

REPORT OF ADMINISTRATION & DEMOCRATIC SERVICES MANAGER

**SUBJECT:
WELSH LANGUAGE SCHEME: ANNUAL MONITORING REPORT**

Members will recall that the Authority has adopted a Welsh Language Scheme, which sets out how the Authority will give effect to the principle that, in the conduct of public business in Wales, it will treat the English and Welsh languages on a basis of equality.

The Authority is required to present an annual Monitoring Report on its performance against this Scheme, and to submit this to the Welsh Language Commissioner's Office. The information in the monitoring report, which will be circulated to Members, is set out under specific headings, and in a format which complies with the requirements of the former Welsh Language Board.

The Welsh Language Commissioner is in the process of formalising Standards dealing with principles relating to:

- service delivery;
- policy making;
- operational;
- promotion, and
- record keeping.

Alongside the Standards, a number of relevant activities will be listed and organisations will have to ensure that all activities listed and practised by them as part of their normal functions comply with the Standards. In future, the Authority will be required to report to the Commissioner on its performance in relation to these Standards.

RECOMMENDATION:

That Members endorse the report as the Authority's submission to the Welsh Language Commissioner.

Background papers:

Pembrokeshire Coast National Park Authority's Welsh Language Scheme
2011/12 Annual Monitoring Report

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PEMBROKESHIRE COAST NATIONAL PARK AUTHORITY'S WELSH LANGUAGE SCHEME: 2011/12 MONITORING REPORT

1. Introduction

The Pembrokeshire Coast National Park Authority is a free-standing local government body, established in accordance with the Environment Act 1995, which became fully operational on the 1st April 1996. Our aims (re-defined in the Environment Act of 1995) are:

- to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park, and
- to promote opportunities for the enjoyment and understanding of the special qualities of the area by the public and, in so doing
- to seek to foster the economic and social well-being of the local communities within the Park.

The Authority is governed by 18 Members, 12 of whom are appointed by Pembrokeshire County Council, and 6 by the Welsh Government.

The National Park covers an area of 612km² and is one of the most densely populated of the UK's 15 national parks, with around 23,000 people living in some 50 community council areas. At the 2001 Census, 21.5% of Pembrokeshire residents, and 23.5% of Pembrokeshire Coast National Park residents, could speak Welsh. Although this figure shows an increase of 3.9% from the 1991 Census, it also showed a decline in the percentage of Welsh speakers in some Wards.

As at the 31st March 2011, 20% of the Authority's workforce classed themselves as Welsh speakers, which is slightly down from the previous year's figure of 21%.

The Chief Executive of the Pembrokeshire Coast National Park Authority is ultimately responsible for the Welsh Language Scheme, although day-to-day practicalities are delegated to the Administration and Democratic Services Manager.

2. Language improvement training

Performance reviews are undertaken with all staff, where the need (or opportunity) to learn Welsh is identified. The most appropriate course for the individual concerned is identified, be it during work time or evening sessions. Courses are usually funded by the Authority.

3. Language awareness

All staff receive language awareness training as part of their induction process. We are also exploring the provision of a more formal language awareness session with external providers.

4. Translators

All but one of the Translators used by the Authority are members of the Association of Welsh Translators and Interpreters. The other is a member of the Chartered Institute of Linguists. Any new Translators commissioned by the Authority will be required to provide the necessary membership details before being taken on.

5. Publication of Performance Indicators

The Performance Indicators set out in the Scheme are reported annually in the Authority's Corporate Strategy. Monitoring of performance will be undertaken by the recently established Audit and Corporate Services Review Committee.

6. Working with partners

Staff are aware of their responsibilities when forming or joining any new partnership on behalf of the Authority. When reports are published jointly by partnerships with which the Authority is involved, officers ensure that the lead organisation is aware of the requirements of the Authority's Welsh language scheme.

7. Services carried out by other organisations on behalf of the Authority

Some of the services that the Authority provides to the public are carried out on our behalf by other organisations, agents, etc. The Authority's Building Projects Officer attended a Welsh Language Board supported event on the 24th February 2011 on contracting out public service contracts and the Welsh language.

8. Publications

8.1 Visitor and/or activity publications

The Authority produces a number of publications which are available from headquarters at Llanion Park or from the Centres at Oriol y Parc, Tenby, Newport, Carew and Castell Henllys. 14 of the 24 free leaflets are produced in bilingual format and 3 are published as separate Welsh and English versions. Our general information leaflet is produced in 6 languages; Welsh, Dutch, English, French, German and Polish. *Coast to Coast*, our summer newspaper is printed mainly in English but with some Welsh articles (in accordance with our Welsh language scheme). However, we do upload a Welsh language 'page turner' version on our website.

Of the 26 saleable publications, 19 are published in bilingual format while 4 are published as separate Welsh and English versions. Of the remaining three, two are published in English only but will not be reprinted once stock has run out. The final publication – *Pembrokeshire Beaches Guide* – is printed in English only but with enlarged Welsh captions.

A list of these publications can be found at Appendix 1.

8.2 Corporate publications

We also produce a variety of corporate publications, a list of which is produced at Appendix 2.

Of the 14 listed, 11 are published as separate Welsh and English versions. The remainder are published in English only.

8.3 Internal publications

Park Briefing is an internal news publication specifically for Members and officers. It is published as separate Welsh and English versions.

The minutes of the internal Staff Representatives Group meetings are produced in bilingual format.

8.4 Press releases

All press releases are published bilingually.

8.5 Wales Coast Path publications

The Authority was awarded a contract by the Countryside Council for Wales to market the Wales Coast Path project. The under-mentioned materials were produced by third parties under our management in the delivery of our contract:

- Nine map leaflets (bilingual leaflets, translated by Countryside Council for Wales translation unit)

- Website (bilingual site, translated by Countryside Council for Wales translation unit)
- Media Pack (Welsh and English versions, translated by the Wales Coast Path PR agency, Quadrant)
- Press leaflet (Welsh and English versions, translated by the Wales Coast Path PR agency, Quadrant)
- Launch event flyers and materials (Welsh and English versions, translated by the Wales Coast Path PR agency, Quadrant)
- Press Releases (Welsh and English versions, translated by the Wales Coast Path PR agency, Quadrant).

9. Grant aid

All successful applicants for Sustainable Development Fund grant aid are required to produce all literature, signage, etc bilingually as part of the grant criteria.

10. Welsh IT software

All staff are given the option of having Welsh language software downloaded onto their work computers and can also access the Welsh language version of the Ffynnon data system. In addition, the Authority intends to introduce a new HR computer system during 2012, which will include a Welsh language option for staff to access.

11. Performance Indicators

11.1 PI1: Front line services

The number and percentage of posts in our Customer Contact Centre that have been designated “Welsh essential” and that have been filled by bilingual staff:

Number of:

Full time equivalent posts:	3
Staff employed:	5

Welsh speakers:

Fluent:	1
Learners:	2

Percentage:	60%
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Paragraph 6.1.2 of the Welsh language scheme stipulates that, when a post becomes vacant (or a new one created), we will assess the linguistic ability necessary to undertake the duties of the post and this will be written into the relevant person profiles. This paragraph was included in the revised scheme in 2008, and no vacancy has arisen within the Contact Centre since. In fact,

recent reorganisation has resulted in one post being redeployed to another department of the Authority. Sadly, that person was one of our learners, although her training will prove, and has proved, useful in that team instead.

Nevertheless, the Centre provides the main point of contact for the public, and it is therefore considered essential that the staff employed there should be bilingual and this will become a requirement for vacant posts in the future. Past experience has shown us that there is a dearth of suitable, qualified and experienced Welsh-speaking candidates attracted to certain posts within the Authority; however, we are fortunate in that we have 5 committed, enthusiastic and hard-working personnel in the Centre at present, one of whom is currently undertaking a course to improve her existing skills.

11.2 PI2: Human resources – skills

The number and percentage of staff:

- (a) who have received Welsh language training to a specific qualification level:

Qualification level	No. of staff	% of total staff
'A' Level	5	3
'GCSE' / 'O' Level	34	20

Over 40 other staff have undertaken Welsh Language training across the range from 'Welsh for the Family' to 'at school' to 'proficiency'.

- (b) who have received language awareness training:

See section 3 above.

As mentioned previously, recruiting staff in some fields with the required skills as well as the ability to speak Welsh continues to prove difficult. Nevertheless, the Authority will continue to encourage existing staff to learn, and will continue to explore different sources and methods of learning.

11.3 PI3: Human resources – equality and diversity

32 employees (20% of the Authority's workforce) are able to speak Welsh. 16 describe themselves as fluent, with the other 16 describing themselves as "less fluent". This figure is slightly down from last year's figure of 21%.

The number and percentage of staff within the Authority's services who are able to speak Welsh according to:

- (a) Service division:

Service	Number of staff	Percentage
Conservation and planning	6	4%

Recreation/Communications/Sites	19	12%
CEO/Support Services	7	4%

(b) Post grade:

Grade	Number of staff	Percentage
Scales 1 – 3	14	8%
Scales 4 – 6	9	6%
SO1 upwards	9	6%

(c) Workplace:

Workplace	Number of staff	Percentage
Llanion	11	7%
Outside staff	9	6%
Visitor Centres	4	2%
Carew Castle/Castell Henllys	8	5%

11.4 PI4: The standard of Welsh language services

The number of complaints received in relation to the operation of the Language Scheme and the percentage dealt with in accordance with the Authority's corporate standards:

Number of complaints received:	0
Number dealt with in accordance with corporate standards:	N/A

It is accepted that a lack of, or very little, complaints is possibly indicative of a lack of concern by the public for the bilingual services provided by the Authority; however it can also be seen as a positive indication in that no individual dealing with the Authority has felt so unhappy that they feel the need to complain.

12. Conclusion

The Pembrokeshire Coast National Park Authority is committed to treating the Welsh and English languages on a basis of equality, and to contributing to the Welsh Government's action plan for a bilingual Wales. The Authority's National Park Management Plan, which was adopted by the Authority in December 2008, envisages that – by 2035 – “towns, villages and their communities (will be) diverse and distinctive, and the Welsh language thrives all round the Park”.

We have adopted a template for reporting to the Authority, which prompts officers to consider whether their policy/proposal complies with the requirements of the Welsh language scheme.

Within the Authority itself, we will continue to promote the Welsh language in all that we do, and will encourage existing staff to learn Welsh. Despite the

problems encountered with recruitment in the past, we will endeavour to recruit bilingual staff to those posts we consider to be “Welsh essential”.

13. Publication of information on performance

The Authority’s performance against its Welsh language scheme is currently reported annually in the Corporate Strategy. In future, monitoring of that performance will be undertaken by the recently established Audit and Corporate Services Review Committee.

This monitoring report will also be published on our website.

LIST OF PUBLICATIONS 2011/121. Free publications

General information:	Language
General National Park Leaflet	Separate Welsh, Dutch, English, French, German and Polish versions
Activity:	Language
Safety Sense	Bilingual
Cycling Code	Bilingual
Diving Code	Bilingual
Cliff Climbing	Bilingual
Coast Path Challenge	Bilingual
Promotional:	Language
Carew Castle	Bilingual
Castell Henllys	Bilingual
Oriel y Parc	Bilingual
Tenby Visitor Centre	Bilingual
Coast to Coast	Mainly English, with some Welsh articles. Welsh online 'pageturner' version available
Educational:	Language
Discover your Park	Separate Welsh and English versions
Out There	Bilingual
Other:	Language
Cilrhedyn products	Bilingual
Wildlife on your land	Bilingual
60 th Anniversary concert programme	Bilingual
Green Detective Trail (Oriel y Parc)	Separate Welsh and English versions
Be Inspired (Oriel y Parc)	Bilingual
Fun in the Gallery (Oriel y Parc)	Separate Welsh and English versions

2. Saleable publications

Subject Guides:	Language
Coast Path Mileage	Bilingual
Pembrokeshire Beaches Guide	English only, with enlarged Welsh captions
Meg and Mott's Time Travelling Adventure	Separate Welsh and English versions

Walk booklets:	Language
Dale and St Ishmaels	English only – end of stock; will not be reprinted
Daugleddau	English only – end of stock; will not be reprinted
Discover the Coast Path	Bilingual
Walks for All	Separate Welsh and English versions
Newport's Treasures	Separate Welsh and English versions
Secrets of Saundersfoot	Separate Welsh and English versions
Tenby Discovery Trail	Separate Welsh and English versions
Walk leaflets:	Language
Coast Path Leaflet 1	Bilingual
Coast Path Leaflet 2	Bilingual
Coast Path Leaflet 3	Bilingual
Coast Path Leaflet 4	Bilingual
Coast Path Leaflet 5	Bilingual
Coast Path Leaflet 6	Bilingual
Coast Path Leaflet 7	Bilingual
Coast Path Leaflet 8	Bilingual
Coast Path Leaflet 9	Bilingual
Coast Path Leaflet 10	Bilingual
Bedd Morris	Bilingual
Nevern Estuary	Bilingual
Ramsey Sound	Bilingual
St Davids Caerfai / St Nons	Bilingual
St Davids Head	Bilingual
Whitesands	Bilingual

3. Corporate publications

Title	Language
Corporate Strategy	Separate Welsh and English versions
Improvement Plan	Separate Welsh and English versions
Financial Standards	English only
Recreation Plan	Separate Welsh and English versions
Pembrokeshire Planning Guide	Bilingual
<u>Supplementary Planning Guidance:</u>	
Loss of hotels and guesthouses	Separate Welsh and English versions
Planning obligations	Separate Welsh and English versions
Landscape character assessment	English only
Sustainable Design	Separate Welsh and English versions
Safeguarding mineral zones	Separate Welsh and English versions
Land instability – former coal workings	Separate Welsh and English versions
Parking standards	English only
Historic environment (archaeology)	Separate Welsh and English versions

Regionally important geodiversity sites in Pembrokeshire	Separate Welsh and English versions
Shopfront design	Separate Welsh and English versions
Renewable energy	Separate Welsh and English versions