

Cynllun Iaith Gymraeg

Welsh Language Scheme

2020-2024

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I. Introduction

This scheme outlines why the Welsh language is important to National Dance Company Wales (NDCWales); how we propose to understand, strengthen and develop it across all strands of our work over the next 4 years; and how we'll review and assess the success of our plan.

NDCWales is committed to developing bilingualism across its activities because:

- Wales is a bilingual country, and as a national company it is critical for us to reflect this
- As a company taking work beyond our borders, we recognise that we are ambassadors for the country, its culture, and its language
- We recognise the significance of the Welsh language as a distinct creative and cultural resource

Dance is an art form which transcends language; it communicates through physicality, visuals and music and encourages participants to use their body to communicate, and our Welsh identity is part of who we are as a Company. We want to ensure that anyone and everyone can access what we have to offer, and that it's relevant to them and their lives and aspirations, especially in Wales.

National Dance Company Wales exists to make excellent and engaging dance with and for all kinds of people in all kinds of places. We create new possibilities for what dance could be and for what we could be. We nurture potential where it has not been recognised and develop it where it has. With movement, creativity, imagination, and care, we help Wales and its diversity of people and communities to flourish, showcasing Wales in the world and the world in Wales.

One of our priorities is delivering social justice, underpinned by a commitment to the Wellbeing of the Future Generations Act which includes the Welsh Language.

We are already committed to bilingualism in many of the ways we operate, especially in our marketing and promotion, e-communications, and recruitment. NDCWales regularly works with 6 fluent Welsh speakers as company members, Trustees, or regular freelancers. Employees are supported in learning Welsh; 5 employees are completing online language courses, 1 employee is in the 2nd year of weekly classes through Cardiff University and 1 employee has just completed a week-long Welsh Language Residency. However, the Company still has some work to do to ensure that we are promoting the use of Welsh in all work, and employing the use of Welsh appropriately, especially in those parts of the nation where there are a high proportion of first language Welsh speakers.

Any new or revised initiatives and policies which are adopted will always promote and facilitate the use of Welsh wherever possible. We will ensure that all staff and volunteers are aware of the requirements of this Welsh Language Scheme. The objectives of this policy will be regularly reviewed, with the aim of continuously improving. We will work towards the provision of the same high standard in English and Welsh by:

- Ensuring that all staff/volunteers are aware of the implications of this Welsh Language Scheme
- Encouraging participants to feel comfortable using Welsh by making use of the available resources, for example, Working Welsh badges and posters
- Finding reliable translation services of a high standard to ensure that all relevant material is translated quickly and reliably.

2. Statement

NDCWales has adopted the principle that in Wales we will treat the English and Welsh languages based on equality. We believe that offering services which respect an individual's choice of language can make a significant difference to the experience of the individual. We wish to encourage people who have dealings with NDCWales to feel comfortable using their preferred language. We will provide our services bilingually wherever it is practical and appropriate.

A Welsh language service will be considered an essential part of our activities. Our procedures for identifying spending and resources will reflect this. We will aim to ensure that spending and using resources on a Welsh language service is normal practice so that it becomes natural to offer a service in Wales's two official languages wherever that is suitable, reasonable, and practical.

This Scheme sets out how we will put into effect this principle when providing services to the public. The implementation plan will explain how and by what date the organisation hopes to achieve its objectives. Learning from experience will be a feature of this Scheme, and we will endeavor to ensure continuous and regular progress to offer the best possible service to our users.

3. Planning and delivering services

Aims

We have specific aims in developing our bilingualism:

- To achieve direct communication with our Welsh-speaking stakeholders (including but not limited to audiences, staff, artists, and funders)
- To enrich the work we make
- To raise awareness of NDCWales as a distinctly Welsh company

Actions

We will develop our bilingualism in the following delivery areas:

- Performances

- Dance House
- Partnerships
- Outreach and audience engagement
- Recruitment
- Staff and Board
- Artists

Performances

- Relatively little spoken language is deployed in our works. Often the precise meaning of the words is less important than the idea or spirit behind them. In future, we will explore innovative ways to use Welsh in our work. (3.1)

Dance House Programme

- The Dance House is available for a wide range of artists to hire out to create, rehearse and present their own work. The Company will continue to support companies working through the Welsh language, offering bilingual hire information. (3.2)
- When the Company presents participation programmes at the Dance House it will endeavor to engage Welsh-speaking artists to lead and deliver this work. (3.3)
- Ensure next recruitment for Events Assistants targets Welsh speakers.

Partnerships

- We will seek out more partnerships with organisations in Welsh heartlands (such as our existing partners Pontio, Bangor- one of our Welsh Priority Venues and Dawns i Bawb and other youth north dance agencies – who help us to connect with young dance talent from Welsh-speaking backgrounds) (3.4)
- We will endeavor to enable bilingual communication with those partners, either through the deployment of Welsh-speaking staff or the provision of interpreters at meetings/public events (3.5).

Outreach and audience engagement

- The Company employs 2 Welsh speaking Dance Ambassadors. These ambassadors have been working with Welsh language schools
- We will continue to develop and expand the use of Welsh language to welcome and thank audiences at the start and end of every pre- or post-show talk and special events both at the Dance House and on tour.

- Our Discover Dance programme which is targeted at school and family audiences on tour is now introduced bilingually in Wales by our Rehearsal Director or Learning Lead Dancer. This is now the case for all Welsh venues.

Recruitment

- Aim to offer people the option to interview in either Welsh or English.

Staff and Board

- Nominate Welsh language champion at Board level. (3.6)
- The Board currently has 8 members and one bilingual. The intention is to ensure that at least 25% of the membership at any time are Welsh speakers. (3.7)
- We propose adding bilingualism as a topic for discussion at a Board meeting annually in future. (3.8)
- 2 posts are now designated as priorities for Welsh learning: Marketing Campaigns Manager and Rehearsal Director. Both these positions include a compulsory commitment from the post holders to learn Welsh to a reasonable standard, with learning funded by the Company.

Artists

- An increasing proportion of the artists we engage (choreographers, designers, directors, composers, or musicians) are Welsh speakers. We wish to work with these and other Welsh speaking artists more often in the future, ensuring that the work reflects our Welsh identity, and makes our work as accessible and appealing as possible to a Welsh speaking audience. (3.9)

	By whom	By when	Resources
3.1	Artistic Director/Rehearsal Director	Dec 2021	Translation budget/Dance Ambassador Scheme
3.2	Tour & Projects Officer	Aug 2021	Translation budget
3.3	Learning & Participation Producer	Aug 2021	Dance Ambassador Scheme
3.4	Learning & Participation Producer	Sep 2021	Fundraising for North Wales Youth work
3.5	Learning & Participation Producer	Aug 2021	Translation budget

3.6	Chief Executive	April 2020	None
3.7	Chair of Board	Dec 2021	None
3.8	Chief Executive	Sep 2020	None
3.9	Artistic Director	Dec 2021	Core

4. Communicating with the Welsh- speaking public

Written correspondence: NDCWales welcomes written correspondence in English and Welsh.

All letters received in Welsh will be answered in Welsh. We will endeavor to ensure that all correspondence in Welsh receives attention within the same timescale as correspondence in English.

Letters going to public in Wales will be bilingual.

NDCWales' headed paper and e-mails will contain a standard bilingual statement indicating that correspondence in English and Welsh is welcome. (4.1)

Phone/ face to face communications: NCDWales has undertaken to ensure that those who wish to have face-to-face contact with a Welsh-speaking member of staff/volunteer will be able to do so. This may not always be possible, but we will encourage and train Welsh-speaking staff/volunteers to make the most of their skills to offer as full a service as possible. If a member of staff is unable to provide a bilingual service, they will explain the situation to the individual and offer a Welsh language service from another volunteer/member of staff. If no Welsh speakers are available, the caller may choose to have a Welsh speaker phone them back; submit the request in writing (hard copy/e-mail); or continue the conversation in English. (4.2)

Following a telephone conversation in Welsh, all subsequent communications, whether written or verbal, will be in Welsh or bilingually at the request of the caller.

All answer phone messages will be bilingual.

Public events: Notices of all public events will be bilingual and will include a statement that the right of those attending to speak English or Welsh will be respected. Presentations will be bilingual, and the Company will encourage everyone to uphold the principle of equality.

We will measure the need for simultaneous translation facilities by requesting delegates indicate their preferred language when registering. (4.3) If at least 20% of delegates indicate they wish to communicate in Welsh, then we will arrange simultaneous translation.

	By whom	By when	Resources
4.1	Communications Director	Sep 2020	Translation budget
4.2	Staff Welsh Champion	Sep 2020	None
4.3	Communications Director	Sep 2020	Translation budget/event costs

5. Corporate image

The public image and corporate identity of National Dance Company Wales including its address, logo, visual identity, and any other standard information will be bilingual. This will include headed paper, compliment slips, business cards, name badges, programmes, signage, vehicles, and premises.

Both languages will be equal in terms of size, format, quality, clarity, and prominence. This will include internal and external signage. The signage will uphold the principle of equality, with the Welsh appearing above or in front of the English. (5.1)

	By whom	By when	Resources
5.1	Communications Director	Sep 2021	Marketing budget

6. Marketing Materials and Publications

All printed public material such as posters, forms, policies, recruitment packs, annual reports, and statements. (6.1) If it is not possible to publish documents in a bilingual format, NDCWales will ensure that the English and Welsh versions appear at the same time.

Merchandise will be produced bilingually.

Staff, consultants, designers, and printers will be given written guidelines on how to deal with bilingual publications.

	By whom	By when	Resources
6.1	Communications Director	Sep 2020	Translation budget

7. Press releases

Press releases will be issued bilingually. Interviews will be held in Welsh where appropriate. Consequently, a Welsh-speaking press spokesperson will be available.

8. Website

Members of the public will be able to access information via our website in both English and Welsh. The website will indicate language choice clearly. We will develop the website's bilingual content over time and prioritise the most popular and static pages in the first instance.

English and Welsh pages on the website will be revised and updated at the same time.

All new web-based reports, documents and forms will be available bilingually and all versions will be available for easy download.

All staff, consultants, designers, and printers will be given written guidelines on how to deal with the design of bilingual material (8.1).

When planning or redeveloping the website we will consider the Welsh Language Commissioner's guidelines: 'technology, websites and software: Welsh language considerations'.

To help staff and volunteers work through the medium of Welsh, explore the possibility of IT software such as the Cysgliad dictionary. Welsh-language versions of Microsoft Windows and Office will also be available to staff and volunteers who wish to use them (8.2).

	By whom	By when	Resources
8.1	Communications Director	Dec 2020	None
8.2	Operations Director	Dec 2020	IT budget

9. Implementing the Scheme

NDCWales will assess what language skills are necessary in each workplace and for each core activity to implement this Scheme. Job descriptions will include a clause noting that the ability to communicate in Welsh is essential, desirable, or not required for the post in question.

We will conduct a review of the language skills of staff and will include this information in an internal contacts list in order to (a) make full use of their language skills and (b) recognise any skills shortage within the team. Any language skills shortages will be dealt with by training current staff or when recruiting new staff as appropriate. (9.1)

Non-Welsh speaking staff will receive training on how to answer the telephone bilingually and how to refer Welsh language enquiries as well as how to pronounce and spell Welsh names. (9.2)

When recruiting new staff, directors and volunteers the Board will take into consideration the linguistic requirement of the post and the whole team to allow the implementation of this Scheme. NCDWales actively encourage and support staff who wish to learn Welsh and support Welsh-speaking staff who wish to improve their language skills. We fund training in Welsh and allow staff to attend courses during working hours.

Copies of Welsh dictionaries will be available in our office (9.3)

	By whom	By when	Resources
9.1	Operations Director	March 2022	Training budget/free
9.2	Staff Welsh Champion	ongoing	None
9.3	Operations Director	Dec 2020	Stationery budget

10. Implementation and monitoring

The Operations Director and the Communications Director, along with the staff and Trustee Welsh Language Champions will monitor the implementation of the Scheme. The scheme will be reviewed and revised every year (10.1).

We welcome suggestions for improving the Scheme and Welsh language service. This will be advertised on our website (10.2). Any suggestions should be sent to the Communications Director.

A section on implementation against the Welsh Language Scheme will always be included in our annual reports (10.3).

	By Whom	By when	Resources
10.1	Operations Director	May 2021	None
10.2	Communications Director	Dec 2020	None
10.2	CEO	Jan 2021	None