

# Annual Monitoring Report

## The Welsh Language

2020/21

a national  
museum  
wales  
amgueddfa  
cymru

# Contents

<a href="#"><u>1. Overview</u></a> .....	3
<a href="#"><u>2. Policy and translation support</u></a> .....	4
<a href="#"><u>3. The Welsh language standards and the Museum</u></a> .....	4
<a href="#"><u>4. Service delivery (standards 1-83 and supplementary standards 149-154)</u></a> .....	5
<a href="#"><u>4.1. Written correspondence</u></a> .....	5
<a href="#"><u>4.2. Contact on the telephone</u></a> .....	5
<a href="#"><u>4.3. Meetings</u></a> .....	6
<a href="#"><u>4.4. Public events arranged by Amgueddfa Cymru</u></a> .....	6
<a href="#"><u>4.5. Printed materials produced by Amgueddfa Cymru</u></a> .....	7
<a href="#"><u>4.6. The website, digital resources and social media</u></a> .....	7
<a href="#"><u>4.7. Receptions</u></a> .....	8
<a href="#"><u>4.8. Tendering</u></a> .....	8
<a href="#"><u>5. Policy making (standards 84-93 and supplementary standards 155-160)</u></a> .....	9
<a href="#"><u>5.1. Responsibility</u></a> .....	9
<a href="#"><u>5.2. Formulating, reviewing or revising policy</u></a> .....	9
<a href="#"><u>5.3. Commissioning or undertaking research</u></a> .....	9
<a href="#"><u>6. Operational (standards 94-140 and supplementary standards 161-166)</u></a> .....	9
<a href="#"><u>6.1. Providing bilingual documents</u></a> .....	9
<a href="#"><u>6.2. Internal complaints and disciplinary procedures</u></a> .....	10
<a href="#"><u>6.3. ICT software</u></a> .....	10
<a href="#"><u>6.4. The Intranet</u></a> .....	10
<a href="#"><u>6.5. Welsh language lessons and language awareness</u></a> .....	10
<a href="#"><u>6.5.1. Formal training</u></a> .....	10
<a href="#"><u>6.5.2. Informal training</u></a> .....	11
<a href="#"><u>6.6. Recruitment</u></a> .....	11
<a href="#"><u>7. Record keeping (standards 141-148 and supplementary standards 167-168)</u></a> .....	12
<a href="#"><u>7.1. Assessing staff language skills</u></a> .....	12
<a href="#"><u>7.2. Training courses</u></a> .....	13
<a href="#"><u>7.3. Solving complaints</u></a> .....	14
<a href="#"><u>7.3.1. Complaints by the public</u></a> .....	14
<a href="#"><u>7.3.2. Complaints to the Welsh Language Commissioner and subsequent investigations</u></a> .....	14
<a href="#"><u>8. Conclusion</u></a> .....	14

## 1. Overview

We are 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' and central to our new strategy, Amgueddfa Cymru 2030.

2020/21 has been an exceptional year for the Museum, as it has been for all organizations, as we respond to the challenges of Covid-19. We have had to change the way we work and engage with the public, which in turn have created challenges and opportunities in terms of the Welsh language.

We are pleased to report on successes, developments and progress made in our commitment to the Welsh language.

Among the highlights of 2020/21 are:

- 55% of our workforce now have Welsh-language skills
- Delivering a successful digital bilingual public programme in response to Covid-19 including projects such as Celf ar y Cyd, Objects of Comfort and Amgueddfa Sleepover events
- Delivering Ar Lafar, our annual festival for learners digitally in partnership with the National Centre for Learning Welsh
- Launching a digital programme for schools that contributes to normalizing the language among non Welsh-speaking audiences using the plurilingual approach, in line with the new Curriculum for Wales
- Publishing internal policy making guidelines including a form to assess any effects on the Welsh language.

No complaints were received from the Welsh Language Commissioner or the public in 2020/21.

In line with the Welsh Language Commissioner's right under Standard 160, a letter was received on 23 August 2021 regarding the Welsh Arts Anti-Racist Union report on widening engagement. As the work was commissioned during this reporting year, we refer to the correspondence here. In response to the challenge of 'increasing the number of Black and non-Black people of colour working within' Amgueddfa Cymru, contributors to the report suggested 'relaxing the emphasis on having to speak Welsh', amongst other suggestions. In our response to the Commissioner on 24 August 2021, we emphasized that we would not take forward any recommendations which would lead to a breach in our statutory responsibilities as part of the Welsh Language Standards, including our policy on recruiting employees with Welsh language skills.

The Welsh Language Monitoring Group, chaired by the Director of Learning and Public Programmes 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 across Amgueddfa Cymru. The group meets quarterly, reporting to the Senior Management Team and the Performance Review Committee. Meetings are held bilingually using simultaneous translation in order to ensure a broad membership. The group continued to meet during the year, making use of the simultaneous translation facility on Zoom and using the [guidelines](#) we produced at the start of the pandemic.

## **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. We use 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. The service continued throughout the pandemic.

We contribute to wider discourse on the Welsh language on a local and national level. In May 2020, we responded to the Welsh Government's consultation on the national policy on Welsh language transmission and use in families. We submitted a response to the Welsh Language Commissioner on the draft code of practice<sup>1</sup> for organizations required to comply with standards under The Welsh Language Standards (No.2) Regulations 2016; as well as the questionnaire on the effect of Covid-19 on Welsh-language provision. We also gave evidence as part of Estyn's consultation on the National Centre for Learning Welsh.

---

<sup>1</sup> In compliance with section 68 of the Welsh Language (Wales) Measure 2011.

### **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>2</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) 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.

---

<sup>2</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.

Our electronic messages on the main phone line greet the caller bilingually (in Welsh first, then in English) and inform the caller that they are welcome to leave message in Welsh. 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.

### **4.3. Meetings**

Simultaneous translation is provided in all meetings of the Board of Trustees and other meetings as requested. We have decided to continue with the use of Zoom during the pandemic and beyond in order to ensure the provision of the simultaneous translation function. 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 way of increasing our internal use of the Welsh language. For example, simultaneous translation is provided for all Welsh Language Monitoring Group meetings. With the majority of meetings being held online since March 2020, the Museum has made extensive use of the Zoom simultaneous translation function.

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

### **4.4. Public events arranged by Amgueddfa Cymru**

We encourage and support using and celebrating the Welsh language through many of our public events, and this continued as we moved to entirely digital programmes during the pandemic.

We developed a digital version of the Ar Lafar festival in partnership with the National Centre for Learning Welsh. We also held Welsh-language events with Cadw and the Royal Commission (RCAHMW) as part of the Lle Hanes partnership in Eisteddfod AmGen 2020.

We launched a digital programme for schools, facilitating Welsh-language sessions live from our museums to schools across Wales. In line with the new Curriculum for Wales, we adopted the plurilingual approach as standard when developing the content and facilitation approaches. In essence, we include Welsh-language phrases and content in our workshops with English-medium schools as a way of normalizing the Welsh language. We will build on these experiences to offer a digital and face to face programme in the future.

We successfully adapted our Museum Sleepover events to create digital events for families. By moving to digital, we were able to offer participants the chance to tailor the content to their individual requirements ensuring rich and unique Welsh-language experiences.

As part of our Objects of Comfort project, we used social media platforms to share objects from the national collection that have brought people comfort in difficult times, with the aim of bringing people comfort and improving their wellbeing during the covid-19 pandemic. We also launched new bilingual digital resources about the objects specifically for use in care homes or settings.

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. This work contributes towards our understanding and practices in the fields of bilingual interpretation and design.

Among exhibitions opened this year are *Becoming Richard Burton* and *Artes Mundi 9* in National Museum Cardiff. In St Fagans National Museum of History, we opened *The Future has a Past* which considers the future of Wales. The exhibition was co-curated by a group of young people, including Welsh speakers, who wrote original Welsh content rather than using translation.

As part of the *Celf ar y Cyd* project, a creative response to the Covid-19 emergency with the Arts Council of Wales, we launched the new digital magazine, *Cynfas*. *Cynfas* gives new and diverse voices a platform to respond to Amgueddfa Cymru's art collections. Welsh-language contributors are among those invited to be guest editors and they have worked with Museum staff and their peers to push the boundaries of bilingual design and interpretation.

New opportunities to volunteer in Welsh were launched including our e-volunteering project funded by the Esmée Fairbairn Foundation. Welsh speakers including learners gave their time to transcribe historical questionnaires from the St Fagans archive as part of the Collecting Covid project.

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

Bilingualism is an integral part of Amgueddfa Cymru's brand and design ethos in all aspects of our work. In line with our brand guidelines, the Welsh language is always above or to the left of the English language. Our rebranding project will be completed in the autumn of 2021. The status and prominence of the Welsh-language is an integral part of this work and we are looking forward to sharing more details on this in next year's report.

All signs and notices (including temporary signs and notices) are bilingual. During the pandemic, there was a high volume of work on new signs and notices and we ensured that the text was accurate in terms of meaning and expression.

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 to write in Welsh.

## **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. We continue to promote active offer on our digital media, including offering the VOCAB widget on the Welsh-language pages of our website to encourage and facilitate use by learners.

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 @laithAmgueddfa.

This year, we continued to support national campaigns promoting the Welsh language on social media, including Welsh Language Rights Day, Diwrnod Shwmae Sumae and Dydd Miwsig Cymru.

We continue to publish all of our digital educational resources, including e-books and other digital resources bilingually on Hwb, the digital platform for learning and teaching in Wales.

As part of our work to give young people a platform and opportunities to develop skills and experience in the heritage and arts sector, we launched our cooperative programme, Bloedd Amgueddfa Cymru. The aim of the programme is to work alongside young people aged 16-25 to experiment, create and innovate. The programme includes the bilingual Instagram account Bloedd AC which is maintained by young people.

## **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 is 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.

Following the publication of the Commissioner's guidelines on Policy Making Standards, we developed an internal guide for Amgueddfa Cymru staff. This easy to use resource includes a form to record the process which is kept as a record of any policy decision and the effects on the Welsh language. The guide is available to all staff on our internal Intranet.

### **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 Cyfieithu Cymru 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. It includes (but is not limited to) forms, finance support documents, the staff handbook, and internal systems and templates. There is a comprehensive section on the Welsh language including information about training and formal and informal skills, clubs and activities, computer resources, social media, the Welsh language standards, language rights and various guidelines.

We have an electronic all-staff messaging system called Sgwrs, through which all messages are sent bilingually. We also publish a bilingual monthly staff newsletter.

During the past year, we established new communication streams with staff including a text messaging system for mobile phones and extensive digital and paper-based documentation regarding the pandemic. This internal communication was fully bilingual.

## **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. This year, training was held digitally on the whole.

### **6.5.1. Formal training**

The numbers of staff who attended formal Welsh language courses in 2020/21 are as follows:

<b>Level</b>	<b>Number in 2018/19</b>	<b>Number in 2019/20</b>	<b>Number in 2020/21</b>
Cwrs Croeso (10 hours online)	4	24	2
Entry	7	16	19
Foundation	1	4	9
Intermediate	7	0	2
Intermediate/Higher Residential	0	4	0
Higher	0	1	1
<b>Total</b>	<b>19</b>	<b>49</b>	<b>33</b>

We are members of the National Centre for Learning Welsh’s Cymraeg Gwaith scheme and are pleased to note that the numbers of learners at entry, foundation, intermediate or higher levels was maintained or increased. There was a positive increase in the number of staff attending formal Welsh-language courses this year (i.e. courses with a live tutor) with a total of 31 members of staff completing this kind of course, compared to 24 in 2019/20 and 15 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.

### **6.5.2. Informal training**

Various informal clubs are held for learners and fluent speakers to practice and use their Welsh. Clwb Pontio was held on Zoom for all Amgueddfa Cymru staff this year, allowing staff from different museums to meet and practice their Welsh with a wider variety of colleagues – wherever they are on their language journey. The feedback from staff has been very positive and we will continue to use this digital platform in future.

This year, we also successfully relaunched the Buddy Scheme, where fluent speakers are paired with a learner who can together create opportunities to use their Welsh and gain confidence.

The internal Word of the Week campaign which was launched at the start of the pandemic continued, with staff from our various sites regardless of language level choosing a word and creating a video to share their choice. The words were also shared in our staff newsletter, Newyddfa.

This year we also made significant progress in our front of house support across the museum. Resources including audio clips were added to our Intranet to facilitate learning to greet and hold simple conversations with visitors in Welsh.

### **6.6. Recruitment**

Language requirements are assessed for every new post using our assessment toolkit, based on the WJEC's diagnostic tool. All posts are advertised in Welsh and in English and Welsh- and English- 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 and English.

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 2019/20	Number of jobs in 2020/21
Welsh essential	36	14
Welsh desirable	1	0
Need to learn Welsh within a set timeframe	40	20
No Welsh-language skills necessary	0	1

## 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 2020/21:

Language level	Number of staff 2019/20	Percentage of staff 2019/20	Number of staff 2020/21	Percentage of staff 2020/21
Entry A1	74	10.7%	77	11.8%
Foundation A2	34	4.9%	31	4.7%
Intermediate B1	40	5.8%	38	5.8%
Higher B2	44	6.4%	43	6.6%
Proficiency C1*	181	26.2%	171	26.1%
None	278	40.2%	259	39.5%
Not completed	41	5.9%	36	5.5%
Total	692	100.00%	655	100%

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

55% of our workforce now have Welsh-language skills, up from 53.9% in 2019/20.

#### A closer look:

Heads of department are encouraged to include learning and using the Welsh language when identifying staff development aims, noting that they align with one of our core values, 'inclusivity'. For example, the front of house staff at National Roman Legion Museum work together and learn together, regardless of language level, sharing worksheets, resources and useful information formally and informally. As a result, staff are comfortable using their Welsh in work conversations and are able to offer a high standard of welcome to visitors.

## 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 2020/21:

Course	Number that attended Welsh language course	Number that attended English language course	Percentage that attended the Welsh version
Re-induction training after Covid-19	60	204	23%
PDR training for line managers	5	75	6%
Equality and Diversity	8	10	44%
GDPR Data Protection	29	317	8%

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**

We have a 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. A copy of our complaints procedure is on our website and in all receptions.

No complaints were received from the public regarding compliance with the Welsh Language standards in 2020/21.

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

No complaints were received from the Welsh Language Commissioner's Office in 2020/21.

## **8. Conclusion**

In response to the pandemic, we have developed a number of new programmes and methods of working, many of which have been beneficial to our staff, volunteers and the public. New opportunities were created to use and learn Welsh, especially digitally. We will ensure that these opportunities are developed and included as part of our core services to the public and our support for staff and volunteers in the future.