

The background of the image features large, stylized, light red letters 'A' and 'C' on a darker red background. The 'A' is positioned on the left side, and the 'C' is at the bottom left. The text 'AMGUEDDFA CYMRU' is written in white, bold, uppercase letters in the upper right quadrant.

AMGUEDDFA CYMRU

Annual Monitoring Report

The Welsh Language

2024/25

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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*.

Our museums are strong centres for Cymraeg in their communities, where the language is seen, heard, used and celebrated. Supporting this linguistic infrastructure is essential for creating opportunities for language use. Some of our museums, like Sain Ffagan and the National Roman Legion Museum are becoming destinations for new speakers/learners especially. We support our staff (including Trustees, Volunteers and Young Producers) to learn and use their Cymraeg as they play an essential role in our ability to provide our services, in creating a bilingual workforce and workplaces and as advocates for the language within our museums, but crucially also, beyond the workplace. We understand that creating confident Welsh-speakers and advocates within the workplace will mean that our staff will carry this with them back to their homes and communities. This is a central principle of our new policy on the internal use of Cymraeg within Amgueddfa Cymru, which we are developing with the Welsh Language Commissioner's office and which will be launched in 2025.

We are pleased to report on a number of successes, developments and progress during 2024/25, including:

- Delivering a public programme of events, exhibitions and opportunities that celebrate and use Cymraeg and welcome new audiences to our museums and the language, including the *Valleys* exhibition in National Museum Cardiff, *Ein Lleisiau Ni / Ours to Tell* a project to encourage and record LGBTQ+ voices in the National

Waterfront Museum, and the *Perspective(s)* project across our museums in partnership with the Arts Council of Wales.

- Strengthening and expanding our partnerships with the Mentrau Iaith local to our museums to facilitate learning and using Cymraeg – each of our museums now has a relationship with their local Menter and hold events from guided tours and conversation groups to parent groups and festivals like Gŵyl Tawe.
- Continue to develop new technological projects that support and develop Cymraeg in technology, including a successful trial of the TellMe platform in the National Roman Legion Museum which uses AI to create a tailored experience for visitors yn Gymraeg and in English
- Developing our knowledge base and understanding of our visitors in relation to Cymraeg, for example through the analytics data from our bilingual online ticketing platform and other systems such as QR Cymraeg.
- Working with the Welsh Language Commissioner's office to develop a new policy on our internal use of Cymraeg.

No complaints were received from the Welsh Language Commissioner or the public in 2024/25.

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 several requests for information by the Welsh Language Commissioner in various fields, for example the revision of their enforcement policy. We presented a best practice questionnaire to the

Commissioner on request about our work with the company QR Cymraeg. This year the Museum also supported the Welsh Language Co-ordinator to complete a PGCE course in Language and Policy Planning.

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.

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.

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 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 Cymraeg 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, all-staff briefings 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 events programme in 2024/25 is the Amgueddfa Cymru Food Festival in St Fagans which provides an outstanding showcase for Cymraeg and Wales-based food and beverage producers. The Festival is an annual event held since 2010, and this year's programme included food demonstrations, street theatre performances, circus skills and Welsh-language music. It's a chance for people of all ages to socialise yn Gymraeg and be introduced to the language in a naturally bilingual setting. In 2024, we welcomed 24,000 visitors and over 80 producers. As part of the contract with producers, it's required that all written materials are available bilingually on the stall throughout the weekend. The plans for the 2025 festival are already underway, and 55% of producers have noted that they will have Welsh-speaking staff on their stalls during the event. We also hold training sessions with the producers about the festival including Cymraeg, and we create connections between the producers and services that support and promote the language e.g. Helo Blod (Welsh Government) and the National Centre for Learning Welsh, drawing attention in particular to their 10-hour online module for the retail sector.

Our partnership with the Menterau Iaith is thriving. For example in June 2025, Gŵyl Tawe, Menter Iaith Abertawe's Welsh-language music festival was held at the National Waterfront Museum. 4,762 people attended, and it was one of the busiest days on record in the Museum. With Menter, we also held weekly Twts Tawe sessions until Easter 2025, and we are setting up a Cylch Ti a Fi provision in the Museum from September 2025 onwards. In the National Wool Museum, Ŵyn Bach, a seasonal group for children under 5 is held in partnership with Menter Gorllewin Sir Gâr and Cymraeg i Blant, and Paned a Phapur, a conversation group for Welsh speakers is held in partnership with Menter Gorllewin Sir Gâr. The National Roman Legion Museum also held events with Menter Iaith Casnewydd. We also remain a partner in the national Gŵyl Hanes Cymru i Blant, and offered a series of digital workshops throughout the festival in 2024.

In relation to Cymraeg and wellbeing, we worked with Living with Dementia to create resources about the Welsh language and dementia and heritage – the Living with Dementia Toolkit – and held the Love your Mental Health festival in Big Pit National Coal Museum with Public Health 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 for Wales, 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. The number of visits to our Welsh-language Learning pages on our website has doubled between 2021/22 and 2024/25 from 8k to 16.6k.

As part of the strategic partnership with E-SGOL, a widening access project was held providing high quality learning experiences on the theme of activism and protest. 1,461 pupils were reached in 59 schools across 18 counties as part of the bilingual, 4-week programme for able and talented students. By combining technology, history and social change to empower young people, information and tools were shared with the students to help them think critically about activism and protest, and how they can shape the future.

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 held the *Art of the Selfie*, *Streic! 84-85 Strike!* and *Valleys* exhibitions at National Museum Cardiff; HAENAU by Rhiannon Gwyn in the National Slate Museum, and *Ein Lleisiau Ni / Ours to Tell* in the National Waterfront Museum.

As part of the Welsh Government's Anti-Racist Wales Action Plan, the *Perspective(s)* project was held across our museums in partnership with the Arts Council of Wales, where artists were commissioned to give a new voice to the stories within the national collection, with the aim of giving a new perspective on Welsh history; challenging our preconceptions and bring marginalized narratives to the fore. Sophie Mak-Schram's work in National Museum Cardiff discusses language and decolonization in particular.

The National Slate Museum has been closed to the public since November 2024 as part of the major redevelopment. During this time, pop-up exhibitions are being held in Ysbyty Chwarel, Llanberis; Castell Penrhyn and Caernarfon.

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. This year, we continued to support national campaigns promoting the Welsh language on social media, including an interview with our Chief Executive who has learnt Welsh as part of the Welsh Language Commissioner's 'Defnyddia dy Gymraeg' campaign.

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 all published videos.

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.

This year in the National Roman Legion Museum, we completed a successful trial of TellMe, a platform that uses AI to create an unique self-led experience that responds to the individual interests and questions of our visitors. We worked with a private company to develop the bilingual interface. The platform is now in development, contributing to the development of Welsh-language technology and content and normalising the use of Cymraeg in technology.

Brand new experiences were added to the Augmented Reality system in National Museum Cardiff, and we submitted a good practice questionnaire to the Welsh Language Commission on our work with QR Cymraeg. QR Cymraeg is a company that facilitates the creation of single QR codes with a language-choice splash page, which negates the need to create multiple QR codes. We also have access to the analytical data which enriches our understanding of our audiences' linguistic habits and choices.

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 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

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, and we 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 2024/25 are as follows:

Level	Number in 2020/21	Number in 2021/22	Number in 2022/23	Number in 2023/24	Number in 2024/25
Cwrs Croeso (10 hours online)	2	0	0	0	2
Entry	19	13	13	10	8
Foundation	9	1	4	3	2
Intermediate	2	10	6	5	1
Intermediate/ Higher Residential	0	0	0	1	0
Higher	1	1	10	6	2
Gloywi	-	-	-	-	1
Total	33	25	33	25	16

We are currently reviewing our internal provision and will be undertaking work with staff as part of the development of our internal policy on the use of Cymraeg. This will help us to understand our learners and users in greater depth, and respond to those needs with targeted and purposeful provision in partnership with the National Centre for Learning Welsh.

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 2021/22	Number of jobs in 2022/23	Number of jobs in 2023/24	Number of jobs in 2024/25
Welsh essential	25	38	6	36
Need to learn Welsh within a set timeframe	4	0	0	0
Welsh desirable	80*	74	30	89
No Welsh-language skills necessary	5	0	0	8

*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 as at 31 March 2025:

Language level	Number of staff 2022/23	% of staff 2022/23	Number of staff 2023/24	% of staff 2023/24	Number of staff 2024/25	% of staff 2024/25
Entry A1	99	13%	144	15%	141	15.5%
Foundation A2	45	6%	52	5%	46	5%
Intermediate B1	41	6%	55	6%	48	5.3%
Higher B2	46	6%	62	6.5%	60	6.6%
Proficiency C1*	193	26%	265	27.5%	241	26.6%
None	254	34%	267	28%	226	25%
Not completed	68	9%	117**	12%	146	16%
Total	746	100%	962	100%	907	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 affect the results. We are working with managers to address this with their teams.

The following table shows Trustee Welsh language levels at the end of 2024/25:

Language level	Number of Trustees 2023/24	Percentage of Trustees 2023/24	Number of Trustees 2024/25	Percentage of Trustees 2024/25
Entry A1	2	13%	2	13%
Foundation A2	3	20%	3	20%
Intermediate B1	1	7%	1	7%
Higher B2	1	7%	1	7%
Proficiency C1	6	40%	6	40%
None	2	13%	2	13%
Not completed	0	0%	0	0%
Total	15	100%	15	100%

In 2024/25, 51% of volunteers and Skills Development Placements noted some level of Welsh-language ability (Fluent / A little / Learning).

In July 2025 we will be holding a Work Experience Week which will include a session on bilingual workplaces and routes to Welsh-language employment. 61% of the attendeeed are fluent Welsh-speakers and 97% of the participants have some level of Welsh-language ability (Fluent / A little / Learning).

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 2024/25:

Course	Number that attended Welsh language course	Number that attended English language course	Percentage that attended the Welsh version
Accessing CIPHR	11	40	21.6%
Adding items to the dashboard – CIPHR	4	25	13.8%
CIPHR Guidance	3	24	11.1%
CIPHR Remote access	7	44	14%
Cyber security Amgueddfa Cymru	0	23	
Cyber security Collections	0	2	0%
Guidance on how to conduct a return to work meeting	5	12	29.4%
How to do email encryption	6	7	46%
How to do sensitivity labels on e-mails	8	5	61.5%
How to insert a return to work on CIPHR	4	29	12%
How to report a message in Microsoft Teams	7	7	50%
Inserting a sick record – CIPHR	5	29	14.7%
Job and pay details	4	27	12.9%
Guidance for line managers	0	5	0%
Personal details	7	30	18.9%
Reporting a phishing e-mail via Outlook	7	3	70%
RingCentral Training	1	10	9.1%
Leave – absence	6	29	17.1%

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.

7.2. Solving complaints

7.2.1. 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 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.

During 2024/25, no complaints were received from the public.

7.2.2. Complaints to the Welsh Language Commissioner and subsequent investigations

No complaints were received from the Welsh Language Commissioner's Office in 2024/25.

8. Conclusion

We are very proud of our work in creating opportunities for our visitors to learn, use and celebrate Cymraeg and the key role our provision and museums plays in the linguistic ecology of our communities, in Wales and beyond. We also understand the crucial importance of our workforce and workplaces in this and are looking forward to developing and launching our internal use policy later in 2025.