilingual account. The content is targeted towards different audiences and is not necessarily a direct translation from one language to the other, as the main aim is to re-Tweet the content in the language of the book or medium that is being promoted.

Signage (Standards 57–59, 137–139)

The Books Council operates in accordance with these standards.

Signs that are in Welsh only are placed to the left of the corresponding English sign. Where both Welsh and English text appears on the same sign, the Welsh text is placed above the English version.

Reception (Standards 60, 63–64)

As the Books Council does not provide services directly to the general public, few visitors call at reception. The services at the Books Council's reception desk are fully bilingual. All visitors are greeted in their own language, if it is known. Otherwise, they are greeted bilingually.

Every member of the reception staff are fluent Welsh speakers, and they provide a service in Welsh. The Books Council operated in accordance with these Standards before the date in which they came into force.

Notices (Standards 65–66)

Any notices published or displayed by the Books Council are bilingual, with the Welsh version placed either above the English version or to the left of it. If any notices are published on the website, the Welsh and English versions are separate. Where the versions are separate, the content is the same in both languages.

Tenders (Standards 72–74, 76)

The Books Council publishes invitations to tender for contracts on the Sell2Wales (GwerthwchiGymru) site and in the Official Journal of the European Union (OJEU).

The categories of the CPV (Common Procurement Vocabulary) goods for OJEU notices are provided by the European Union in the 22 official languages only. Welsh is not a full official language, but rather a co-official language. The Books Council does not fully comply with Standard 72, as only parts of the Sell2Wales (GwerthwchiGymru) invitations are available in Welsh. No Welsh version of the OJEU invitations is available, for the reason noted above, but this is beyond the control of the Books

Council. It should be noted that it is not a requirement for a body to publish an invitation to tender in Welsh in the Official Journal.

Invitations on Sell2Wales/GwerthwchiGymru are published as separate Welsh and English versions. Three invitations have been published on the site during 2018/19, and all three declare that tenders may be submitted in Welsh. The Books Council, therefore, complied in part with Standard 73 during 2018/19.

During the year 2018/19, 18 Welsh tenders were received (in respect of Welsh magazines) and 8 English tenders (in respect of English magazines). Five short tenders were received in respect of marketing and Press services.

Services in Welsh (Standards 77–78)

The Books Council already operates in accordance with these standards.

All the Books Council's services are available through the medium of Welsh and English. Information about the services can be seen on the Books Council's website, with every page available in both languages. All the material giving publicity to the Books Council's services is bilingual. Neither this material, nor the website, refer to the services that are available in one language or the other, as they are all available in both languages.

The Books Council's Corporate Identity (Standard 79)

The official title of the Books Council is 'Cyngor Llyfrau Cymru/Welsh Books Council'. This is shown clearly on every item of standard Books Council office material, whether for in-house or public use. Every item of information on these materials are bilingual, with the Welsh always placed above the English.

We are currently in the process of changing the Books Council's English title, and the logo will be amended in 2019.

These are the only versions of our logo that should be used. The logo has been designed with the Welsh above the English.

The Books Council's logo is always used bilingually. Whenever and wherever is it used, in Wales and beyond, the bilingual logo must be used.

Education (Standard 80)

The Books Council does not provide education courses, in the sense that a course means a series of teaching sessions. One workshop was provided for staff of the publishing houses supported by the Books Council, but these are not education courses that are open to the public.

Announcements over the public address system (Standards 83, 140)

The Books Council does not have a public address system, but the telephone system can be used to make an announcement. As 100% of the staff are Welsh speakers, any announcement will be made in Welsh only. The Books Council operates in accordance with these standards.

Below is an example of the Books Council's bilingual logo being used:



Section 3: Compliance with Policy-making Standards (Standards 84–89, 91–93, 144)

Drawing Up Policies (Standards 84–89, 91–93, 144)

The Books Council already operates in accordance with these standards.

The Welsh language is a responsibility for every member of the Books Council staff, and the enthusiasm for considering the language when drawing up policies occurs perfectly naturally.

The Books Council’s Strategic Plan for 2016–2020 was published bilingually. The process of developing the plan placed an emphasis on engaging with the public.

We will be reviewing the Welsh Language Plan, published in 2011, to ensure that we continue to achieve the required standards.

No complaints were received regarding the Books Council’s compliance with the policy-making standards with which it had a duty to comply.

Using bilingual signs, even beyond Wales:



Section 4: Compliance with Operational Standards

Policy on using Welsh in-house (Standard 94)

Guidelines to the Standards were published on the Books Council's intranet, and a policy was then developed on the use of Welsh in-house. The new Policy and guidelines have been drafted. The next step will be to obtain the approval of the Books Council's senior management and to consult with the Staff Forum, and then to publish the documents on the intranet.

Human Resources:

Employees' Rights (Standards 95–100)

The Books Council operates in accordance with these standards.

Publication of Policies (Standards 101–107)

The Books Council operates in accordance with these standards.

Complaints (Standards 108–109, 111)

The Books Council operates in accordance with these standards.

Discipline (Standards 112–113, 115)

The Books Council operates in accordance with these standards.

Developing Skills in Welsh / Training (Standards 123–129, 145–146)

The Books Council operates in accordance with these standards.

Since May 2018, the Books Council has provided weekly training for one member of staff to develop their Welsh language skills.

All training sessions pertaining to human resources have been held through the medium of Welsh under the guidance of Ceredigion County Council.

A skills audit was held during the year. Part of this audit was to calculate the number of staff who had Welsh language skills. The statistics shown below are based on the number of staff, not on the number of full-time staff (where the figure is 39 for the year).

The statistics noting the number of members of staff who attended training courses offered through the medium of Welsh are as follows:

- Excel Training (Basic) – 6
- Excel Training (Intermediate) – 4
- Excel Training (Higher) – 3

	No evidence	Experience required	Full evidence
Q37 I can read basic Welsh.	0	0	45
Q38 I can read Welsh with the help of a dictionary.	0	0	45
Q39 I can read most materials in Welsh.	0	2	43
Q40 I can read Welsh fluently.	0	2	43
Q42 I can speak Welsh with some hesitation.	0	2	43
Q43 I can speak Welsh in most situations.	0	0	45
Q44 I can speak Welsh fluently.	0	2	43
Q45 I can understand Welsh on a basic level.	0	0	45
Q46 I can understand enough Welsh to hold social conversations.	0	0	45
Q47 I can understand enough Welsh to hold conversations in work.	0	0	45
Q48 I can understand enough Welsh to hold most conversations.	0	0	45
Q50 I can write basic Welsh.	0	0	45
Q51 I can write Welsh to reply to basic correspondence.	0	0	45
Q52 I can write Welsh with some editing work required.	0	0	45

New Posts / Vacant posts (Standards 132–134, 136, 147, 148)

The Books Council operates in accordance with these Standards, apart from Standard 134. The usual practice is for the interview to be held in Welsh, with a question being asked in English (depending on the post in question).

Noted below are the statistics regarding the number of new posts and vacant posts advertised by the Books Council during the year and categorized as posts that require the following:

- that skills in the Welsh language are essential – 6
- that Welsh language skills must be learned after being appointed to the post – 0
- that skills in the Welsh language are desirable – 0
- that skills in the Welsh language are not essential – 0

No complaints had been received regarding the Books Council's compliance with the operating standards with which it was obliged to comply.

Computer software (Standard 116)

In order to enable staff to check their written Welsh, Cysgliad software has been installed on every computer in the Books Council.

The Books Council intranet (Standards 117, 120–122)

The Books Council operates in accordance with most of these Standards.

With a body as small as the Books Council, we do not have enough resources to translate all the content of the intranet, but most of the content is in Welsh only (and not in English), as it is the language of the workplace. Currently, the Council does not operate in accordance with

Standard 121 (support material to promote the Welsh language), but we are in the process of creating a page on the SharePoint intranet that will operate in accordance with this Standard in the future.

E-mail (Standards 130–131)

The Books Council has already provided a standard signature template that enables staff to include a Welsh version of their contact details in e-mail messages. This is available through a factsheet on the intranet. We are currently in the process of upgrading the e-mail signatures of staff members to HTML versions, in order to facilitate the inclusion of the 'Cymraeg' logo in their signature. The text versions do not enable this to be done. However, several members of staff have already done this, or they include wording in their signature to note that they welcome correspondence in the Welsh language. A factsheet is available for anyone who wishes to use the new signature, but the Books Council's Information Technology and Communication Department is working to provide the signature centrally as not all members of staff are able to do this themselves.

Keeping a record of complying with the Welsh Language Standards (Standards 141–143)

No complaints had been received. The Books Council acts in accordance with these Standards.

Section 5: Monitoring

It is the responsibility of the Management Team to ensure compliance with the standards within their own departments, and this procedure is regularly reviewed. Other services within the Books Council provide resources in order to ensure that the Books Council fully delivers the requirements of the Welsh Language Standards, namely the Sales and Information Team (which is mainly responsible for the content on the Gwales website), and the Editorial Department, that ensures that the content of every document is exactly the same in both Welsh and English.

Section 6: Supplementary Standards (Standards 149–168)

The Books Council operates in accordance with these Standards. The Books Council's Compliance Notice was published on our website and on the staff intranet. The Complaints Policy was published on the Books Council's website, and complaints regarding the Books Council's compliance with the Welsh Language Standards are dealt with in the same way as other complaints.

Section 7: Priorities for April 2019 – March 2020

In order to comply with the Standards, we recognise that there is more work to be done. The Books Council will tackle these matters during the forthcoming year. The priorities are as follows:

- Standard 94 – implementing a policy on using the Welsh language in-house and the staff guidelines to the Standards.
- Standard 121 – creating a page on the intranet that will operate in accordance with the standard on how to help our staff make use of the Welsh language.
- Standards 126 and 127 – continuing to support staff who are not confident in the Welsh language and encouraging more staff to attend courses under the auspices of the National Centre for Learning Welsh in order to improve their Welsh.
- Standards 130–131 – upgrading e-mail signatures of members of staff to HTML versions, in order to facilitate including a 'Welsh' logo in the signature and providing the signature centrally.
- Standard 134 – complying by ensuring that application forms for posts include a space for individuals to note that they wish to be interviewed, or given another form of assessment, through the medium of Welsh. Although all interviews are held in the medium of Welsh anyway.

This report is available in Welsh and English.