

**AMGUEDDFEYDD AC ORIELAU  
CENEDLAETHOL CYMRU  
NATIONAL MUSEUMS & GALLERIES OF  
WALES**

**Welsh Language Scheme  
prepared under the Welsh Language Scheme 1993**

This Scheme has been prepared in accordance with Section 14 (1) of The Act and has been received in the Welsh Language Board's approval

On 10th day of September 1997

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The National Museum & Galleries of Wales have adopted the principle that in the conduct of public business they will treat the Welsh and English languages on a basis of equality. This Scheme sets out how the National Museum & Galleries of Wales will give effect to that principle when providing services to the public in Wales.

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**THE NATIONAL MUSEUMS & GALLERIES OF WALES**

*The National Museums & Galleries of Wales exists to promote the wider knowledge and better understanding of Wales, its history, culture and place in the world., through its knowledge and multidisciplinary collections which are international in scope and importance.*

The National Museums & Galleries of Wales (NMGW) is an independent institution founded by Royal Charter and funded in the main by the Welsh Office. This Mission Statement above defines its aims and purposes.

NMGW currently has eight sites open to the public:

National Museum & Gallery Cardiff

Museum of Welsh Life St Fagans

Welsh Industrial & Maritime Museum Cardiff

Welsh Slate Museum Llanberis

Roman Legionary Museum Caerleon

Museum of the Welsh Woollen Industry Dre-fach Felindre

Turner House Gallery Penarth

Segontium Roman Museum Caernarfon

NMGW welcomes some 800,000 a year to its Museums & Galleries from Wales, the rest of Britain and throughout the world, and throughout the world, and through its

collections and their interpretation strives to deepen and extend the awareness of Wales, including the Welsh language and its rich cultural heritage.

As a centre of academic excellence in its varied disciplines, it receives enquiries from the public and other institutions alike and, through educational service, aims to make its knowledge available to students of all ages.

NMGW employs over 500 staff throughout Wales under its Director and is accountable to its Court of Governors set up under the Royal Charter.

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## **SERVICE PLANNING AND DELIVERY**

### *New Policies and Initiatives*

This Scheme has been approved by the Museum's Council, Director and the senior staff involved in policy formulation who are aware of NMGW's responsibilities under the Act.

NMGW commits itself to:

- assess the linguistic consequences of any new policies and initiatives when formulating them
- ensure that new policies and initiatives are consistent with the Scheme; do not undermine the Scheme; do not alter the Scheme without the Welsh Language Board's prior agreement
- ensure that new policies and initiatives will promote and facilitate the use of Welsh wherever possible and move NMGW closer to implementing the principle of equality between Welsh and English at every opportunity
- ensure that the measures contained in this Scheme are applied to all the new policies and initiatives when they are implemented, including any new sites or locations opened to the public by NMGW.

### *Delivery of Services*

NMGW is committed to ensuring that visitors to any of its sites may enjoy the collections in its care equally through the medium of Welsh or English through provision, for example, of bilingual texts and interpretation and that those making enquiries of NMGW, whether in person or otherwise, may do so, as far as reasonably possible, in either language. The geographical spread of sites, however, means that the linguistic context in which sites operate varies considerably – from largely English-speaking Caerleon in the southeast, to Llanberis where a high proportion of the surrounding community is Welsh-speaking. To some extent, the services provided by NMGW to its public at the various sites will reflect this diversity. There are Welsh-speaking members of staff at the Museum of the Welsh Woollen Industry, Dre-fach Felindre and the Welsh Slate Museum, Llanberis drawn from the local population, but this is more difficult for the Roman Legionary Museum, Caerleon, where there are fewer indigenous Welsh-speakers.

The means by which NMGW intends to provide this service is set out below.

### *The Standard of Service in Welsh*

NMGW is committed to

- ensuring that, having regard to the principles of the Citizens' Charter and its own Charter Standard Statement and the Welsh Language Act 1993, it delivers an equally high quality service in Welsh and English
- setting standards relating to NMGW's provision of services and dealings with the public in Welsh, which will be publicised and regularly monitored. The standards themselves will be monitored, as will their implementation

The commitment to providing an equally high standard of service in both Welsh and English – at all our locations – will be referred to and confirmed in NMGW's key policy documents such as the Annual Report and the Corporate Plan, although in the short term this service may be difficult in anglicised areas.

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## **DEALING WITH THE WELSH-SPEAKING PUBLIC**

### *Written Communication*

NMGW will take specific measures to give effect to the principle of equality set out in the Act in relation to corresponding with the public. NMGW welcomes correspondence from the public in the language of their choice, be it Welsh or English.

In particular NMGW aims to ensure that:

- all letters received in Welsh will receive a signed reply in Welsh whenever a reply is required. Where the signatory is not a Welsh speaker, an English version may be kept on file for the avoidance of doubt
- once a specific or initial preference for Welsh has been expressed – orally or in writing – or is already known, all future correspondence should be in Welsh unless otherwise indicated by that person
- all circular or standard letters to the public in Wales will be issued bilingually.

To ensure that corresponding in Welsh should not itself lead to a delay, standing instructions will be drawn up to guide members of staff on appropriate procedures to be followed. These will include, for example, when and how to obtain translations to ensure equally prompt and accurate responses whether in Welsh or English.

### *Telephone Communication*

Telephone callers to NMGW will be greeted bilingually and all members of the public are welcome to deal with NMGW in Welsh or English, as is their wish.

NMGW will implement the following procedures to deal with telephone calls in Welsh:

- ensure that switchboard operators will greet callers and can deal with basic enquiries in Welsh, providing suitable training where necessary
- issue guidelines to all staff on handling telephone calls in Welsh, namely transferring calls to an appropriate Welsh speaker or, if this is not immediately possible, arranging for a Welsh speaker to phone back promptly
- compile a directory of Welsh speakers, regularly updated, to whom calls may be transferred or indicating such staff members in the existing directory
- ensure that all public answerphone and recorded messages, including voice mail, are bilingual.

#### *Public meetings*

Any notice of meetings open to the public organised by NMGW will be issued bilingually, be it via press announcements, advertisements, invitations, posters and other similar means of publicity. Suitable translation services will be provided to ensure that those attending the meeting are able and welcome to contribute through the medium of Welsh.

Public lectures, courses, seminars and workshops, for example, will be run in either Welsh or English.

#### *Non-Public Meetings (Meetings on Site, Interviews etc)*

For casual visits, or ad-hoc meetings, those who wish to deal with NMGW directly in Welsh are welcome to do so and wherever possible Welsh speaking staff will be made available to respond to personal enquiries. When a Welsh-speaking member of staff is not immediately available, arrangements will be made for a Welsh-speaking member of staff to make contact with the enquirer, although there may be instances due to the nature of the enquiry relating specifically to part of the collections, where this may not be possible. For example questions concerning a detailed academic response to aspects of the collections, or advice on technical matters based on the individual expertise or experience of staff.

Arranged, or pre-booked, visits and meetings – for example by schools or other groups – will be planned so that the service will be equally available in Welsh or English, apart from the occasions when the nature of the enquiry is very specific and the response again depends upon the individual expertise of the staff.

Guidelines on how to deal with enquiries in Welsh as well as all other dealings with the Welsh-speaking public, will be contained in the Administration Manual issued to staff and during induction training.

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## NMGW'S PUBLIC FACE

### *Corporate Identity*

NMGW is committed to a fully bilingual corporate identity and to equal status for Welsh and English. Where both languages are used together, Welsh will appear above English text, or, if side by side, Welsh will be on the left and English on the right.

NMGW and each of its sites will be known equally by their names in Welsh and English and all stationery material sent and available to the public will be bilingual. This includes:

name, address, visual identity  
corporate slogan (if any or if adopted)  
letterheads, fax sheets, business cards, compliment slips  
identification badges  
bills, receipts, till slips and cheques  
menus, opening hours, events lists  
posters, maps and vouchers

NMGW is committed to ensure that in all circumstances where the corporate identity is portrayed, on vehicles, buildings, saleable items such as T-shirts etc, it shall be in a bilingual format as above.

### *Signs*

NMGW is committed to:

- provide, wherever an international symbol cannot be used, fully bilingual information signs within the curtilage of its properties including internal areas to which the public has access
- ensure that all other signs for which it is responsible; public information signs, highway signs etc, will be fully bilingual
- confirm that all new or replacement signs will be fully bilingual
- ensure that when separate Welsh and English signs are provided they will be equal in terms of format, size, legibility and prominence.

NMGW is committed to ensure that:

- all texts for permanent exhibitions are bilingual. For exhibitions brought in from outside Wales a bilingual explanation will be provided. A condition of NMGW exhibitions touring within Wales will be that all text and signage is bilingual
- all future developments to interpret the permanent and temporary displays, such as audio guides, interpretative film, dramatic reconstructions etc and all NMGW produced merchandise associated with exhibitions will be bilingual, as will material that accompanies or is related to the loan of artefacts or part of the collections to other locations

- the exhibition programme will reflect the Welsh aspect of NMGW's mission and highlight the Welsh aspect of other exhibitions. For example, displays at the WSM Llanberis refer to the fact that Welsh was and is the principal language spoken by the quarry workers. Exhibitions at MWL St Fagans may describe the development of the language and other elements of Welsh culture, such as Welsh folk dancing and calendar customs such as Y Fari Lwyd.

#### *Publishing and Printing Material Directed at the Public in Wales*

All documents produced by NMGW for the general public in Wales will appear bilingually. Written instructions, such as NMGW's Corporate Style Guidelines, will be provided to all staff, consultants, designers and publishers employed in the production of such public documents for NMGW and they will be required to adhere to those Guidelines and NMGW's Welsh Language Policy in the production of such documents.

Wherever possible, the Welsh and English versions will appear as one document, but if they should be published separately they will be issued simultaneously and be equally accessible in all circumstances where NMGW can control this. If NMGW co-ordinates publication of any material with other organisations in England (or elsewhere) for use in Wales, arrangements will be made to ensure that the Welsh or bilingual version for Wales is issued simultaneously with the English version.

NMGW's Annual Report and all popular and interpretative works such as guide books to NMGW's sites will be produced bilingually in one version or separately in Welsh and English.

Publications which include articles in both languages will provide a summary in the other.

Consideration will be given to bilingual production of special interest, scholarly and ephemeral items produced in small quantities, depending on demand and relevance, otherwise monolingual versions will be printed, depending on the target market.

Where publications are issued in separate Welsh and English versions, both versions will be retailed at the same price.

Other printed materials will be produced in line with the principles of this Scheme. The above applies to all material produced by NMGW, but does not include published material from other sources for sale through its retail outlets.

#### *New Technology*

NMGW will continually monitor how best to enable the public to communicate with its museums through new and developing technology, in line with the principles of this Scheme. In the development of new methods of communication such as e-mail and Internet technology, NMGW will ensure that its material follows the principles set out as far as is technically possible.

### *Forms and Associated Explanatory Material*

NMGW is committed to provide fully bilingual forms and explanatory material for the public in Wales. If published separately they will be equally available, displayed together and distributed together whether through the post or over the counter. Where two separate language versions are issued, they will carry a message that there is a version available in the other language.

### *Press Notices*

All press releases and notices to the press and media in Wales will be issued in the language appropriate to the medium.

### *Advertising and Publicly Activities*

NMGW will ensure that the following objectives are implemented:

- all publicity literature for use in Wales to be produced in Welsh and English, where possible in one document
- press advertising campaigns in Wales to be run in Welsh and English, treating the two languages on the basis of equality
- TV and radio publicity campaigns and information bulletins to be broadcast to the public in Wales to be produced in the language appropriate to the medium – for example Welsh for Radio Cymru, English for Radio Wales.
- advertising or posters and hoardings and using electronic messages, cinema and other means in Wales to be in Welsh and English
- public surveys in Wales to be conducted bilingually
- direct marketing campaigns in Wales to be conducted in Welsh and English
- response mechanisms to information promotion campaigns, e.g. information/help lines to be in Welsh and English
- NMGW representation at trade fairs/exhibitions in Wales to be on a bilingual basis and appropriately staffed.

### *Official Notices : Public Notices, Staff Recruitment Advertising*

Official notices and public notices appearing in Wales will normally be in Welsh and English and the languages will be treated equally in terms of format, size, quality, legibility and prominence.

Staff vacancies will be advertised through the medium of Welsh in Welsh language publications and bilingually in magazines and newspapers with a substantial circulation in Wales and those which provide a comparable service. Where the ability to speak Welsh is deemed essential a Welsh only advert in the English language press may be used with an appropriate explanatory footnote in English.

Posts may be advertised in English alone, in appropriate newspapers and magazines principally circulating outside Wales, providing the ability to speak Welsh is not a requirement of the job.

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## IMPLEMENTING AND MONITORING THE SCHEME

### *Staffing*

NMGW is committed to ensure that at each of its sites the public should have access to sufficient and appropriately skilled Welsh speakers to allow the delivery of a full service in Welsh, although this may be affected by the regional variations mentioned previously.

NMGW is further committed to

- identifying those posts where the ability to speak Welsh is essential or desirable and to include this in relevant job descriptions
- identifying posts already held by Welsh speakers and monitoring clear shortfalls in provision of bilinguality, taking suitable action to overcome such shortfalls through targeted training programmes and seeking support from available Welsh-speaking staff to provide assistance in the interim
- ensure appropriate managers and those responsible for recruitment, training and staff reviews are aware of NMGW's commitment and the measures for implementing them.

Regular reviews of the fulfilment of the objectives will be held and appropriate steps taken to address any changing requirements.

### *Learning Welsh*

All non-Welsh speaking staff are encouraged to learn Welsh or, where appropriate, to improve their ability to speak and write Welsh. Training will be arranged for those staff in post for whom knowledge of Welsh is identified as essential and suitable courses identified and time off given for training those staff for whom knowledge of Welsh is identified as desirable. Financial resources will be identified within the training budget.

### *Recruitment*

Welsh speakers are welcome to apply for all posts at NMGW and linguistic ability will be one of a number of skills borne in mind when recruiting and appointing staff.

Bilingual staff will be appointed to those departments and disciplines for which knowledge of Welsh is a necessity.

Should it be necessary to appoint a non-Welsh speaker to a post where the ability to speak Welsh is deemed a necessity, a commitment to learn Welsh will form part of the conditions of employment and the provision of suitable training and the attainment of an acceptable level of ability in Welsh will be monitored throughout the probationary period and by the staff appraisal process.

Where necessary, advertisements for posts at NMGW will clearly indicate whether the ability to speak Welsh is desirable or essential and will outline any requirements relating to achieving the necessary fluency.



### *Vocational Training*

NMGW will carry out ongoing reviews of the need for specific training in Welsh to allow it to implement the principles of this Scheme and, where relevant, such training will form an integral part of vocational training for Museum staff.

### *Administrative Arrangements*

The policy and measures set out in this Scheme have been approved by the Museum's Council and the Director and carry the full authority of NMGW in their implementation.

To facilitate the Scheme's integration within the overall administrative processes of NMGW, the Assistant Director (Public Services) will exercise overall responsibility for the Scheme, although divisional and departmental heads will retain responsibility for implementing those aspects of the Scheme relevant to their division/department.

A Welsh Language Act Working Group with representatives from all sites and disciplines of the Museum will meet regularly to review the implementation and operation of the Scheme.

Written instructions and guidelines will be issued to ensure staff are aware of their responsibilities under the Scheme and the Act and how this will affect their working practices particularly in their dealings with the public.

The principles of this Scheme will be an integral consideration for future computer programming and procurement, taking into account practical and technical considerations.

Any translation services used will accord with NMGW's commitment to provide the highest quality service to all of its customers.

### *Services Delivered on Behalf of NMGW by Other Parties*

NMGW will ensure that any agreements or arrangements made with third parties which relate to the provision of services to the public in Wales are consistent with the terms of the Scheme. This will include services which are contracted out.

To achieve this NMGW will:

- specify any particular requirements as to use of Welsh in tender documents, contracts and grant and loan conditions
- monitor the fulfilment of any such requirements by the contractor and the general implementation of relevant aspects of this Scheme

### *Monitoring*

The Assistant Director (Public Services) will assume overall responsibility for monitoring and reviewing this Scheme, although the Site Managers and Heads of Departments will take direct responsibility for site specific and departmental reviews.

The monitoring process should encompass:

- forward planning, recruitment and procurement; ensuring that new policies and procedures will be compatible with the delivery of a bilingual service on the basis of equality
- dealing with the Welsh-speaking public: monitoring response times for Welsh correspondence, the quality of translation services and arrangements for meetings, seminars, visits, courses and projects in Welsh
- NMGW's public face: monitoring NMGW's corporate identity, its bilingual publications, forms, signage, notices and other published material
- staffing: monitoring the implementation of the staffing and training measures set out in this Scheme
- agents and contractors: monitoring the provision and administration of services by NMGW's agents and contractors to ensure compliance with the Welsh language terms on their agreements or arrangements
- timetable: measuring achievement in implementing measures against the timetable set out in this Scheme
- grievances: recording the incidence and nature of complaints relating to NMGW's Welsh Language service for example, via the visitor comment forms, written correspondence etc

The monitoring of the Scheme will be ongoing and will form part of each division/department's future planning requirements. Feedback from the public will be encouraged and details of how the public may make their views known specifically in terms of the Welsh Language Scheme will be integrated into NMGW's Charter Standard Statement.

NMGW will be publicly accountable for the successful implementation of this Scheme which will be reviewed as and when necessary.

### *Targets*

The targets and timetable against which the implementation of the Scheme is to be measured are set out in Appendices A and B.

Individual divisions and departments will draft similar documents specific to their areas of responsibility where relevant.

The purpose of this timetable is to allow the realisation of the objectives of this Scheme

### *Publishing Information*

Regular comparisons between performance and the standards set out in this Scheme will be published in Performance Reviews and a general statement of progress will be made in NMGW's Annual Report for public inspection.

Where relevant the reviews will address areas such as percentage of responses to Welsh correspondence achieved within the stated deadlines.

A report will be sent each year to the Welsh Language Board.

*Publicity for the Welsh Language Service*

NMGW's commitment to the principles of the Welsh Language Act and this Scheme will be highlighted in NMGW's Charter Standard Statement and appropriate publicity will be displayed at all reception areas and through other appropriate outlets.

Copies of this Scheme will be made available to all existing staff and new staff upon commencement and an introduction to the requirements of the Scheme and the Act will form part of future staff induction programmes.

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**NATIONAL MUSEUMS & GALLERIES OF WALES**

The National Museum & Gallery  
Cathays Park  
CARDIFF  
CF1 3NP

Museum of Welsh Life  
St Fagans  
CARDIFF  
CF5 6XB

Welsh Industrial & Maritime Museum  
Bute Street  
Cardiff Bay  
CARDIFF  
CF1 6AN

Welsh Slate Museum  
Llanberis  
GWYNEDD  
LL55 4TY

Roman Legionary Museum  
High Street  
CAERLEON  
NP6 1AE

Museum of the Welsh Woollen Industry  
Dre-fach Felindre  
LLANDYSUL  
SA44 5UP

Turner House Gallery  
Plymouth Road

PENARTH  
CF64 3DM

Segontium Roman Museum  
Beddgelert Road  
CAERNARFON  
LL55 2LN

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## Appendix A

### TIMETABLE FOR IMPLEMENTATION

AIM	PROGRESS
Written replies in Welsh to Welsh correspondence	Ongoing
Record of correspondents preferring Welsh	Ongoing
Bilingual circular/standard letters	Ongoing
Standing instructions on translation etc.	Ongoing
Bilingual switchboard greeting	Implemented
Guidelines on handling Welsh phone calls and enquiries	Ongoing
Directory of Welsh-speaking staff	Ongoing
Bilingual answerphone and recorded messages	Ongoing
Public meetings bilingually organised	Implemented
Bilingual reception and service points	Ongoing
Fully bilingual corporate identity including letterheads etc	Implemented
Bilingual external and internal signage	Ongoing
Bilingual publications	Implemented
Bilingual Press Notices	Implemented
Bilingual advertising and publicity	Implemented
Bilingual recruitment advertising (where relevant)	Implemented
Identifying Welsh requirements of all posts	Ongoing
Instituting appropriate Welsh training	Ongoing
Appropriate levels of Welsh speaking staff in post	Ongoing
Staff guidelines on responsibilities under Scheme/Act	Ongoing
Incorporating compliance with Scheme into third Party arrangements	Ongoing
Establishing monitoring system	On scheme approval

Feedback from public through Charter Standard Statement	On scheme approval
Publishing Information	On scheme approval
Scheme issued to all staff	On scheme approval

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## **Appendix B**

### **IMPLEMENTATION OF NMGW WELSH LANGUAGE PLAN;**

#### **1. Targets and Monitoring**

1.1 NMGW should set targets for itself so that all the requirements of the Plan can be fully met within three years.

**In many areas of activity, NMGW already operates a fully bilingual service, but in some instances e.g. where there is a shortage of Welsh speaking staff, this is felt to be a realistic target to aim for.**

1.2 An NMGW Steering Group to be set up to ensure compliance with the requirements of the Welsh Language Plan, chaired by the AD (Public Services) and including representatives from the Divisions.

**The Steering Group to be responsible for preparing Annual Reports to the WLB on the progress of the Plan and for submitting a full review after three years.**

1.3 Targets and monitoring of the Plan should adhere to the standards as laid out in the Citizen's Charter and NMGW Charter Standard Statement, where for example, there are already requirements concerning time taken to reply to letters.

**Targets set out in NMGW Charter Standard Statement to be revised by the new Steering Group to incorporate the bilingual requirements of the Plan.**

#### **2. Exhibitions**

2.1 All monolingual texts in existing exhibitions should be replaced within three years, unless earlier replacement is already planned.

2.2 All monolingual site signs to be replaced within three years, unless earlier replacement is already planned.

**A review of Corporate signage was completed in October 1996**

#### **3. Sites And Departments**

3.1 Each of the sites that does not already operate on a bilingual basis should have at least one person capable of dealing with general enquiries through the medium of Welsh, to ensure that they provide the service by transferring calls or seeking

assistance from Welsh-speaking staff in other departments, with the minimum of inconvenience to the enquirer.

3.2 Bilingual staff will be appointed to those departments and disciplines for which a knowledge of Welsh is basis curatorial necessity, for example the collections at the MWL St Fagans.

3.3 Other Departments should strive to appoint Welsh-speaking staff at all levels where possible and train existing staff, so that their ability to provide a Welsh language service can be improved and so doing away with the need to seek assistance from other departments.

3.4 Departmental advisory committees should include Welsh-speaking members if suitable individuals are available.

**3.5 Heads of Department to be responsible for ensuring that their Departments comply with the requirements of the Plan in all their activities and service to the public.**

#### **4. Training**

4.1 NMGW will arrange training for those staff in post for whom knowledge of Welsh will be essential (such as telephonists and receptionists) and make bilingualism a prerequisite for the filing of vacancies in such posts.

4.2 NMGW will offer suitable time off for training to those staff for whom knowledge of Welsh is identified as desirable and will seek to help all those who are interested in learning to speak Welsh.

**Introductory internal Welsh classes commenced in September 1996 for beginners; advanced classes for Welsh speakers wishing to improve their skills are being assessed.**

#### **5. Translation**

5.1 NMGW should investigate the cost-efficiency of appointing a suitably qualified translator as a full-time or part-time member of staff, in lieu of contracting out such work and review its needs on a regular basis.

**Design and Publications Manager to complete review by July 1997.**

#### **6. Funding**

6.1 NMGW should recognise that the implementation of this policy will call for extra funds – a bilingual publication for example is generally more expensive than a monolingual version and this may have effect on some departmental budgets.

**In the majority of cases, the public face of NMGW is already bilingual, but all budget holders should ensure that there are funds included for translation and**

**associated costs such as increased print costs, such as increased print costs, when drawing up their budgets.**