

The background features two large, semi-transparent, light red letters. A large 'A' is positioned on the left side, and a large 'C' is positioned at the bottom left. The text 'AMGUEDDFA CYMRU' is centered in the upper right quadrant.

**AMGUEDDFA
CYMRU**

Annual Monitoring Report

The Welsh Language

2021/22

Mae'r ddogfen hon hefyd ar gael yn Gymraeg

This document is also available in Welsh

www.amgueddfa.cymru/ygymraeg

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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 annual reports, are available on our website www.museum.wales/thewelshlanguage. This report is published in line with the requirements noted in the standards.

The Welsh language is an intrinsic part of the heritage and culture of Wales; as such, the Museum has a key role 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 10-year strategy, *Amgueddfa Cymru 2030*.

During 2021/22, in response to the pandemic we had to change some elements of our ways of working and engaging with the public. We are pleased to report on a number of successes, developments and progress made in our commitment to the Welsh language.

Among the highlights of 2021/22 are:

- Delivering a successful hybrid public programme including plurilingual provision for schools, exhibitions that celebrate the diversity of Wales's communities in Welsh and digital events.
- Contributing to the development of Welsh-language technological infrastructure through a number of projects including working with international not-for-profit company Tessitura on a Customer Relationship Management system – the first front-end bilingual interface they have created.
- Developing Amgueddfa Cymru's new brand and strategy which puts the language front and centre and uses plurilingual principles in our brand voice.
- Continue to work in partnership with external organisations to develop training in Welsh including developing Welsh-language Carbon Literacy training that is now available to all public organisations across Wales and the UK.

No complaints were received from the Welsh Language Commissioner in 2021/22. One formal complaint was received from a member of the public about alleged linguistic mistakes in a temporary exhibition. Details of the

mistakes were not provided and despite investigating thoroughly no mistakes were found.

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 Executive 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.

During 2022/23 we will be establishing a joint committee for the Welsh Language and Equalities, in line with our Widening Engagement Action Plan, which responds to the widening engagement reports commissioned by us and the Arts Council of Wales. This work is in the early stages but we are looking forward to creating opportunities to develop integrated solutions and plans that address the intersectionality of the Welsh language within communities across Wales. We will be updating our internal monitoring arrangements to reflect this change.

2. Policy, translation and Welsh-language content 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 wherever possible.

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

We contribute to wider discourse on the Welsh language on a local and national level. This year, we provided feedback on the Bilingual Cardiff Strategy and contributed to the Dictionary of Welsh Biography's workshop on decolonising and language, arranged by the Centre for Advanced Welsh and Celtic Studies, Race Council Cymru and National Library Wales. This area of work is especially relevant to us as we continue to decolonise the national collection. A significant part of this work is reviewing the language we use in relation to the collection, with the aim of creating and using modern and equitable Welsh-language terminology. We will continue to work with our communities and partners on this important work.

3. The Welsh language standards and the Museum

The Welsh language standards are divided into five areas:

- Service delivery
- Policy making
- Operational
- Record keeping
- Promotional¹

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 which is available to staff and the public.

4.2. Contact on the telephone

This year, we installed a new phone system across Amgueddfa Cymru which operates mainly through our computers rather than desktop phones. This reflects the general change that happened during the pandemic towards increased home working and creates a more flexible system for the future. The system has automated the user's experience to a great extent, but this has allowed us to ensure natural and friendly Welsh-language

¹ 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.

information and menus, with the Welsh first at every stage. Training was provided for staff regarding the standards and the new system which is also available permanently in the Intranet. Our main phone number has not changed.

Callers can choose their language at the beginning of the call, with every menu thereafter remaining in their language of choice. If the caller wishes to speak to a member of staff, selected 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. 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 a 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 decided to continue with the use of Zoom during the pandemic and beyond in order to ensure the provision of the simultaneous translation function. This will be reviewed when there is a translation function within Microsoft Teams.

We provide guidelines and standard wording for Chairs, 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 and Heads of Department forum meetings. During the pandemic, we also established digital directors' updates for staff. They are held using Zoom using simultaneous translation in order to facilitate contributions in the speaker's language of choice.

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

4.4. Amgueddfa Cymru's public programme

We encourage and support using and celebrating the Welsh language through our public programme. This continued within our digital programmes during the pandemic and is an integral part of our arrangements as we move to a hybrid programme.

Our hybrid programme for schools continues, offering a combination of bilingual face to face and digital sessions to all schools across Wales. In line with the new Curriculum for Wales, we adopted the plurilingual approach as standard when developing content and facilitation approaches. In essence, this means that we include Welsh-language phrases and content in our workshops with English-medium schools as a way of normalizing the Welsh language. As well as our core offer we supported a number of external programmes including digital workshops as part of the Children's Festival of Welsh History; and face to face and digital activities for children and young people across Wales to use their Welsh as part of Summer of Fun and Winter of Wellbeing, in partnership with the Federation of Welsh Museums and Art Galleries.

We produced learning resources including resources for pre-school age, the key stages and adults. 7,500 bilingual activity packs were distributed through our community partners across Wales. We also secured external funding to produce a resource for families who are learning Welsh in the National Roman Legion Museum, to be completed in 2022/23. The latest book in the Seren a Sbarc series was launched in partnership with the Welsh Government in St Fagans National Museum of History which tells some of the stories of Wales through visiting the national museums.

We continue to publish all of our digital education resources including ebooks on Hwb, the digital platform for learning and teaching in Wales. There were 64,837 visits to our pages.

All exhibitions that we produce internally are bilingual. We are not required to translate external temporary exhibitions under the standards, however, our policy is that every exhibition in our museums should be bilingual. In doing so, we experiment with bilingual design and interpretation methods and this work contributes towards our understanding and practices in these areas. For example, this year we worked on making the English-language *Wildlife Photographer of the Year* exhibition a bilingual experience by collaborating with the Natural History Museum, London, on the exhibition to be held at National Museum Cardiff between 27 May and 29 August 2022.

We promote the Welsh language through our community exhibitions too. Among this year's highlights are *The Future has a Past* in St Fagans which was curated by young people, *Windrush Cymru – Our Voices, Our Stories, Our History* which travelled to many of our museums and other locations, *Exhibition of Hope* in the National Wool Museum and *Trawsnewid* at the National Waterfront Museum. Our partnership with Oriol y Parc in

Pembrokeshire continues, including launching the multidisciplinary exhibition *On your Doorstep* which also includes many bilingual resources.

As well as being a Welsh-language experience for our visitors, our exhibitions are also a place to discuss topics such as identity, language and culture. A noted example of this is *Rules of Art?* at National Museum Cardiff. The themes of language, history and its future are woven through the exhibition.

Among the highlights of our successful bilingual events programme is the Museum Sleepover: At Home series of events, which has won a Kids in Museums award and was highly commended in the Welsh language category at the Cardiff Life Awards. Evidence showed that families in Wales and beyond took part in Welsh and welcomed the opportunity to use their Welsh language through the digital events.

We also contributed to the digital activities for the National Eisteddfod and National Urdd Eisteddfod in partnership with Cadw and the Royal Commission on Ancient and Historical Monuments of Wales.

44% of the volunteers registered in 2021/22 noted that they had some level of Welsh language ability, with 14% being fluent. The number of fluent applicants has doubled since 2019/20 in part due to the proactive recruitment campaigns for our e-volunteering/Volunteering at Home roles. Since the programme began in 2020, 76% of the applicants have noted some level of Welsh, which is significantly higher than the face to face volunteering programme. This volunteering programme breaks down barriers to participation and can welcome contributions by Welsh-speakers regardless of geographical location.

4.5. Printed materials produced by Amgueddfa Cymru

We have continued to develop our new brand, which puts the language front and centre and promotes the use of the plurilingual approach in our brand voice. The status and prominence of the Welsh-language has been an integral part of this work since the beginning of the process and we look forward to sharing more details on this in next year's report.

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. All signs and notices (including temporary signs and notices) are bilingual. We continue to lead and innovate in bilingual design, including our partnership work with external bodies such as the National History Museum, London.

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.

Partnership work remains key in our work to promote and use the Welsh language. We worked with the international company Kotobee to translate and launch a Welsh-language interface for e-book software, which is one of our main educational outputs. This is the first interface of its kind in Welsh.

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.

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.

Our Amgueddfa Cymru Producers programme continues to create new opportunities for young people to develop skills and experience in the heritage and arts sector. Noted examples within this year's content is the bilingual Instagram account, Bloedd AC and Cynfas, the arts magazine. This year, as part of Winter of Wellbeing, we also experimented with the use of TikTok in Welsh.

We use YouTube as a platform for our videos and films, with Welsh and English subtitles added to all published videos.

4.7. Receptions

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

This year, we developed the Welsh-language requirements in a number of key tenders to go beyond compliance with a focus on responding to user needs, including occupational health, the CRM (Customer Relationship Management) system and internal training tenders.

We continue to work with and promote Welsh Government schemes with our partners, for example by making the connections between them and private companies we work with through events such as St Fagans Food Festival, craft markets and education providers.

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 Senior Executive Team's decision process.

5.2. Formulating, reviewing or revising policy

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

Among the bilingual documents we provide to staff are:

- 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

This year we have been developing our new bilingual Customer Relationship Management (CRM) software which will be launched in 2022. The software will allow us to note language choice, collect usage data and develop a clearer picture of the needs and habits of our Welsh-language audiences, in order to improve their experience with us. We worked with the not-for-profit international company Tessitura on the software and this is the first front-end bilingual interface they have created. We look forward to reporting on this in more detail next year.

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

The Cyfieithu Cymru (Canolfan Bedwyr) system is used across Amgueddfa Cymru allowing more efficient electronic administration and the use of translation memory software.

This year, our Development team successfully procured electronic tap-to-donate fundraising systems which will be fully bilingual including the payment screen. The machines are already in place in National Museum Cardiff and will be rolled out to all museums.

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.

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 2021/22 are as follows:

Level	Number in 2018/19	Number in 2019/20	Number in 2020/21	Number in 2021/22
Cwrs Croeso (10 hours online)	4	24	2	0
Entry	7	16	19	13
Foundation	1	4	9	1
Intermediate	7	0	2	10
Intermediate/Higher Residential	0	4	0	0
Higher	0	1	1	1
Total	19	49	33	25

Notable this year is the successful transition of last year's Sylfaen class to studying at Canolradd level this year. Although the numbers who are learning formally are lower than pre-pandemic, we are pleased that we have been able to continue with digital courses during this challenging time. We will continue to monitor our internal provision and ensure that we are providing a variety of courses wherever possible.

We continue to support our staff to learn and use their Welsh and are members of the National Centre for Learning Welsh's Cymraeg Gwaith scheme. A number of staff who have learnt Welsh to a very high level took part in the *Sain Ffagan* series on S4C.

More digital resources were made available to staff including guides on how to pronounce Welsh words and terminology on our Intranet. We have also started working with the Centre to develop a 10-hour Croeso online course for front of house staff across Wales with the aim of launching it in the coming year.

We have a language skills development document for staff and line managers to use which 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. As restrictions ease, we will review the provision with the intention of considering a blended approach including digital and face to face activities.

Our Buddy Scheme, where fluent speakers are paired with a learner who can together create opportunities to use their Welsh and gain confidence, also continues to be popular.

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 2020/21	Number of jobs in 2021/22
Welsh essential	14	25
Welsh desirable	0	4
Need to learn Welsh within a set timeframe	20	80*
No Welsh-language skills necessary	1	5

*These include an unusually high number of technical, specialist or targeted roles where there is no interaction with the public.

We are continuing to experience some difficulty in recruiting to certain roles, for example front of house staff where Welsh-language skills are required.

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 use 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 staff Welsh language levels at the end of 2021/22:

Language level	Number of staff 2020/21	Percentage of staff 2020/21	Number of staff 2021/22	Percentage of staff 2021/22
Entry A1	77	11.8%	76	10%
Foundation A2	31	4.7%	35	5%
Intermediate B1	38	5.8%	39	5%
Higher B2	43	6.6%	43	6%
Proficiency C1*	171	26.1%	177	25%
None	259	39.5%	254	35%
Not completed	36	5.5%	98**	14%
Total	655	100%	722	100%

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

**In accordance with the standard, this is the data captured at the end of the reporting period. The number of staff that have not completed their language level record is unusually high and we have taken immediate steps to address this. We will monitor the situation between now and the next reporting period.

The following table shows Trustee Welsh language levels at the end of 2021/22:

Language level	Number of Trustees 2021/22	Percentage of Trustees 2021/22
Entry A1	5	31%
Foundation A2	3	19%
Intermediate B1	0	0%
Higher B2	3	19%
Proficiency C1	4*	25%
None	1	6%
Not completed	0	0%
Total	16	100%

*During the summer of 2022, one Trustee who noted Proficiency level retired.

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 2021/22:

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	150	505	23%
PDR training for line managers	4	19	17%
Equality and Diversity	4	45	9%
GDPR Data Protection	14	359	4%
Recruitment and Selection	8	25	24%
Carbon Literacy	9	256	3%

We have not offered 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. For example, in partnership with the Carbon Literacy Trust, we have developed Welsh-language carbon literacy training for our staff. It was devised and provided by our staff but the Trust has agreed to share the Welsh-language resources with other Welsh bodies as well as receive evidence in Welsh and publish bilingual certificates.

This year we also piloted brand new Excellence in Visitor Care training with front of house staff. It included elements of language awareness, compliance with the standards and a short practical session on greeting and directing visitors 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.

One formal complaint was received from a member of the public about alleged linguistic mistakes in a temporary exhibition. Details of the mistakes were not provided and the complainant did not respond when asked for further details. Despite investigating thoroughly no mistakes were found.

Following the publication of the widening engagement reports commissioned by us and the Arts Council of Wales in 2021, enquiries were received regarding the Welsh language and the Welsh Arts Anti-Racist Union report. 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', among other suggestions. In our response to these enquiries, we stated clearly 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. The Welsh language is a central tenet of our Widening Engagement Action Plan, published in response to the reports, and is one of the six guiding principles that will steer our work in this field.

7.3.2. Complaints to the Welsh Language Commissioner and subsequent investigations

No complaints were received from the Welsh Language Commissioner's Office in 2021/22.

8. Conclusion

Nearly six years has passed since we received our compliance notice from the Commissioner, and we are very proud of the progress that has been made – and continues to be made – across the organisation.

As we continue to respond and adapt to changes in light of the pandemic, we look forward to many exciting developments built on the foundation of our continued commitment to compliance and the Welsh-language experience of our visitors, communities, volunteers, staff and partners.