

AMGUEDDFA CYMRU



AMGUEDDFA FYW, IAITH FYW

Amgueddfa Cymru's Policy to Increase our Internal Use of Cymraeg 2026-29

Mae'r ddogfen hon hefyd ar gael yn Gymraeg
This document is also available in Welsh

amgueddfa.cymru
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Our internal use of Cymraeg – a message from the Chief Executive



I was brought up in Sunderland, but when I came to Wales for holidays and family visits, everyone spoke Welsh. I'd always wanted to learn, so I decided to take Welsh lessons through the college in Pwllheli as an adult. Today, I enjoy working *yn Gymraeg*, my children are in Welsh-language schools and I live in a community where the language is woven into the fabric of everyday life.



This is just a taste of my journey with Cymraeg so far.

Where are you on your language journey? Perhaps you went through Welsh-medium education but haven't had the chance to use it much since? Maybe you're not confident speaking Welsh, but feel proud of the language and want to see it thrive? Or, maybe you've always spoken Welsh but English feels easier when it comes to reading or writing or the workplace. Everyone's journey is unique, but wherever you are on your journey, you are part of the future of Cymraeg and part of its life here at Amgueddfa Cymru.

This policy is for everyone, in every department and on every site, because the Welsh language belongs to us all. It's at the heart of who we are as a nation – and at the heart of Amgueddfa Cymru's identity. It's part of our collections, our heritage and culture, as well as being part of our everyday lives in work and beyond. It shapes the experience we give our visitors at each of our sites, and it's part of our ways of working and vision for the future.

So, as a valued member of Amgueddfa Cymru, living in this confident, multicultural and multilingual country, what will the next step on your language journey be, and how can we help you take it?

This policy marks the start of a journey for us as an organisation to grow and change so that we can increase our internal use of Cymraeg. But it's a journey we're on together; a journey of celebrating and using the Welsh we have, and building on it. Ymlaen!



Jane Richardson, Chief Executive
2025

Our long-term aim for Cymraeg within Amgueddfa Cymru

Between now and 2050, this will be our long-term aim for Cymraeg within Amgueddfa Cymru:

Mae Amgueddfa Cymru yn lle i ni i gyd ddefnyddio, mwynhau a chefnogi'r Gymraeg ble bynnag ydym ni ar ein taith gyda'r iaith, gan ddangos a dathlu ei bod yn rhan annatod o'n casgliadau a'n profiadau.

Amgueddfa Cymru is a place for us all to use, enjoy and support Cymraeg wherever we are on our language journey, proudly showing that the language is at the heart of our collections and experiences.



Introduction

Context

This is Amgueddfa Cymru's policy for developing and increasing our internal use of the Welsh language. It builds on work we have already done to provide our services in Welsh in compliance with the statutory Welsh Language Standards. The policy's roots are in compliance with the Standards, but it also goes beyond compliance wherever possible and sets our vision and long-term direction for Cymraeg within Amgueddfa Cymru. It reflects work happening nationally to ensure workplaces support the two overarching aims of the Welsh Government's *Cymraeg 2050* strategy, namely:

- Reaching 1 million Welsh-speakers by 2050
- Doubling the percentage of the population who use Cymraeg every day and who can speak more than a few words of Welsh by 2050.

The policy is in line with the Wellbeing of Future Generations Act (2015) and specifically the wellbeing goal 'A Wales of Vibrant Culture and a Thriving Welsh Language'. It also reflects the specific theme in the Welsh Language Commissioner's Strategic Plan 2025-2030 which prioritises workplaces as key settings for increasing the daily use of the language.

Cymraeg – the Welsh language – is at the heart of our national identity, our heritage and our culture. Amgueddfa Cymru has a key part to play in ensuring it thrives, through the experiences we provide for our visitors and the experiences of our staff. Our museums and sites are strongholds for the language within their communities, where Cymraeg is seen, heard, used and celebrated. They are also dynamic and productive workplaces which could be key in ensuring an increase in the number of Welsh speakers and the use of the language. Many of our ways of working are already innovative and go beyond compliance, but we are keen to ensure that this is true of all aspects of our internal work.



59% **Cymraeg**

**OF AMGUEDDFA
CYMRU STAFF
CAN SPEAK
WELSH**

The purpose of the policy

This policy will support all of our staff, including our Trustees, Volunteers and Amgueddfa Cymru Producers (ACPs), to feel that Cymraeg is an integral and natural part of life within Amgueddfa Cymru and that they receive every possible opportunity to use and enjoy the language in their everyday work. *Mae'r Gymraeg yn perthyn i bawb* – the Welsh language belongs to everyone – wherever you are on your language journey.

As part of working for Amgueddfa Cymru, we will all feel that the language is ours and take pride in using and supporting Cymraeg. Our workplaces will be comfortable and encouraging settings for everyone to use, learn, develop or support the Welsh language.

By creating an environment that celebrates the language that we have, we can create workplaces that enable staff to live and work in their language of choice in a workforce that operates naturally in Welsh or bilingually. We are all on our own unique journey with the language, and we will support you on every step of your journey.

This policy will be a live document, which evolves and changes to reflect Amgueddfa Cymru's current situation. It will weave through other corporate Amgueddfa Cymru plans, strategies and frameworks including our public Welsh Language Policy, as well as more operational guidelines and procedures. The aim of the policy is to place our organisation at the forefront of creating and maintaining opportunities to use Welsh everyday.



**WE WILL
SUPPORT
YOU ON EVERY
STEP OF YOUR
LANGUAGE
JOURNEY**

Key themes

The policy includes a list of requirements for individuals as well as wider requirements for teams and sites. They follow three key themes:

1. **Leadership and culture:** creating and maintaining a culture that enables us to increase our use of Cymraeg throughout the organisation.
2. **Developing skills and confidence:** supporting everyone to feel confident to use the Welsh they have.
3. **Infrastructure and support:** ensuring that our procedures and processes create an environment where Cymraeg can thrive, including our use of technology, employment matters, translation and the creation of Welsh language content.

Cymraeg

89%
**OF STAFF WHO
DON'T SPEAK
WELSH THINK
THE LANGUAGE
IS SOMETHING
TO BE PROUD OF**



Core principles

The following principles are key to the success of this policy:

- Empowering our staff to be confident users and strong supporters of the language in work and beyond
- Creating a culture that respects and promotes the rights of staff to use their Cymraeg and supporting the daily use of the language
- Recognising the unique character, demography and linguistic conditions of each of our sites, working with their strengths to formulate a tailored internal use development plan for each site within the Amgueddfa Cymru family
- Actively seeking opportunities – big and small, formal and informal – to use Cymraeg at work
- Ensuring that we do not treat the Welsh language less favourably than the English language and finding every opportunity to celebrate and prioritise the language.

Cymraeg





Cymraeg

Monitoring progress

Our work will be based on local and international research, as well as qualitative and quantitative data wherever possible. As a basis for this policy, extensive research was undertaken in language and policy planning and detailed data was collected about the current use of Cymraeg internally including formal and informal use in work and beyond, attitudes towards the language, user confidence, staff language of education, access to training etc.

As well as using data showing the level of use and numbers of speakers, we will use different methods of collecting supplementary data when considering specific fields e.g. usage data for translation and simultaneous translation services, analytical data on the number of users of interfaces or web pages; or interviews or focus groups with key individuals or teams.

As well as our overarching long-term aim for Amgueddfa Cymru 2050 (page 4), we will set data-based quantitative aims for individual sites as part of their site development plans for increasing the use of Cymraeg. Timeframes for these aims will be agreed with the sites.

We will repeat the staff survey every three years to measure our progress and test the success of schemes and initiatives.

Hand in hand with this policy, we will publish an Amgueddfa Cymru action plan to develop initiatives to increase our internal use of Cymraeg. We will review the policy and publish a new action plan every three years. We will publish a compendium of the data gathered as part of the action plan.

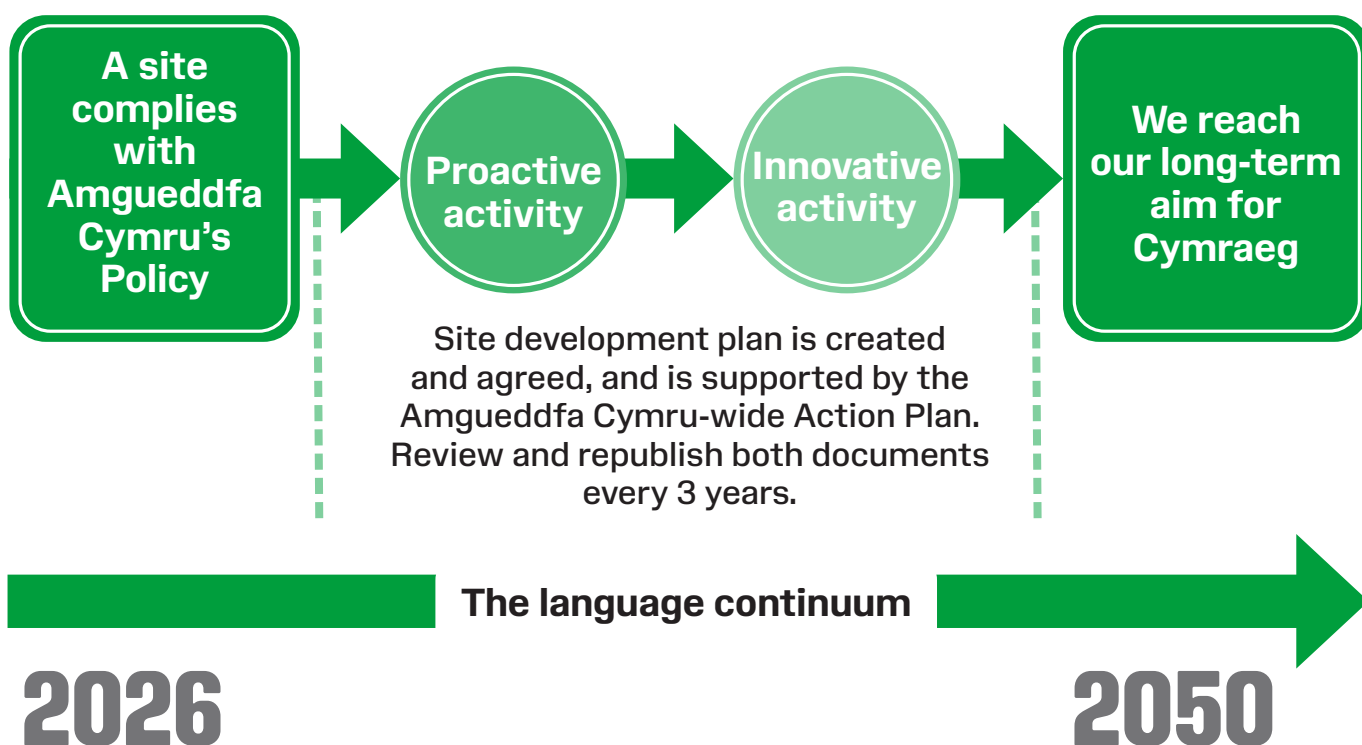
The Welsh Language and Equalities Monitoring Committee, chaired by the Director of Experience, Learning and Engagement will monitor progress and report to the Learning and Engagement Committee, a sub-committee of the Board of Trustees. The Welsh Language Manager will lead the work of realising the policy, with the support of the Leadership Forum and all departments across the organisation, bringing together task and finish groups for key tasks, e.g. developing the action plan or specific guidelines or projects.

The language continuum

We understand that the character, demography and linguistic conditions at each site is unique. To enable us to work with each site's strengths, and increase our internal use of Welsh in a considered and purposeful way, we will work with each site to create a bespoke development plan for the site, starting with National Slate Museum and National Wool Museum as they are within areas of higher density linguistic significance, before we work with the rest of the sites in turn.



The individual development plan will map the site's location on the 'language continuum' – effectively a path to progress – with the aim of moving each site along the continuum with time.



Our Policy

How to use the policy

This policy is for every member of staff, including Volunteers, Trustees and ACPs, across Amgueddfa Cymru – we are all responsible for adhering to the policy.

The ‘Requirements for individuals’ (page 13) lists the foundational requirements for every member of staff, on every step of their language journey.

The ‘Requirements for teams/sites’ (pages 15-20) includes further information on different areas of work and are for site and team leaders mainly.

If as a team or site you already fulfill Amgueddfa Cymru’s Policy requirements, you should aim to go beyond compliance. Examples and ideas of how this could be achieved are noted in the Proactive and Innovative columns, and should be agreed with the Welsh Language Manager as part of a wider discussion.

It’s highly likely that some teams and sites will already operate on the Proactive or Innovative level. We will discuss this further as part of developing an individual development plan for a site. A combination of the categories could also be used.



Amgueddfa Cymru’s Policy	Proactive	Innovative
Everyone is expected to comply with this first category, Amgueddfa Cymru’s Policy.	Examples and ideas of how to go beyond compliance.	Examples and ideas of how to go beyond compliance.



Requirements for individuals:

In accordance with this policy all staff are asked to do the following:

Use a bilingual e-mail signature (guidelines here)	Record a bilingual voicemail message (guidelines here)
Note your Welsh language level on CIPHR (guidelines here)	When making decisions related to the internal use of Cymraeg, complete the language impact assessment
Note your details on the Intranet: - Your job title in Welsh and in English - The language/s you can speak	As part of your annual PDR process, use the Individual Welsh Language Skills Development Plan to set your Cymraeg aim for the year and agree on a timeline and support with your line manager. Once you've reached your goal, note this on your Twf record and plan the next aim.
Do you write blogs, articles or content as part of your work? If you feel able, you can do this in Welsh and either create an English version yourself or discuss this with the Translation Team. If you're not yet confident to write in Welsh, the Translation Team can mentor you or you can choose more formal training from the training menu.	In our correspondence, publications and formal notices, we must include the sentence 'Rydym yn croesawu gohebiaeth yn Gymraeg. Byddwn yn ateb yn Gymraeg, ac ni fydd gohebu yn Gymraeg yn arwain at oedi. – We welcome correspondence in Welsh. We will respond in Welsh and corresponding in Welsh will not lead to a delay'.
Wear your Iaith Gwaith lanyard or badge if you speak Welsh or are learning.	Please complete all training required of you in relation to Cymraeg e.e. RingCentral, induction, team, departmental etc.
Comply with Amgueddfa Cymru's public-facing Welsh Language Policy.	Take every opportunity to promote and support the Welsh language and the use of the Welsh language .
Send any feedback or complaints about Cymraeg within Amgueddfa Cymru to the Welsh Language Manager in accordance with the Managing Complaints and Feedback Procedure.	
Representing Amgueddfa Cymru – if you're representing the organisation in a conference, in print or on social media etc, can you support the Welsh language somehow? How about creating bilingual slides for your presentation, or you could even present in Welsh and use simultaneous translation. You could also add some Welsh words in your English-language blog or social media post.	

Regardless of where you are on your language journey or how confident you are using the Welsh you have, try and take every opportunity to use what you have in work. If you don't speak Welsh, be proud and support the language – in work and beyond.

The requirements for teams/sites

- 1. Leadership and culture: creating and maintaining a culture that enables us to increase our use of Cymraeg throughout the organisation.**

Amgueddfa Cymru Policy	Beyond compliance	
	Proactive	Innovative
Our leaders on all levels are role models for all aspects of this policy and the Welsh language, e.g. by: • Using the Cymraeg that they have • State that Cymraeg is a valuable skill • Clearly note that Cymraeg is a business need across the organisation • Trial initiatives to increase the use of Cymraeg e.g. in Board meetings • Celebrate excellent examples of use and support of the language. • Encourage their teams and sites to ensure that the increase in use of Cymraeg is visible on PDRs at every level.		We celebrate the successes of those learning and using Cymraeg by hosting an event, supporting our learners and inspiring others.
Cymraeg is a key subject in every aspect of our strategic work including our strategies, plans, frameworks and strategic documents; and a standing item on management meeting agendas.		
Our leaders actively seek opportunities to increase the use of Cymraeg within our strategic partnerships e.g. • through our memoranda of understanding • through networks and working groups.		

2. Developing skills and confidence: supporting everyone to feel confident to use the Welsh they have.

Amgueddfa Cymru Policy	Beyond compliance	
	Proactive	Innovative
Formal training opportunities are available to every member of staff to learn, develop and use their language skills through the Welsh Language Skills Development Plan in their PDR, including: • learning Cymraeg • language and cultural awareness • Leading in a Bilingual Country (for leaders) • Effective internal use of Cymraeg • Gaining skills and confidence to write in Welsh		We promote 'Cymraeg Goddefgar' within the organisation, meaning a sufficient understanding of Cymraeg which allows staff to hold meetings or operate in Welsh.
We work with key external partners e.g. the National Centre for Learning Welsh to provide training across the organisation.		We have a full time Cymraeg Gwaith tutor working with Amgueddfa Cymru.
Informal provision is available to staff on their language journey including clwb clonc, buddy schemes, guest speakers, choir or informal social events and groups.	Staff hold cultural groups in Welsh to discuss books, films, art etc.	

Amgueddfa Cymru Policy		Beyond compliance	
Mandatory training and voluntary training are held on other subjects in Welsh e.g. • induction • language policy and compliance refresher training • recruitment and interviewing, performance management, complaints and disciplinary procedure, dealing with the public, health and safety etc. • How to use technology in Welsh.		Proactive	Innovative
		Cadernid Iaith training is offered to Welsh-speakers to encourage them to use their Cymraeg widely within the workforce.	We host a programme of external speakers to share their language journeys.
We pilot and evaluate initiatives to increase the use of Cymraeg with teams, sites or specific groups across the organisation e.g. Bangor University's ARFer programme			

3. Infrastructure and support: ensuring that our procedures and processes create an environment where the Welsh language can thrive, including our use of technology, employment matters, translation and the creation of Welsh language content.

Amgueddfa Cymru Policy	Beyond compliance	
	Proactive	Innovative
The Welsh language is an integral part of core departments' policies, procedures and working groups including Technology and Digital, Human Resources and Finance.		
We use technology to create opportunities to use Cymraeg and facilitate bilingual working, including: • Installing software and interfaces as default • Using the active offer • Using machine translation for internal correspondence e.g. Teams, email etc		
Staff can manage all aspects of their employment with us in Welsh.		
Resources are allocated strategically to facilitate bilingual working e.g. Welsh-speaking business partners are guaranteed for sites that operate yn Gymraeg.	Guaranteed Welsh-speaking business partners for teams that operate in Welsh.	

Amgueddfa Cymru Policy		Beyond compliance	
		Proactive	Innovative
Our recruitment and interview process promotes the Welsh language and its use, including: • processes for identifying the language skills of a role and mapping roles. • including Cymraeg in the interview regardless of language level • The use of simultaneous translation where needed • Trialling/adapting our advertising methods to reach more Welsh speakers.		We will develop connections with a local education establishment to promote Cymraeg as our language of working and provide work experience opportunities yn Gymraeg.	Guaranteed interview for Welsh-speakers (where they match the criteria).
All of AC's central internal comms channels are bilingual e.g. Sgwrs; Teams messages and e-mails from mass addresses like Pobl@ or messages to individuals using mass addresses e.g. 'ACNMW notices' or site-specific addresses; Intranet.		The plurilingual approach is used, which means using the Welsh language in the English wherever possible.	The Intranet (or other similar system) automates bilingual content and version control.
Simultaneous translation is used to facilitate bilingual working e.g. in meetings, select internal forums like the Leadership Forum, staff briefings, Welsh Language and Equalities Monitoring Group.		Simultaneous translation (or other methods) are used to facilitate bilingual working in other meetings.	

Amgueddfa Cymru Policy	Beyond compliance	
	Proactive	Innovative
Guidelines for supporting compliance are rooted in our strategic and planning processes across the organisation e.g. language impact assessments for policy decisions; working with third party suppliers including partnerships, networks, grants, tendering, consultation, commissioning and researching.		
Our content production. Translation and design processes are innovative and we share our expertise wherever possible.		A Saer Geiriau/ Wordsmith role is recruited as part of all major projects.
When we interpret our collections and share Wales's story with the world, we ▪ Create connections between our collections and areas of expertise in the Welsh language ▪ We weave the story of the language into our work wherever possible ▪ We encourage our workforce to take pride in Cymraeg and Welsh culture. ▪ Include Cymraeg in English-language text and content (plurilingualism).		A Curator of Cymraeg role is created.

DIOLCH