



RNIB Group and the Welsh Language: Our Voice

Working together

RNIB
Cymru

Yn cefnogi pobl
â cholled golwg
Supporting people
with sight loss


Comisiynydd y
Gymraeg
Welsh Language
Commissioner

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March 2016



Datblygwyd gyda chymorth
Gwasanaeth Cynllun Hybu Comisiynydd y Gymraeg
Developed with the support of the
Welsh Language Commissioner's Progress Plan Service

A word from our Chief Executive



Lesley-Anne Alexander CBE
Chief Executive

I am pleased to present RNIB Group's Welsh Language Scheme which sets out our commitment to ensuring we provide services and information in both of Wales' official languages.

As RNIB we are united in making every day better for everyone affected by sight loss.

In the next 15 minutes someone will be told they are losing their sight. For people living with sight loss, the world can be a tough place. We want to ensure that people newly diagnosed with sight loss are reached sooner, that people are supported to live the independent lives they choose, that society is a more inclusive place and that no one needlessly loses their sight.

We know that nearly a fifth of the population of Wales identify as Welsh speakers, that a large concentration live in more rural areas and are often older people.

For many in Wales, Welsh is the first language spoken. Having the option to use services through the medium of Welsh is not just about a preference. We know that many Welsh speakers feel more comfortable expressing themselves in Welsh, feel more confident communicating their needs in Welsh, think and live their lives in Welsh. Feeling able to express yourself and being comfortable and confident in communicating is vital to tackling isolation and critical at the point of diagnosis.

Providing services in Welsh is underpinned by legislation. Not only do we have a public duty to communicate and provide in both official languages of Wales – but we believe that being able to use Welsh is a right.

Our commitment is to ensure high quality translation is used in the creation of bilingual documents of all types. In public meetings we must make sure that everyone has the opportunity to contribute in the language of their preference whether that be Welsh or English. We already deliver a number of bilingual frontline services, such as through our Eye Clinic Liaison Officers, but we can do much more to encourage the use of Welsh.

This scheme outlines our commitments to the Welsh-speaking population. It embodies RNIB's commitment to be ambitious, customer-focused, and most importantly, to help us to be there for more blind and partially sighted people as we aim to triple our reach over the next few years.

RNIB Group has made a commitment that we will prioritise the delivery and promotion of the Welsh language.

We are confident that through this scheme we will improve our services, fundraising, campaigning and communications activities.

We look forward to promoting the use of the Welsh Language and meeting the needs of our customers all over Wales.

Diolch,

A handwritten signature in black ink that reads "Lesley-Anne Alexander". The signature is written in a cursive style and is underlined with a single horizontal line.

Lesley-Anne Alexander
Chief Executive, RNIB
March 2016

Introduction

Previous iterations of the scheme

RNIB Cymru's first Welsh Language Scheme was published and approved by the Welsh Language Board on 12 May 1999.

This revised scheme is as a result of a changing legal context with relation to the Welsh language and a review of RNIB's bilingual services and resources. This has also provided an opportunity for RNIB to renew its commitment to the Welsh language.

This scheme applies to RNIB Group's operations in Wales, all RNIB Cymru's trustees, staff and volunteers, and to RNIB UK staff whose work focuses on Wales.

Our ambition and commitment

Much of RNIB Cymru's funding is public money. Therefore we have a duty to make bilingual provision for the public in accordance with our funding guidelines.

More importantly RNIB believes that offering services in a customer's language of choice is part and parcel of providing good customer service and equality of opportunity in a bilingual nation.

A fifth of the population of Wales have Welsh language skills and this is expected to grow. The desire amongst some Welsh speakers for Welsh language services is clear. Research conducted over the past two decades has found this consistently and this desire is increasing.

Having the option to use services through the medium of Welsh is not just about a preference. We know that many Welsh speakers feel more comfortable expressing themselves in Welsh, feel more confident communicating their needs in Welsh, think and live their lives in Welsh. This is especially the case where customers are vulnerable. Feeling able to express yourself and being comfortable and confident in communicating with a service provider is vital.

This Scheme outlines how we will achieve this in the provision of services in Wales. RNIB will promote the use of the Welsh language through its activities and services and we will encourage Welsh speakers who deal with us to use more Welsh in their everyday lives. We will seek to develop services which focus on the individual, whereby that individual feels comfortable using English or Welsh at all times.

RNIB's vision

Our vision is of a world in which blind and partially sighted people enjoy the same rights, freedom, responsibilities and quality of life as people who are fully sighted.

RNIB wants to challenge blindness by empowering people who are blind or partially sighted, removing the barriers they face and helping to prevent blindness.

In Wales, RNIB operates under the "RNIB Cymru" brand and works in partnership to help the 110,000 blind and partially sighted people in Wales live full and independent lives. This is achieved through a combination of campaign activities and service delivery.

We deliver a wide range of services including welfare benefits support, Eye Clinic Liaison Officers in hospital eye clinics, Employment and Transitions services.

Children and Family services, a digital inclusion service, education support and transcription. We campaign for equality and inclusion of people with sight loss. We fundraise. We work in partnership with many organisations across Wales in delivering services and running campaigns.

RNIB Cymru employs around 60 staff across Wales, has around 100 volunteers engaged in fundraising and administration, and 1050 members.

RNIB Cymru has...



60

Employed staff across Wales



100

Volunteers



1050

Members

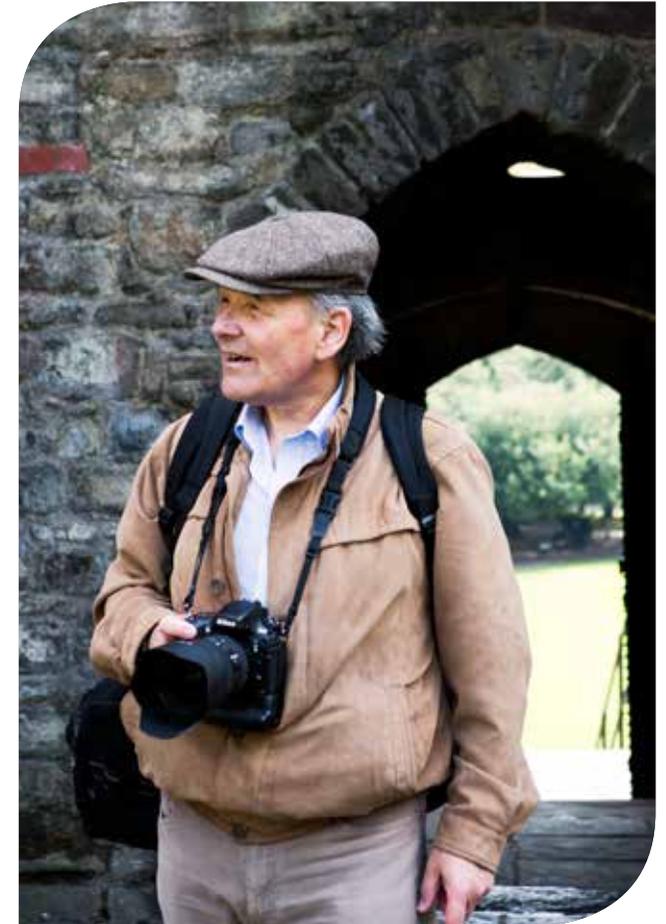
Background

The Legal context

The principle of treating Welsh and English on the basis that both languages are equal was established and enshrined in the Welsh Language Act of 1993. Following the Act the Welsh Language Board was formed. The Board was then abolished on 31 March 2012 as a result of the introduction of the Welsh Language (Wales) Measure 2011. Since then the Board's responsibility for promoting and facilitating the use of the Welsh language have been divided between the Welsh Language Commissioner and the Welsh Government.

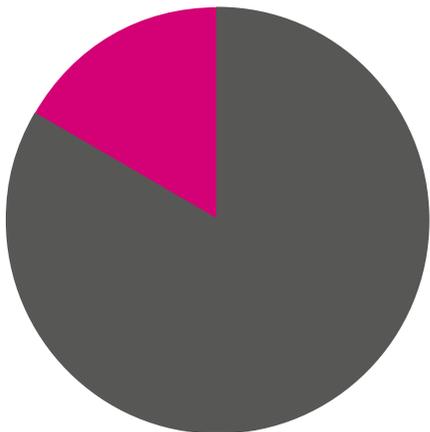
The Measure received Royal Assent in February 2011 meaning:

- official status was established for the Welsh language in Wales
- the general principle that the Welsh language should be no less favourably treated than the English language in Wales was established
- a Welsh Language Commissioner and a new legislative framework was created
- provision for promoting and facilitating the use of the Welsh language was made
- provision about standards relating to the Welsh language was created
- provision for the investigation of interference with the freedom to use the Welsh language was established.



562,000

People in Wales have Welsh Language skills



A fifth of the population have Welsh language skills

The Commissioner is independent and has responsibility for enforcing legal duties via “standards”. These standards are enforceable. The legal procedure underpinning the standards will be developed over the next few years.

The 2011 Measure does impose a duty on some third sector organisations to comply with standards, and gives the Commissioner the power to require that an organisation complies with a standard. Welsh Ministers may name additional third sector organisations to be added to the list of organisations that are required to comply. It is now planned that the “standards” will replace language schemes.

When commissioning services or allocating grants to third sector organisations, an organisation complying with standards (such as Welsh Government) will need to ensure that relevant obligations regarding the Welsh language are made a condition of contract.

With this in mind RNIB has decided to adopt an appropriate language scheme voluntarily, taking on the standards format as advised by the Commissioner’s team, to publically show our dedication to the principle of equality of treatment.

The Social Context

562,000 people in Wales, a fifth of the population, have Welsh language skills, and this figure is expected to grow over the next decade.

The highest percentage of Welsh speakers live in Gwynedd, Isle of Anglesey, Ceredigion and Carmarthenshire. Figures also show a growing increase in speakers in non traditionally Welsh-speaking areas of Wales. The percentage of young people between the ages of 15-24 who are Welsh speakers has increased significantly.

Bilingualism is much more commonplace elsewhere in Europe than it is in Britain. The situation in Wales is therefore by no means unusual. One of the main differences between bilingual and monolingual communities is that bilingual people can choose which language to use. Many factors can affect an individual's language choice and often competency in language may vary across the four language skills: speaking, listening, reading and writing. For example, an individual may use one language when reading and writing. Another may understand a second language in its spoken and written form but may be less able to speak or write it fluently. While language is an inherent part of the way Welsh speakers express themselves, RNIB knows that not everyone who speaks Welsh: is an expert in the Welsh language, is an expert in translating, or has a political point to prove when choosing to speak the language.

Providing equal opportunity is also central to our anti-discrimination agenda and our HR policies. We will ensure that we gather information on language preference across the four skills.

The marketing context

Nearly one in ten queries made to the RNIB Cymru's Rights, Advice and Information Service were handled in Welsh in the service's first year of operation.

Evidence shows that the Welsh public is supportive of services offered in Welsh but that customers have very low expectations with regards to receiving bilingual services and are also unlikely to ask for a bilingual service [1].

RNIB will create an environment that encourages customers to access services and materials in the language of their choice through:

- Using both languages formally and publicly
- Providing the same standard of services in Welsh and English
- Marketing and promoting our bilingual services.

- Offering language choice from the outset
- Staff being aware of how to deal with customers who want to access services in either language [2].

The Citizen Advice Bureau's 2015 report "English by Default" recently found that: "95 per cent of fluent Welsh speakers said that being offered a Welsh language service upfront would make them more likely to use it. If making a phone call, consumers should be offered the option from the start to continue in Welsh. On a website, the option for the "Cymraeg" should be made more visible and clear and splash pages should be fully bilingual [3]."

RNIB will endeavour to ensure that these findings are implemented.

RNIB knows that the reasons why Welsh speakers are not always choosing to use Welsh language services are complex.

Background

To encourage an increase in the uptake of our Welsh language services, use of our Welsh language web pages etc, we will need to implement a range of changes to encourage behavioural change, including:

- using clear, jargon-free and accessible language and terminology
- proactively offering the opportunity to use and access Welsh language services and ensuring they are consistently available
- ensuring the 'default' option is not always English to encourage users to not refer to 'habit' offline and online
- as far as possible ensure that Welsh is not an 'opt in' and design our services accordingly to encourage its use
- ensure that our Welsh language information is as timely and current as that available in English
- clear signposting to our Welsh language services and materials.

Research has shown that through going to actively seek a Welsh version, this influences Welsh speakers to use services in English.

RNIB hopes that through adopting these changes we will:

- ensure social inclusion and equality in Wales
- give the customer a real choice
- accurately reflect our communities
- appeal to a wider spectrum of volunteers
- improve our chances of securing funding from bodies who look favourably on an organisation with a policy of attracting volunteers from a cross section of society
- improve the quality of our services.



Implementation

The scheme will be an integral part of planning and implementation of service, campaign and project activities.

Managers will be responsible for ensuring all staff are aware of and understand the implications of the Scheme.

- RNIB Cymru's Director will have lead responsibility for the implementation of the Scheme
- Progress against implementation of the supporting Action Plan will be monitored by RNIB Cymru's management team
- RNIB services in Wales will record the percentage of services delivered in Welsh and/or enquiries made in Welsh

This Welsh Language Scheme will not be altered without the agreement of the office of the Welsh Language Commissioner. RNIB will review and revise the Scheme every three years in consultation with the Welsh Language Commissioner's officials.

RNIB Group will measure the implementation of the Scheme in accordance with the implementation plan and timescales attached.

Preparing and implementing a Welsh language scheme fits in naturally with the implementation of equal opportunities and diversity policies. Relevant RNIB policies:

Dignity at Work - Policy 53

Recruitment and Selection - Policy 1

Making printed information available in alternate formats - Policy 25

Equal Opportunities – Policy 22

Reasonable Adjustments – Policy 41

RNIB Tone of Voice guidelines.

Planning

In planning new and revised policies, initiatives or services, RNIB will assess the language implications in order to adhere to the terms of this Scheme. We will apply new policies and initiatives in order to facilitate the use of Welsh wherever possible and move the organisation closer to putting into effect the principle of equality at every opportunity.

Staff who draw up and implement new policies, initiatives and services will be aware of this Welsh Language Scheme as well as the contractual requirements placed on any partner organisations.

We will ensure the production of information and publicity in Welsh and the use of Welsh language Braille wherever possible.

We will develop a check list to be available to staff which will identify matters to be considered when developing new policies, services and initiatives which impact on Wales.



Delivery of services

RNIB Group's aim is to provide a consistent and reliable service for Welsh speakers throughout Wales. As set out in the timescales we will work towards providing a comprehensive service of the same high standard in English and Welsh by:

- ensuring that all staff/volunteers know how to refer individuals to Welsh language services
- ensuring that service users are aware of which staff/volunteers speak Welsh (and work with the Commissioner's office to make Working Welsh tools more accessible)
- providing training and guidance for staff/volunteers to facilitate the implementation of the Scheme.
- finding reliable, professional translation services of a high standard to ensure that all relevant material is translated quickly and reliably, and utilise Welsh language Braille wherever possible.

Bilingual services offered by various departments include:

Rights Advice Information Service
Online Today
Eye Clinic Liaison Service
Administration

Services not currently delivered bilingually:

Children and Family Service
Education support
Employment Service
Transitions Service
Future Insight work placements
Reception

Progress plan

The plan contains RNIB's responses to the self assessment questionnaire (completed in August 2015) and an indication of our current level of provision in each area – from 1 to 3. We have set targets in order to increase Welsh language provision within the various fields following advice from the Welsh Language Commissioner's team.



| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|--------------------|---|---------------------|------------|
| 1. External communication | | | | |
| 1.1. Face to face Visitors are able to talk to a Welsh-speaking member of staff on request. | 1 | Visitors will be able to talk to a Welsh speaking member of staff on request in any of RNIB offices in Wales. | RNIB Cymru SMT | March 2016 |
| | | RNIB will ensure that enough Welsh speakers are present in Wales-based offices to deal with enquiries in Welsh. Every effort will be made to find a suitable person, in the office or over the phone. | RNIB Cymru SMT | March 2016 |
| 1.2. Over the phone All officers offer a bilingual greeting. If they are unable to speak Welsh, they will offer to transfer the call to a Welsh-speaking officer. | 2 | All staff members will offer a bilingual greeting, 'Bore da' or 'Prynhawn da'. | RNIB Cymru SMT | March 2016 |
| | | Guidelines will be issued to staff and volunteers on the steps to be taken when answering the telephone. | RNIB Cymru SMT | April 2016 |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|--|--|--|---------------------|------------|
| | | We will put a system in place that ensures that, if the staff member cannot speak Welsh, they will transfer the call to a Welsh speaker. | RNIB Cymru SMT | April 2016 |
| | | The main office answering machine message will be bilingual in all our offices in Wales. | RNIB Cymru SMT | April 2016 |
| | | We will create a list of Welsh speakers in each team so that queries can be passed on easily to the correct person. | RNIB Cymru SMT | April 2016 |
| 1.3. Sending letters and emails We communicate bilingually on specific projects or campaigns, but not on every occasion. |  | We will identify specific campaigns and projects and ensure that we communicate bilingually for them. | RNIB Cymru SMT | April 2016 |
| | | Bulk communications to customers in Wales should always be issued bilingually. | RNIB Cymru SMT | April 2016 |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|--|--|--|---------------------|--|
| | | If it is known that a customer prefers to receive correspondence in Welsh, wherever practical we will correspond with that person in Welsh. | RNIB Cymru SMT | April 2016 |
| | | RNIB will maintain a database of customers who prefer to receive correspondence in Welsh, in English or bilingually. | RNIB Cymru SMT | April 2016 (in keeping with roll out of OV2) |
| | | Where an individual's preference is not known, for example in sending standard letters, written correspondence with the public in Wales will be bilingual. | RNIB Cymru SMT | April 2016 |
| <p>1.4. Responding to letters and email</p> <p>We respond in Welsh to any Welsh language correspondence we receive. This can lead to delay if we have to use a professional translator.</p> |  | Customers are welcome to send Welsh language correspondence to us and those writing in Welsh will receive a signed answer in Welsh on official bilingual headed paper. | RNIB Cymru SMT | April 2016 |
| | | Correspondence through the medium of Welsh in itself will not lead to delay. | RNIB Cymru SMT | April 2016 |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|---|---|--|--|
| | | All letters received in Welsh will be answered in Welsh. | RNIB Cymru SMT | April 2016 |
| | | Following Welsh language contact face to face or over the phone, any subsequent correspondence will be sent in Welsh or bilingually. | RNIB Cymru SMT | April 2016 |
| | | RNIB will maintain a database of customers who prefer to receive correspondence in Welsh, in English or bilingually – and note their confidence in using both. A new CRM system is expected to be rolled out in early 2016. | RNIB Cymru SMT | April 2016 (in keeping with roll out of OV2) |
| | | Headed paper and e-mail signatures will include a note at the bottom welcoming correspondence in English or Welsh. | RNIB Cymru SMT | May 2016 |
| <p>1.5. Press releases</p> <p>Our press releases are written in English.</p> |  | <p>We will strive to send out most press releases bilingually. If for any reason this is not possible, the Welsh language release will follow.</p> | <p>RNIB Cymru Communications Manager</p> | <p>March 2016</p> |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|---|--|-----------------------------------|------------|
| | | All press releases will include contact details of a Welsh-speaking representative. | RNIB Cymru Communications Manager | March 2016 |
| 1.6 Translation |  | In order to facilitate communication with customers in Welsh, RNIB will develop, maintain, and provide to staff, a list of approved translators. | RNIB Cymru Communications Manager | April 2016 |
| | | In order to ensure consistency of branding and tone of voice in either language, we will create an “RNIB guide for translators” document. | RNIB Cymru Communications Manager | April 2016 |
| 2. Corporate image and branding | | | | |
| 2.1. Corporate image and brand Our image is fully bilingual, including any sub-headings, treating both languages equally. |  | RNIB and its main contractors will adopt a completely bilingual corporate image in Wales. | RNIB Cymru SMT | March 2016 |
| 3. Publications and publicity | | | | |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|---|---|---------------------|------------------------|
| <p>3.1. Publications and publicity</p> <p>We prioritise which materials should be prepared bilingually e.g. information for schools and young people or specific areas in Wales.</p> |  | <p>All external publications and publicity materials to be distributed for use in Wales will be provided bilingually. “Tilt and turn” bilingual booklets and bilingual posters will be the preferred option.</p> <p>Bilingual publications will include pamphlets, booklets, newsletters, corporate publications and general published material distributed to customers in Wales by RNIB or on its behalf.</p> | RNIB Cymru SMT | December 2016 |
| | | <p>We will ensure that the Welsh text is of a high standard, is proofed before publication, and is mindful of the target audience.</p> | RNIB Cymru SMT | March 2016 and ongoing |
| | | <p>If it is not possible to produce bilingual material, separate English and Welsh versions will be produced. In this case, both versions will be of the same standard, published and distributed at the same time, and will include a note that an English/Welsh version is available.</p> | RNIB Cymru SMT | March 2016 and ongoing |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|--|--|---------------------|---------------------------|
| 3.2. Please note whether the following items are available: | | | | |
| Business cards Bilingually - Welsh and English are equal. |  | Business cards will be bilingual with both languages equal in terms of format, size, clarity and prominence. | RNIB Cymru SMT | March 2016 and ongoing |
| Headed paper Bilingually - Welsh and English are equal. |  | Headed paper will be bilingual with both languages equal in terms of format, size, clarity and prominence. | RNIB Cymru SMT | March 2016 |
| Pop-ups In English with some Welsh. |  | When updating pop ups, we will consider creating bilingual pop-ups rather than have to create separate ones. | RNIB Cymru SMT | December 2016 and ongoing |
| | | Where this is not possible, we will ensure that two pop ups (English and Welsh) always appear next to each. | RNIB Cymru SMT | March 2016 |
| | | Display material and information used in exhibitions and events in Wales will be bilingual. | RNIB Cymru SMT | December 2016 and ongoing |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|---------------------------|---|-----------------------------------|---------------------------|
| Advertising banners In English with some Welsh. | 1 | As above where applicable. | RNIB Cymru SMT | March 2016 and ongoing |
| E-mail footers In English with some Welsh. | 1 | We will explore whether we can roll out bilingual automated marketing footers across the charity. | RNIB Cymru Communications Manager | December 2016 and ongoing |
| | | We will ensure that personal email footers are bilingual for each member of staff. | RNIB Cymru SMT | March 2016 and ongoing |
| | | We will encourage Welsh speakers to note in plain text that they are happy to communicate bilingually. | RNIB Cymru SMT | March 2016 and ongoing |
| Marketing materials In English with some Welsh. | 1 | All external materials for use in Wales will be provided bilingually. Marketing materials such as booklets are preferred as “Tilt and turn” and bilingual posters will be the preferred option. | RNIB Cymru SMT | December 2016 and ongoing |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|---|---|---------------------|---------------------------|
| Registration forms In English only. |  | We will endeavour to provide bilingual registration forms for our events and forms where possible. | RNIB Cymru SMT | September 2016 |
| Guidance and booklets In English with some Welsh. |  | All materials to be distributed for use in Wales will be provided bilingually. | RNIB Cymru SMT | December 2016 and ongoing |
| Signs Bilingually - Welsh and English are equal. |  | RNIB is committed to providing information signage bilingually including within its Welsh offices. In future, new signage will be completely bilingual with both languages displayed in the same way and with the same prominence. | RNIB Cymru SMT | March 2016 and ongoing |
| Packaging Not applicable. | | n/a | | |
| Menus Not applicable. | | n/a | | |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|--|---|---|--|------------------------|
| Staff uniforms Not applicable. | | n/a | | |
| 4. Website and social media | | | | |
| 4.1. Website Some Welsh content but it has not been updated. |  | We will ensure that new Welsh language content appears at the same time as English content. | RNIB Cymru Communications & RNIB Digital Teams | March 2016 |
| | | We will make use of the Welsh Language Commissioner's free proof reading service. | RNIB Cymru SMT | March 2016 and ongoing |
| | | When planning or redeveloping websites or any other IT service, we will consider the impact and cost to Welsh language marketing. | RNIB Digital Team | March 2016 and ongoing |
| | | When referring to the website in public documents or e-mails, we will promote: rnib.org.uk/cymru | RNIB Comms and marketing, RNIB Cymru | March 2016 and ongoing |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|---|--|--|-------------------------------|
| <p>4.2. Social Media</p> <p>Messages are posted in the language spoken by the officer, so Welsh language posts occur randomly.</p> |  | <p>We will use our social media presence as a creative experimental platform in which to use both languages. Most of our posts will be bilingual but in keeping with the colloquial nature of the medium.</p> | <p>RNIB Cymru Communications team; RNIB Digital Marketing team</p> | <p>March 2016 and ongoing</p> |
| <p>5. Public meetings and events</p> |  | <p>When we arrange large public meetings in Wales, we will establish standard practices for bilingual provision.</p> | <p>RNIB Cymru SMT</p> | <p>September 2016</p> |
| | | <p>Notices of all public meetings, events and conferences will be bilingual, and will include a statement that the right of those attending to speak English or Welsh will be respected.</p> | <p>RNIB Cymru SMT</p> | <p>September 2016</p> |
| | | <p>Translation needs will be assessed before holding any public meeting or conference. The appropriate translation facilities will be provided on the basis of this assessment. Prior notice will be given that anyone will be welcome to speak Welsh if the provision is available.</p> | <p>RNIB Cymru SMT</p> | <p>September 2016</p> |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|---------------------------|---|----------------------------|------------------------|
| | | An assessment will be made of the requirement for Welsh speaking staff members to receive and welcome the public at meetings. | RNIB Cymru SMT | September 2016 |
| 5.1. Choice of language for attendees We do not ask for attendees' language choice. | 1 | In our events we will note that individuals are welcome to contribute in Welsh if they wish to do so, if simultaneous translation facilities are deemed to be required. | RNIB Cymru SMT | March 2016 and ongoing |
| 5.2. Conference schedule The Welsh language is not a specific consideration when organising conferences. | 1 | We will encourage any Welsh speaking guest speakers to use the language during their speech. | RNIB Cymru SMT | March 2016 and ongoing |
| 5.3. When organising an event which is open to the public, which of the following statements best describes your organisation? | | | | |
| Invitations or marketing materials In English with some Welsh. | 1 | We will endeavour to provide bilingual invitations for our events. | RNIB Cymru SMT | March 2016 |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|---------------------------|--|----------------------------|-----------------|
| Forms e.g. booking, registration, feedback forms English only. | 1 | We will endeavour to provide bilingual forms for our events where possible. | RNIB Cymru SMT | September 2016 |
| Publications In English with some Welsh. | 1 | All publications to be used in Wales will be provided bilingually. | RNIB Cymru SMT | December 2016 |
| Speeches/ talks English only. | 1 | We will encourage use of Welsh with our public speakers where simultaneous translation facilities are available. | RNIB Cymru SMT | September 2016 |
| Signs Bilingual - Welsh and English are equal. | 3 | RNIB is committed to providing information signage bilingually. | RNIB Cymru SMT | March 2016 |
| Attendees' pack English only. | 1 | We will ensure that, where possible, information for the attendees' packs will be created bilingually. | RNIB Cymru SMT | September 2016 |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|--|---|---|------------------------|
| Exhibitions In English with some Welsh. |  | Bilingual marketing information will be provided at any exhibition at which RNIB attends in Wales. | RNIB Cymru SMT, RNIB Marketing & Communications | September 2016 |
| | | We will consider whether a Welsh speaker can be available to attend. | RNIB Cymru SMT | September 2016 |
| 6. New services, initiatives and campaigns. | | | | |
| 6.1. New services, campaigns and policies We always give consideration to the Welsh language when planning new projects or campaigns. |  | A check list will be created and made available to staff planning new services, initiatives and campaigns in Wales. | RNIB Cymru SMT | September 2016 |
| | | We will seek to ensure that departments across RNIB as a whole are aware of the implications of any project or campaign rolled out in Wales and of the Welsh language requirements. | RNIB Cymru SMT | March 2016 and ongoing |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|--|---|---------------------------------------|-------------------------------|
| <p>6.2. Offering services</p> <p>All our staff are aware of how to deal with a request for Welsh language services and we try to meet the needs of individuals.</p> |  | <p>Consideration of the Welsh language will be given to the roll out of RNIB's new CRM system. RNIB will collect language preference (both written and spoken).</p> | <p>RNIB Cymru Services team.</p> | <p>April 2016</p> |
| <p>6.3. Service delivery</p> <p>Not applicable.</p> | | | | |
| <p>6.4. Providing training courses</p> <p>We are currently unable to offer a Welsh language service.</p> |  | <p>We will explore whether we are able to provide training courses in Welsh in the future and on request.</p> | <p>RNIB Cymru SMT, RNIB HR</p> | <p>September 2016</p> |
| <p>6.5. Helplines</p> <p>The automated message is bilingual and a Welsh medium service is sometimes available, depending on which officers are available. We do not make a particular effort to market the service as a bilingual service.</p> |  | <p>RNIB operates a bilingual helpline for the Rights, Advice and Information Service (based in Wales for Welsh clients).</p> | <p>RNIB Cymru Advice service team</p> | <p>March 2016 and ongoing</p> |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|---|---|---------------------------|------------------------|
| | | RNIB will promote the availability of any Welsh language telephone services and ensure that staff members and users know how to transfer calls to them. | RNIB Helpline | September 2016 |
| | | RNIB will explore how we filter calls made to the UK helpline to a Welsh language speaker. A protocol will be established. | RNIB Helpline | September 2016 |
| 6.6. Working Welsh Some officers wear Working Welsh badges or lanyards but we do not display any posters. |  | We will provide Welsh speaking and learner staff with e-mail footers which notes that correspondence is welcomed in Welsh and English. | RNIB Cymru Communications | March 2016 |
| | | We will encourage staff to wear Working Welsh badges . | RNIB Cymru Communications | March 2016 |
| | | We will work with the Welsh Language Commissioner to facilitate the availability of accessible Working Welsh posters and materials. | RNIB Cymru Communications | March 2016 and ongoing |

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|--|---|--|--|-------------------------------|
| <p>6.7. Working with contractors and partners</p> <p>There is no official process but we work closely with our providers and can therefore monitor their commitment to Welsh language provision throughout the project.</p> |  | <p>We will inform any contractors that we have committed to the Welsh Language Commissioner's Promotion Scheme and to providing Welsh language services.</p> | <p>RNIB Cymru SMT</p> | <p>March 2016 and ongoing</p> |
| <p>7. Staff and volunteers</p> |  | <p>We will collect information about the Welsh language skills of our volunteers in Wales in order to match skills and needs of users.</p> | <p>RNIB Volunteering Manager for Wales</p> | <p>September 2016</p> |
| | | <p>RNIB will identify opportunities for recruiting Welsh language volunteers and advertise for them bilingually.</p> | <p>RNIB Volunteering Manager for Wales; RNIB Cymru SMT</p> | <p>September 2016</p> |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|---|--|-------------------------|------------------------|
| | | RNIB will ensure that staff and volunteers can provide a service for Welsh speakers in all offices and projects which have contact with the public. | RNIB Cymru SMT | April 2016 |
| <p>7.1. Staff recruitment</p> <p>When advertising, we note that the Welsh language is a 'desirable' or 'essential' skill for staff who deal with the public.</p> |  | We will assess whether the Welsh language is a required skill for every new post. | RNIB Cymru SMT, RNIB HR | March 2016 and ongoing |
| <p>7.2. Advertising vacant posts</p> <p>We prepare bilingual advertisements if the Welsh language is a desirable or essential skill.</p> |  | We will advertise posts where the Welsh language is noted as a desired or essential skill bilingually. This will also be to broaden the scope of who we can reach (e.g. friends and family of potential applicants). | RNIB Cymru SMT, RNIB HR | March 2016 and ongoing |
| <p>7.3. Language awareness</p> <p>There is no formal process but documentation is available if officers wish to read it.</p> |  | The induction pack provided to staff at the beginning of their employment will refer to Welsh language services. | RNIB Cymru SMT | September 2016 |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|--|--|--|---|----------------|
| | | Opportunities to develop Welsh language skills will be outlined in the new staff members' induction booklet, as will this Welsh language scheme. | RNIB Corporate Services Manager, RNIB Cymru SMT | September 2016 |
| | | Existing staff will be introduced to the revised Welsh language scheme and opportunities to develop Welsh language skills. | RNIB Corporate Services Manager, RNIB Cymru SMT | September 2016 |
| | | Language awareness training will be offered to all employees and volunteers. | RNIB Corporate Services Manager, RNIB Cymru SMT | September 2016 |
| 7.4. Language skills We are aware that some officers are Welsh speakers. |  | We will conduct an audit of staff language skills (written and oral) and create a record. | RNIB Cymru SMT | September 2016 |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---|---|---|---|----------------------------|
| | | RNIB will explore opportunities for “Welsh for Adults” to provide “Welsh in the workplace” sessions and associated costs. | RNIB Cymru SMT, RNIB Cymru Corporate Services Manager | September 2016 |
| | | RNIB will encourage and support staff who wish to learn or improve their Welsh and encourage Welsh speakers to use the language whenever practical. | RNIB Cymru SMT | September 2016 and ongoing |
| <p>7.5. Learning and using the Welsh language</p> <p>We do not keep a record of our officers’ Welsh language training.</p> |  | The use of Welsh by learners and fluent speakers in the office will be encouraged and supported. | RNIB Cymru SMT | March 2016 and ongoing |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|---------------------------|--------------------|---|---------------------|------------------------|
| | | <p>We will strive to create a workplace environment which encourages staff to use the Welsh language, through the following initiatives:</p> <p>“Welsh for Adults” taster sessions</p> <p>We will inform staff about resources such as Cysill which can help them to use Welsh in the workplace.</p> <p>We will take part in initiatives such as “Diwrnod Shwmae Su’mae” / “Say something in Welsh day”</p> <p>We will trial social media campaigns to promote the use of Welsh such as “gair yr wythnos”</p> <p>We will consider rolling out new signs around the office to promote language awareness. eg. “desk / desg” – and also make it available in braille.</p> | RNIB Cymru SMT | March 2016 and ongoing |

| Your provision at present | Level of provision | Objectives to move forward to the next level or maintain your provision | Who is responsible? | By when? |
|----------------------------------|---------------------------|---|----------------------------|-----------------|
| | | RNIB's resources and spending (i.e. direct funding and time during working hours) will be allocated depending on the training needs assessment and priorities regarding the benefit to service provision. | RNIB Cymru SMT | September 2016 |
| | | Progress against implementation of the Action Plan will be monitored by RNIB Cymru's senior management team. | RNIB Group SMT | September 2016 |



Complaints and Feedback

RNIB's current complaints procedure will encompass and monitor any complaints made regarding the implementation of the Scheme or Welsh language service. Customer complaint reporting is part of our quarterly balanced scorecard monitoring.

RNIB welcomes suggestions from the public, its staff and members for improving its Scheme and Welsh language service. Any suggestions should be sent to **feedback@rnib.org.uk**

Advertising the scheme and raising public awareness

RNIB will advertise its Welsh Language Scheme to the public, staff, volunteers, members and partners on a continuous basis. We will ensure that those we are dealing with are aware of the Scheme and its contents.

- Copies of the Scheme will be available at all our offices in the form of a free bilingual document
- We will issue information and guidelines to staff
- We will ensure that copies of the Scheme are available to RNIB members and the general public by placing it on our website and issuing it on demand
- We will facilitate workshops and presentations for clients and stakeholders when required.

References

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[1] Welsh Language Commissioner research.

[2] Further information on the impact on brand, fundraising and volunteering is available in the Commissioner's document "Benefits of Bilingual Marketing by Charities in Wales"
Visit bit.ly/1mq9ELk

[3] Visit bit.ly/1V191Uq

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