



**AMGUEDDFA
CYMRU**

Annual Monitoring Report

The Welsh Language

2023/24

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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 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, Amgueddfa Cymru 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 central to our 10-year strategy, *Amgueddfa Cymru 2030*.

We are pleased to report on a number of successes, developments and progress made in our commitment to the Welsh language during 2023/24.

Among the highlights of 2023/24 are:

- Delivering a range of partnership events to promote the Welsh Language for example Menter Iaith Abertawe's Gŵyl Tawe - Welsh Language Music Festival at the National Waterfront Museum and Gŵyl Hanes Cymru i Blant in five Amgueddfa Cymru museums with 'Mewn Cymeriad'.
- Collaborating with partners to facilitate opportunities for people to learn Welsh at our museums for example for our youngest visitors and their families at the National Wool Museum in partnership with Jig-So, Cymraeg i Blant and Menter Gorllewin Sir Gâr; and for Adult Welsh learners at St Fagans with Menter Caerdydd and Dysgu Cymraeg Caerdydd.
- Launching a bilingual Augmented Reality app at the National Roman Legion Museum aimed at our younger audiences.
- Delivering a Welsh-medium hybrid programme for schools and incorporating a plurilingual approach with English-medium schools which integrates Welsh language phrases and content into our English-medium workshops.
- Delivering the *Geiriau Diflanedig / Lost Words* exhibition with Oriol y Parc and Yr Ysgwrn, which brought together for the first time the original artwork by Jackie Morris alongside the Welsh language poems written by Mererid Hopwood and the English language poems by Robert MacFarlane.

- Developing a fully bilingual online ticketing platform to allow visitors to book and purchase tickets for events and exhibitions across our museums.

No complaints were received from the Welsh Language Commissioner in 2023/24. An official complaint was received from a member of the public relating to the standard of Welsh language translation in one of our partner's temporary exhibitions. Amgueddfa Cymru worked with the partner concerned to revise and improve the Welsh language interpretation in the exhibition. No further actions were needed.

The Welsh Language and Equality Monitoring Group, chaired by the Director of Experience, Learning & Engagement is responsible for monitoring compliance with the Welsh language standards and reviewing the implementation of our Welsh Language Policy across Amgueddfa Cymru. The group meets every two months, reporting to the Performance Review Committee. Meetings are held bilingually using simultaneous translation to ensure a broad membership.

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 also contribute to wider discourse on the Welsh language on a local and national level. This year, we responded to many requests for information by the Welsh Language Commissioner in various fields, for example a questionnaire regarding the Recruitment Standards.

We continue to review the language we use in relation to the decolonising the national 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 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

Our phone system operates mainly through our computers rather than desktop phones. The system has automated the user's experience to a great extent, but this has allowed us to ensure natural and friendly Welsh-language information and menus, with the Welsh first at every stage. Training was provided for staff regarding the standards and the phone

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.

system which is also available permanently in the Intranet. Our main phone number has not changed.

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 phone calls 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 create opportunities to use simultaneous translation as a way of increasing our internal use of the Welsh language and to support staff who wish to work through the medium of Welsh. For example, simultaneous translation is provided for all Welsh Language and Equality Monitoring Group meetings, and meetings of the Amgueddfa Lechi redevelopment project. 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*.

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.

Among the highlights of our bilingual events programme in 2023/24 is the St Fagans Food Festival which provides an outstanding showcase for the Welsh language and Wales based food and beverage producers. The Festival programme includes activities, interpretations and performances delivered through the medium of Welsh alongside English language artists, enabling people of all ages to socialise in Welsh and be introduced to the Welsh language.

We also supported a range of partnership events this year to promote the Welsh Language for example Menter Iaith Abertawe's Gŵyl Tawe - Welsh Language Music Festival at the National Waterfront Museum with support from the City and Council of Swansea, Arts Council of Wales and Gower College. We continue to partner in 'Gŵyl Hanes Cymru i Blant' with 'Mewn Cymeriad' shows performed at five Amgueddfa Cymru museums.

Our partnership provision to support families with young children to use and learn the Welsh language included collaborations with Jig-So, Cymraeg i Blant and Menter Gorllewin Sir Gâr, with activities for families during school holidays at National Wool Museum. Clwb Llygod Bach, promoted through Menter Abertawe, took place monthly at the National Waterfront Museum Swansea. Resources to support families to learn Welsh have also been published for the National Roman Legion Museum, following extensive development work with families and adults from the Newport area, see [Llwybrau Llafar: Welsh learners' resource for use in Roman Caerleon. | Museum Wales](#)

Amgueddfa Cymru's participation in Adult Learners Week offered adults opportunities to learn and practice Welsh, highlighted by the launch of the Entry 1&2 blended Welsh course by Dysgu Cymraeg Caerdydd at St Fagans. Following Adult Learners Week, new activities have been established at St Fagans including a termly Welsh Learners days in partnership with Menter Caerdydd and Dysgu Cymraeg Caerdydd.

Our hybrid programme for schools offers a blend of bilingual face-to-face and digital provision for all schools across Wales. In line with the new Curriculum, our sessions incorporate a plurilingual approach, seamlessly integrating Welsh language phrases and content into our English-medium workshops. This approach helps normalize the use of Welsh in everyday learning. Collaborations in 2023/24 included work with Ysgol Hamadryad in Cardiff on the Arts Fund's 'Wild Escape' initiative to deliver bilingual tours at National Museum Cardiff. A range of bilingual resources published for schools in 2023/24 included learning material on Windrush Cymru, produced in partnership with Darpl (Diversity and Anti-Racist Professional Learning) and Race Council Cymru.

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. This year we created an exhibition based on the books *Geiriau Diflanedig / Lost Words*, which explores the relationship between language and the living world, and of nature's power to spark the imagination. This touring exhibition brought together for the first time original artwork by Jackie Morris alongside the Welsh language poems written by Mererid Hopwood and the English language poems by Robert MacFarlane.

We promote the Welsh language through our exhibitions programme. Among this year's highlights was *Artes Mundi 10*. We became part of five nationwide venues, providing greater opportunity for national and international audiences to experience the show. In addition to Welsh and English languages, working with Artes Mundi we also displayed multiple languages at once, helped by the use of subtitling. At National Slate Museum the 'Nantlle Ni' exhibition showcased work by Ysgol Bro Llew pupils, featuring films and zines developed through the medium of Welsh and reflecting on Dyffryn Nantlle's past, present, and sense of place. At St Fagans we launched the *Hawlio Heddwch / Women's Peace Petition* exhibition which tells the stories of women in Wales who have protested for peace over the last century. We are currently developing an Exhibition on the 1984/85 miners strike called *Streic! 84-85 Strike!* where we're gathering oral history and interviews through the medium of Welsh, to make sure we represent the various mining communities across Wales in the language of their choice.

Of the volunteers recruited in 2023/24, 64% of people noted they had some level of Welsh (a 15% increase on 2022/23) with 11% of applicants considering themselves fluent (a 4% increase). We have also created a Skills Development Placement which is available in Welsh and enables people to gain work experience and develop Welsh language skills.

4.5. Printed materials produced by Amgueddfa Cymru

Amgueddfa Cymru's brand puts the Welsh language front and centre and promotes the use of the plurilingual approach in our brand voice. We are very proud to be part of the new wave of national organizations using the Welsh language to promote 'brand Cymru' across the world.

Our Strategy, *Amgueddfa Cymru 2030*, clearly declares our commitment to the Welsh language, stating that the Welsh language belongs to everyone in Wales, and is a crucial part of Amgueddfa Cymru's culture and identity.

Bilingualism continues to be an integral part of Amgueddfa Cymru's 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.

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 our web pages include a direct link to the equivalent Welsh or English-language pages, 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, annual plans and 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 X (formerly 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.

We use YouTube as a platform for our videos and films in both languages, with Welsh and English subtitles added to published videos. This year we have also launched a bilingual Augmented Reality app at the National Roman Legion Museum aimed at our younger audiences.

We have also developed a fully bilingual online ticketing platform to allow visitors to book and purchase tickets for events and exhibitions across all our museums. This allows us to gather data on our audiences including preferences such as language choice so we can direct content in the language of choice.

4.7. Receptions

The Iaith Gwaith symbol is on display in our public receptions along with a sign that states (in Welsh) that our visitors are welcome to speak Welsh in the Museum. Staff working at the receptions/information desks who 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.

We continue to work with and promote Welsh Government schemes (such as Helo Blod and the Welsh Language Commissioner's Cynnig Cymraeg offer) 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, with the Director of Experience, Learning & Engagement. Any discussions regarding the effect of policies or corporate strategies on the Welsh language are an integral part of the Museum Leadership Team and Senior Executive Team's decision process.

5.2. Formulating, reviewing or revising policy

Internal guidelines, based on the Commissioner's guidelines on Policy Making Standards, provide an easy-to-use resource for Amgueddfa Cymru staff. It 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.

As we develop and implement the Shaping our Future programme in response to the reduction in our GIA, we are taking into consideration any impact upon the Welsh 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, 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 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 patters.

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

A bilingual Customer Relations Management system allows 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 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.

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 and publish newsletters to our volunteers bilingually.

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 2023/24 are as follows:

Level	Number in 2019/20	Number in 2020/21	Number in 2021/22	Number in 2022/23	Number in 2023/24
Cwrs Croeso (10 hours online)	24	2	0	0	0
Entry	16	19	13	13	10
Foundation	4	9	1	4	3
Intermediate	0	2	10	6	5
Intermediate/ Higher Residential	4	0	0	0	1
Higher	1	1	1	10	6
Total	49	33	25	33	25

Though there is a decrease in the number of staff attending courses this year, we are happy to see a retention of learners progressing to higher language levels. 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. We have a language skills development document for staff and line managers to use which complements the staff performance management process.

6.5.2. Informal training

Various informal clubs are held for learners and fluent speakers to practice and use their Welsh, for example Clwb Pontio.

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.

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	Number of jobs in 2022/23	Number of jobs in 2023/24
Welsh essential	14	25	38	6
Need to learn Welsh within a set timeframe	0	4	0	0
Welsh desirable	20	80*	74	30
No Welsh-language skills necessary	1	5	0	0

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

7. Record keeping (standards 141-148, 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, 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 2023/24:

Language level	Number of staff 2021/22	% of staff 2021/22	Number of staff 2022/23	% of staff 2022/23	Number of staff 2023/24	% of staff 2023/24
Entry A1	76	10%	99	13%	144	15%
Foundation A2	35	5%	45	6%	52	5%
Intermediate B1	39	5%	41	6%	55	6%
Higher B2	43	6%	46	6%	62	6.5%
Proficiency C1*	177	25%	193	26%	265	27.5%
None	254	35%	254	34%	267	28%
Not completed	98**	14%	68	9%	117**	12%
Total	722	100%	746	100%	962	100%

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

** A high number of staff have not completed the data which may skew the results. Managers have been asked to address this with their teams.

The following table shows Trustee Welsh language levels at the end of 2023/24:

Language level	Number of Trustees 2022/23	Percentage of Trustees 2022/23	Number of Trustees 2023/24	Percentage of Trustees 2023/24
Entry A1	1	8%	2	14.3%
Foundation A2	3	23%	2	14.3%
Intermediate B1	0	0%	0	0%
Higher B2	2	15%	1	7.1%
Proficiency C1	2	23%	7	50%
None	1	8%	2	14.3%
Not completed	0	0%	0	0%
Total	13	100%	14	100%

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 2023/24:

Course	Number that attended Welsh language course	Number that attended English language course	Percentage that attended the Welsh version
Anti-Racism Training - Pilot	7	23	23%
Excellence in Visitor Care Training	4	35	10%
Carbon Literacy Training - Part 1 - English	0	31	0%
Carbon Literacy Training - Part 2 - English	0	39	0%
Accessing CIPHR	30	54	36%
Adding items to the dashboard - CIPHR	14	45	24%
CIPHR Guidance	13	42	24%
CIPHR Remote Access	23	106	18%
Cyber Security Amgueddfa Cymru	0	40	0%
Cyber Security Training Collection	0	13	0%
Guidance on how to conduct a Return to Work Meeting	14	4	78%
How to do Email Encryption	11	14	44%
How to do Sensitivity Labels on E-mails	14	20	41%
How to insert a Return to Work on CIPHR	14	22	39%
How to Report a Message in Microsoft Teams	12	14	46%
Inserting a Sick Record - CIPHR	3	17	15%
Inserting Timesheet Data	0	4	0%
Job and Pay Details - CIPHR	15	47	24%
Personal Details - CIPHR	15	49	23%
Reporting a Phishing E-mail via Outlook	12	16	43%
Ring Central Training	6	22	21%

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 acknowledged at least within seven working days and a full response within 14 working days. A copy of our complaints procedure is on our website and in all receptions. A revised version of the process was published on our website in June 2023.

An official complaint was received from a member of the public relating to the standard of Welsh language translation in one of our partner's temporary exhibitions. Amgueddfa Cymru worked with the partner concerned to revise and improve the Welsh language interpretation in the exhibition. No further actions were needed.

7.3.2 Complaints to the Welsh Language Commissioner and subsequent investigations

No complaints were received from the Welsh Language Commissioner's Office in 2023/24.

8. Conclusion

Amgueddfa Cymru continues to go above and beyond the Welsh Language Standards wherever possible. Our brand is a clear statement of our commitment to using and celebrating the Welsh language, in Wales and across the world.