

# **Annual Monitoring Report**

## The Welsh Language

2019/20

national  
museum  
wales  
amgueddfa  
cymru

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## 1. Overview

Since 2016, we have been required by law to comply with Welsh language standards in four areas: Service delivery, Policy making, Operational and Record keeping. The Compliance Notice, our Welsh Language Policy and our previous language schemes, are available on our website [www.museum.wales/thewelshlanguage](http://www.museum.wales/thewelshlanguage). This report is published in line with the requirements noted in the standards.

We treat the Welsh and English languages on an equal basis, and acknowledge the importance of providing a fully bilingual service to the public. The Welsh language is an intrinsic part of the heritage and culture of Wales; as such, the Museum has an important part to play in developing people's knowledge and understanding of the history of the language and Welsh culture, as well as using and celebrating the language in our work. We are proud of the wider work we do in order to increase the use and promotion of the Welsh language and our developments in the field of bilingual interpretation and design. The Welsh language is part of our Corporate Vision, 'Inspiring people, Changing lives'.

Among the highlights of 2019/20 are:

- Working with the Natural History Museum, London, to create a fully bilingual experience for *Dippy on Tour*, the famous dinosaur's tour of the UK. The National Museum Cardiff was nominated for a Cardiff Life 2020 award in the Welsh language category for this work.
- Launching a brand new Google Expedition for Rhyd-y-car Terraced Houses at St Fagans National Museum of History. Along with other projects, it was noted as innovative work in *The Future Generations Report 2020*.
- In partnership with the National Centre for Learning Welsh, 650 learners attended Ar Lafar 2019 Welsh-learners Festival at St Fagans, National Waterfront Museum and National Slate Museum. In 2020 the Festival went digital in response to the coronavirus crisis.
- We expanded our use of the Cymraeg Gwaith scheme significantly with an increase in the numbers of staff with Welsh-language skills in four of the five categories. There was also a significant increase in staff who undertook formal Welsh courses this year. 53% of the workforce now have Welsh-language skills.
- We also expanded our Intranet section on the Welsh language; significantly increasing the amount of information available to staff across Amgueddfa Cymru.

A one-year action plan was agreed for 2020-21, in order to align our work with Amgueddfa Cymru's 10-year strategy from 2021 onwards.

We received one complaint from the Welsh Language Commissioner's Office in November 2019, regarding a job that was advertised as Welsh: Desirable. We

presented evidence, on the basis of which the Welsh Language Commissioner decided not to investigate further.

The Welsh Language Monitoring Group, chaired by the Director of Learning and Engagement and managed by the Welsh Language Co-ordinator, is responsible for monitoring compliance with the standards and reviewing the implementation of our Welsh Language Policy. The group meets quarterly, reporting to the Senior Management Team and the Performance Review Committee.

## **2. Policy and translation support**

Amgueddfa Cymru has an internal translation team which provides Welsh to English and English to Welsh translation, side-by-side drafting, editing, checking and proofreading services, as well as maintaining an online glossary and advising on bilingual content and design. We also use external translation providers for simultaneous and paper translation where necessary. This year, we used the Welsh Government's National Procurement Framework Service to procure external translation services.

The Welsh Language Co-ordinator offers advice and leadership to all members of staff on Welsh language, translation and compliance matters.

This year we launched guidance for writing in Welsh to encourage our colleagues to use their language skills. An English-language version was also published to support Welsh language learners.

We contributed to the Future Generations Commissioner's Journey Checker for the Welsh language which was launched in the National Eisteddfod, and the Welsh Language Commissioner's thematic study on language skill level questionnaires for recruitment. We also took part in language events including the National Centre for Learning Welsh's Learning Welsh and Multiculturalism event, the Welsh Language Commissioner's Improvement Workshop, Aberystwyth University's Our Voice in the World festival and various events at the National Eisteddfod.

## **3. The Welsh language standards and the Museum**

The Welsh language standards are divided into five areas:

- Service delivery
- Policy making
- Operational
- Record keeping

- Promotional<sup>1</sup>

For the purposes of this report, any information that bridges different standards is reported in the section we consider most relevant.

## **4. Service delivery (standards 1-83 and supplementary standards 149-154)**

### **4.1. Written correspondence**

Our letterheads, website and email disclaimers include standard wording regarding the welcoming of correspondence in Welsh and English.

The Iaith Gwaith symbol is displayed in all receptions and bilingual staff are available on all receptions. Iaith Gwaith and Iaith Gwaith/Dysgwr lanyards and badges are available to all staff and we encourage their use wherever possible.

All new members of staff are advised of the need to ensure a bilingual email signature and answerphone message in the mandatory induction sessions, as part of a wider presentation on the Welsh language and standards.

Any standard wordings in use are also kept in our online glossary [www.museum.wales/translation\\_glossary](http://www.museum.wales/translation_glossary) which is available to staff and the public.

### **4.2. Contact on the telephone**

Staff who answer Amgueddfa Cymru's main phone line answer the phone bilingually (in Welsh first, then in English) and in a welcoming manner before informing the caller that a Welsh language service is available. Staff language choice can also be checked on the Intranet before transferring the call.

Our electronic messages on the main phone line greet the caller bilingually (in Welsh first, then in English) and inform the caller that a Welsh language service is available. When we call an individual for the first time, we ask whether the individual would like to receive phonecalls from us in Welsh. If that is the wish of the individual, this is noted. There are departmental arrangements in place across Amgueddfa Cymru to ensure compliance with the Welsh language standards.

#### **Developments in progress:**

We are procuring a customer relations management system (CRM) with the aim that it will be fully bilingual.

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<sup>1</sup> No standards from the Promotional category were assigned to Amgueddfa Cymru. However, promoting and publicizing our Welsh language and bilingual services as well as celebrating the use and development of the language is an integral part of our work.

### 4.3. Meetings

Simultaneous translation is provided in all meetings of the Board of Trustees. We provide guidelines and standard wording for Chairs, which are based on the Association of Welsh Translators and Interpreters' simultaneous translation guidelines and the Welsh Language Commissioner's *Advice Document: Bilingual Drafting, Translation and Interpretation*.

We create opportunities to use simultaneous translation as a tool to increase our internal use of the Welsh language. For example, simultaneous translation is provided for all Welsh Language Monitoring Group meetings.

Where meetings are held in Welsh and there is a need to report to the Senior Management Team arises, the minutes are written in Welsh and an English-language overview is provided to the Senior Management Team.

#### A closer look: interpretation and Zoom guidelines

At the end of March 2020, the Covid-19 pandemic caused a need to immediately find a means of holding digital bilingual meetings. Zoom with interpretation was trialled and we produced supporting guidelines, published on our website [www.museum.wales/thewelshlanguage](http://www.museum.wales/thewelshlanguage). They were shared on social media, through current networks e.g. Welsh language officers of south-east Wales and beyond. They were also included in the Welsh Language Commissioner's advisory note and shared by the National Association of Translators.

### 4.4. Public events arranged by Amgueddfa Cymru

We encourage and support using and celebrating the Welsh language through many of our public events, including the following:

- In partnership with the National Centre for Learning Welsh, 650 learners attended Ar Lafar 2019 Welsh-learners Festival in St Fagans, National Waterfront Museum, National Slate Museum and National Library of Wales in Aberystwyth. Among the other partners were Mudiad Meithrin, Cymraeg i Blant, the National Eisteddfod and STB Slate Wales young ambassadors.
- In St Fagans and National Waterfront Museum, formal Welsh classes were held for the public and staff in collaboration with local colleges.
- We are working in partnership with many other bodies e.g. Mudiad Meithrin, Cymraeg i Blant and local Mentrau Iaith on Welsh-language events including Paned a Phapur in the National Wool Museum, Ti a Fi in St Fagans and Clwb y Llygod Bach in National Waterfront Museum.
- All of our formal education programmes are bilingual and we also support teachers in English-language schools who are learning Welsh through the Sabbatical Scheme.

- We supported Wales' national Welsh-language festivals through stalls and events in the Urdd National Eisteddfod and the National Eisteddfod.

#### A closer look: St Fagans Food Festival 2019

In September 2019, over 25,000 people attended the annual food festival in St Fagans. We supported stallholders and local businesses to provide Welsh-language services. Most talks and exhibitions were bilingual and live Welsh-language music was provided in partnership with Tafwyl and BBC Horizons.

All exhibitions that we produce internally are bilingual. We are not required to translate external temporary exhibitions under the standards, however, we are committed to adapting the content for our Welsh-language audiences wherever possible. In doing so, we are experimenting with bilingual design and interpretation methods and evaluating their success as appropriate. This work contributes towards our understanding and practices in the fields of bilingual interpretation and design.

The highlights of this year's exhibition programme are:

- Working with the Natural History Museum, London, to create a fully bilingual experience for *Dippy on Tour*, the famous dinosaur's tour of the UK.
- *The End of the Line* at National Slate Museum which included sharing poems created by local people and the National Poet Ifor ap Glyn at the launch, and collecting the memories and terminology of miners for inclusion in our online glossary as part of UNESCO's Year of Indigenous Languages 2019.
- The National Roman Legion Museum's interpretation was revamped while the museum was closed for essential maintenance, ensuring the Welsh was updated and fully compliant with the Welsh language standards.
- After the success of *David Nash: Sculpture through the Seasons* at National Museum Cardiff, the exhibition travelled to a gallery in England that chose to use the original bilingual interpretation as they recognized the importance of the language to the artist's work.
- At Big Pit National Coal Museum, we held a trilingual exhibition (Welsh, Japanese and English) called *Yama: The Mining Art of Sakubei Yamamoto*.
- We worked with a private company on *Snakes!* at National Museum Cardiff to create a bilingual experience, including preparing Welsh language content, adapting designs and interactive elements and collecting new terminology with experts across Wales (which now live in our online glossary [www.museum.wales/translation\\_glossary](http://www.museum.wales/translation_glossary)).

- POBL exhibition was held at National Waterfront Museum, including a video booth where people were invited to record a contribution in their mother tongue as part of UNESCO's Year of Indigenous Languages 2019.

#### **A closer look: *Dippy on Tour***

Working with the Natural History Museum, London, gave us the opportunity to introduce the Welsh language in all aspects of the exhibition with bilingual interpretation and educational materials including a Welsh-language Braille guide. For the first time, there was Welsh-language content on NHM's website and when Dippy returns to London, our panel in the exhibition will be bilingual. Dippy also learned Welsh on his main Twitter account @DippyOnTour, allowing him to share the language with his followers all over the world. We were nominated for a Cardiff Life 2020 award in the Welsh language category for our work on this.

#### **4.5. Printed materials produced by Amgueddfa Cymru**

Bilingualism is an integral part of Amgueddfa Cymru's brand and design ethos. In line with our brand guidelines, the Welsh language is always above or to the left of the English language.

All signs and notices (including temporary signs and notices) are bilingual. The Translation and the Welsh Language Team are available to advise on ensuring the Welsh language text is accurate in terms of meaning and expression and our online glossary is a useful resource for staff and the public alike. The Translation and the Welsh Language Team also offers a text-checking service and feedback for colleagues who want to increase their confidence in writing in Welsh.

Among the printed materials published this year were *Martin Parr yng Nghymru* and *David Nash: 200 Tymor Capel Rhiw*, Welsh-language books published to accompany exhibitions at National Museum Cardiff.

#### **4.6. The website, digital resources and social media**

All of our Welsh-language web pages include a direct link to the equivalent English-language pages, and vice versa, in line with the principle that we build our websites to have pages that mirror each other.

Our policies, strategies, reports and annual reports, guidelines and press releases are all bilingual and available on our website.

Our corporate social media accounts are bilingual, with a balance between Welsh- and English-language content. As well as our bilingual corporate accounts, we also maintain the Twitter account @IaithAmgueddfa.

The digital highlights this year include:

- Launching a brand new Google Expedition for Rhyd-y-car Terraced Houses at St Fagans – the first ever Welsh expedition was our Bit Pit tour. Along with other projects, it was noted as innovative work in *The Future Generations Report 2020*.
- Continuing to promote active offer on our digital media, including launching the VOCAB widget on the Welsh-language pages of our website to encourage and facilitate use by learners.
- A brand new virtual reality experience was developed for National Museum Cardiff. In the company of the android L.W.N.A. the user can travel on adventures through time to see Wales millions of years ago.
- We continue to publish all of our digital educational resources, including e-books and other digital resources, bilingually on Hwb.
- We contributed to ‘One by One’, Leicester University and Culture24’s research project exploring digital literacy in UK museums. Bilingualism was included as a key area for museums in Wales and the reports were published bilingually.
- We supported national campaigns promoting the Welsh language on social media, including Welsh Language Rights Day (6 December 2019), Diwrnod Shwmae Sumae (15 October 2019) and UNESCO’s Year of Indigenous Languages 2019.

#### **4.7. Receptions**

The laith Gwaith symbol is on display in all of our public receptions along with a sign that states (in Welsh) that our visitors are welcome to speak Welsh in the Museum. Staff who work at the receptions/information desks that can offer a Welsh language service or are learning Welsh wear the laith Gwaith lanyard or badge.

#### **4.8. Tendering**

Where the subject matter of an invitation to tender suggests that it should be produced in Welsh or where the anticipated audience and their expectations suggests that the text should be produced in Welsh, we publish invitations to tender in Welsh and English.

The tenders officer has received a detailed brief regarding the Welsh language and tenders. The officer and the Welsh Language Co-ordinator are available to advise regarding this matter.

When we publish invitations to tender for a contract, we note that applications to tender presented in Welsh are welcomed.

## **5. Policy making (standards 84-93 and supplementary standards 155-160)**

### **5.1. Responsibility**

The responsibility for the Welsh language and policy lies at Directorate level. Any discussions regarding the effect of policies or corporate strategies on the Welsh language are an integral part of the Museum Management Team's decision process.

### **5.2. Formulating, reviewing or revising policy**

When formulating, reviewing or revising policy, the Museum considers the effects, if any, on opportunities for individuals to use the Welsh language. We consider how we can make a policy decision that has a positive effect on opportunities to use the Welsh language and ensure that the Welsh language is treated no less favourably than the English language.

### **5.3. Commissioning or undertaking research**

When commissioning or undertaking research which will be the basis for policy decisions, we will ensure we comply with the relevant standards.

## **6. Operational (standards 94-140 and supplementary standards 161-166)**

### **6.1. Providing bilingual documents**

We provide the documents listed in the relevant standards to staff in Welsh and English:

- Employment contract or service contract
- Any paper correspondence related to employment
- Any documents that contain training needs, performance objectives and/or career plans
- Forms that note and authorize flexible working hours (annual leave and absences are noted on the electronic CIPHR system)
- All of our policies including, but not limited to, the following:
  - behaviour in the workplace
  - health and well-being at work
  - salaries or workplace benefits
  - performance management
  - absence from work
  - working conditions

- work patterns.

## **6.2. Internal complaints and disciplinary procedures**

Our internal complaints and disciplinary procedures allow each member of staff to make complaints in Welsh and respond in Welsh to any complaint made about them. Meetings or disciplinary hearings can be conducted in Welsh and any information regarding outcomes or decisions is shared in Welsh with members of staff.

## **6.3. ICT software**

We provide computer software for checking spelling and grammar in Welsh and provide Welsh language interfaces for software (where an interface exists).

The Intranet is bilingual and there is a direct link to the Welsh language page on the corresponding English language page.

The CyfieithuCymru system is used across Amgueddfa Cymru allowing more efficient electronic administration and the use of translation memory software.

## **6.4. The Intranet**

The Intranet was developed internally and is built to be fully bilingual. The content of our Intranet has been fully reviewed with the aim of refining existing content and ensuring that all content is up to date and bilingual. This includes forms, finance support documents, the staff handbook, and internal systems and templates.

We have an electronic all-staff messaging system called Sgwrs, through which all messages are sent bilingually.

Although we already have information about the Welsh language on the Intranet, this year we decided to further develop the section, significantly expanding the content. It now includes comprehensive information about training and formal and informal skills, clubs and activities, computer resources, social media, the Welsh language standards, language rights and guidelines.

## **6.5. Welsh language lessons and language awareness**

We offer a number of formal and informal Welsh language courses for free within work hours in order to help and encourage our staff to learn and use Welsh in the workplace.

### **6.5.1. Formal training**

The numbers of staff who attended formal Welsh language courses in 2019/20 are as follows:

Level	Number in 2018/19	Number in 2019/20
Cwrs Croeso (10 hours online)	4	24
Entry	7	16
Foundation	1	4
Intermediate	7	0
Intermediate/Higher Residential	0	4
Higher	0	1
<b>Total</b>	<b>19</b>	<b>49</b>

We are members of the National Centre for Learning Welsh's Cymraeg Gwaith scheme and this year we expanded our use of the courses available, including an intensive course, the 10-hour online Cwrs Croeso and the residential courses. There was a significant increase in staff who undertook formal Welsh courses this year, with a total of 49 completing the courses compared to 19 in 2018/19.

We have also developed a language skills development document for staff and line managers to use; this complements the staff performance and development process.

All new members of staff attend a mandatory induction course which includes a presentation on the Welsh language standards.

### 6.5.2. Informal training

Various informal discussion clubs are held for learners and fluent speakers to practice and use their Welsh including Clwb Pontio at National Museum Cardiff, Clwb Clonc at St Fagans and Clwb Hwytaden at the National Roman Legion Museum. We also have a Buddy Scheme where fluent speakers are paired with a learner and are free to arrange to meet or catch up as they like.

In 2019/20 we continued to hold our monthly taith Iaith event in National Museum Cardiff with Amgueddfa Cymru staff including some of our learners leading the tours.

### 6.6. Recruitment

Language requirements are assessed for every new post using the WJEC diagnostic assessment package. All posts are advertised in Welsh and in English and Welsh language applications are welcomed. Applications presented in Welsh are not treated less favourably than English language applications. All application forms, explanatory information, information about the interview process and job descriptions are provided in Welsh.

Applicants can note their language skills on their application form as well as noting if they wish to speak Welsh or English in an interview.

In accordance with standard 148 (Record keeping), new and vacant posts were advertised as follows:

Required language level	Number of jobs in 2018/19	Number of jobs in 2019/20
Welsh essential	59	36
Welsh desirable	0	1
Need to learn Welsh within a set timeframe	71	40
No Welsh-language skills necessary	0	0

The gap between jobs advertised as Welsh: Essential and jobs advertised as Welsh: Desirable has closed significantly over the last year.

## 7. Record keeping (standards 141-148 and supplementary standards 167-168)

### 7.1. Assessing staff language skills

Staff can choose to note whether they speak or are learning Welsh (and other languages) on their staff profile on the Intranet. However, for the purposes of planning Welsh language skills and the workforce, we have introduced a function for noting language skill level in our self-service HR software, CIPHR. The levels used are consistent with the Welsh for Adults National Curriculum (published by the National Centre for Learning Welsh) which is also consistent with the Common European Framework of Reference for Languages (CEFR).

WJEC/NCLW qualifications	CEFR Framework
Entry	A1
Foundation	A2
Intermediate	B1
Higher	B2
Proficiency	C1

In accordance with standard 145, the following table shows the Welsh language levels at the end of 2019/20:

Language level	Number of staff 2018/19	Percentage of staff 2018/19	Number of staff 2019/20	Percentage of staff 2019/20
Entry A1	72	10.7%	74	10.7%
Foundation A2	28	4.2%	34	4.9%
Intermediate B1	39	5.8%	40	5.8%
Higher B2	46	6.8%	44	6.4%
Proficiency C1*	172	25.5%	181	26.2%
None	279	41.4%	278	40.2%
Not completed	38	5.6%	41	5.9%

Total	674	100.00%	692	100.00%
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\*This number contains all fluent speakers, whether they have learnt Welsh or are first language Welsh-speakers.

This year saw an increase in the number of staff members noting they have Welsh-language skills in 4 of the 5 language levels, and 53% of the workforce now have Welsh-language skills.

## 7.2. Training courses

In accordance with standard 146, the following table shows the number and percentage of staff who participated in training offered by us in Welsh in 2018/19:

Course	Number that attended Welsh language course	Number that attended English language course	Percentage that attended the Welsh version
GDPR Data Protection	25	379	6.2%
Lunch and Learn: how to complete an application form	2	8	20%
Lunch and Learn: Reasonable adjustments	2	2	50%
Lunch and Learn: Understanding your Payslip	1	1	50%
Mental Health Awareness for Managers	20	26	43.5%
Managing Stress	3	14	17.6%

We have not offered recruitment and interview training or training in complaints and disciplinary procedures (in Welsh or English) this year. If we do offer these courses in future, we have the internal resources to deliver them in Welsh and in English.

Sourcing accredited Welsh-language trainers in some areas can be challenging. We will continue to work with providers across all sectors wherever possible to source and commission training in Welsh.

## 7.3. Solving complaints

### 7.3.1. Complaints by the public

This year we developed a new complaints and feedback procedure which mainstreams the Welsh language and raises awareness of users' rights. The public can present a comment, complaint or feedback through our website or at any of our museums. All feedback by the public regarding the Welsh language is sent to the Welsh Language Co-ordinator who keeps a record and responds according to the corporate timescales; these are an acknowledgment at least within 7 working days and a full response within 14 working days.

We received four public complaints regarding the Welsh language and compliance with the Welsh language standards in 2019/20, regarding word choice, misspelling and a job that was advertised as Welsh: Essential. We responded to these complaints and noted the steps we have taken to address the issues raised.

### **7.3.2. Complaints to the Welsh Language Commissioner and subsequent investigations**

We received one complaint from the Welsh Language Commissioner's Office in November 2019, regarding a job that was advertised as Welsh: Desirable. We presented evidence, on the basis of which the Welsh Language Commissioner decided not to investigate further.

## **8. Conclusion**

We have made progress in each of the five standard areas this year. Working across our museums and with external partners continues to be the basis for developing and facilitating the use of the Welsh language within Amgueddfa Cymru and in our communities. This year, we raise awareness and celebrate the language beyond Wales, through collaborating with museums beyond the border and celebrating St Fagans winning the Art Fund Museum of the Year 2019.

There was a significant increase in the number of staff completing Welsh language learning courses and our informal provision to support the learning and use of the language is going from strength to strength. Amgueddfa Cymru remains a natural home for the Welsh language to thrive, among our staff, visitors, users and partners