

Business in Focus

Welsh Language Policy

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About Business in Focus

Business in Focus is a social enterprise established with the sole purpose of supporting the growth of enterprise.

Our Vision – to be the beacon for enterprise, helping to build a Wales where all individuals have the chance to turn their aspirations and dreams into a successful business.

Our Mission - we will be the leading provider of business support in Wales, helping businesses to start, prosper and grow, making Wales attractive to other businesses locally and worldwide and using our knowledge to be an influential voice.

Our Values – Delivering Quality & Excellence, Committed, Versatile & Flexible, Communicating, Professional, Working as a Team, Customer Focused, Integrity.

To find out more visit: [www.businessinfocus .co.uk](http://www.businessinfocus.co.uk)

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1. Introduction

This policy has been prepared in accordance with the Welsh Language Act 1993, the Welsh Language (Wales) Measure 2011 and guidance from the Welsh Language Commissioner's Office.

This policy applies to Business in Focus' operations in Wales, its staff and sub-contractors.

2. Overarching Principles

- This policy describes a *journey* and not all bilingual services will be available immediately
- Bilingual services will be implemented only when it is appropriate and safe to do so and with due regard to the Welsh Language Act and the applicable Welsh Language Standards
- Business in focus will strive to ensure that all qualifying outputs are consistent with this policy. However, it is recognised that this may not be possible in all cases. Where this occurs, Business in Focus commits to taking appropriate advice from as wide an audience as possible including the Welsh Language Commissioner's office.
- Business in Focus will continue to work towards its bilingual goals but will ensure that there is no detrimental impact on service delivery through either language before implementing any changes.

3. General Principles

- The English and Welsh languages will be treated on an equal basis.
- Materials will be of the same professional standard irrespective of language.
- Welsh and English print will appear in the same font on all public material originated by Business in Focus.
- Materials specific to the work of Business in Focus will be produced bilingually.
- Exhibition materials will appear in both languages, with equal prominence.
- All signage specifications and guidance will follow Business in Focus' Welsh Language policy.
- This policy will be supported by relevant training, which will be made available to all staff.
- New policies, procedures and processes, projects and initiatives will be developed to be compliant with this policy.
- New policies, procedures and processes, projects and initiatives will promote and facilitate the use of Welsh and move the organisation closer to implementing the principle of equality at every opportunity.

4. Public Image

- All our permanent signs will be in Welsh and English with equal prominence given to both languages
- Temporary signage will be bilingual with equal prominence given to both languages
- Our corporate brand, including headed paper and business cards, will be fully bilingual with equal prominence given to both languages
- Our stationery and business cards will be bilingual with equal prominence given to both languages
- We will standardise communication items such as bilingual email signatures.

5. Website and Digital Services

- Our external facing website will be bilingual with equal prominence being given to both Welsh and English.
- Our website will take appropriate measures to promote the Welsh language wherever possible.
- Digital services (such as web forms and surveys) will be fully bilingual where possible and appropriate.
- Business in Focus social media activities will be bilingual where possible and appropriate.

6. Advertising and Marketing

6.1 Public Meetings and Events

- Business in Focus arranges meetings and events with a wide range of individuals, organisations and groups. These include public sector organisations, voluntary groups and private sector organisations. Business in Focus will encourage the use of the Welsh language during these events.
- Marketing of public events and all materials will be bilingual.
- Those attending conferences organised by Business in Focus will be welcome to contribute in English or Welsh.
- Registration forms will be bilingual and will include a section to indicate language choice.
- Badges denoting Welsh speakers will be worn to show which members of staff or volunteers speak Welsh.

6.2 Printed Materials

- Publications originating from Business in Focus intended for the general public will be bilingual.
- Welsh and English print will be treated on an equal basis and appear in the same font on public material.

- Material will be translated by a Business in Focus approved professional translator.

6.3 Media

- Business in Focus will offer a bilingual service to the media where it is possible to do so. We will provide information to the media in Wales in the language that it is requested.
- Training in the use of the Welsh language in the media will be given where appropriate.

7. Communication

7.1 Written Communication

- Written correspondence, including registration forms for whatever purpose, will be answered in the language of the original correspondence.
- Response times for both languages will be the same.
- Individuals and organisations will be encouraged to think of Business in Focus as a bilingual organisation that can correspond in both languages.
- Business in Focus will record language preference on its contacts database (CRM). Staff will use the CRM as a source of information to ensure the correct language is used in all correspondence and communication.

7.2 Verbal Communication

- Telephones will be answered with a bilingual greeting and answer-phone messages will be bilingual.
- All staff will be trained to answer with a bilingual greeting and to deal appropriately with calls from speakers of either language.

8. Staff and the Workplace

- Line Managers will ensure all staff are aware of and understand the implications of this policy in their work.
- Welsh language needs will be assessed upon recruitment and induction.
- Business in Focus will assess, based on the need to fulfil the commitments outlined in this policy, whether Welsh language skills are essential, desirable or not required for each vacant position.
- If deemed essential to the post, a full description of the requirement will be specified in the job description and person specification.
- All adverts published for posts within Business in Focus will be bilingual. The job advert will clearly note whether Welsh is a desirable or essential skill for the post.

- All job descriptions issued for the purposes of recruitment shall be issued in Welsh and English.
- A list of staff able to speak Welsh will be created on the basis of a language skills audit. The up-to-date list will be circulated to ensure staff are aware of those colleagues able to offer Welsh language services.

9. Training and Development

- This policy will be a core part of induction for new members of staff.
- Welsh Language awareness training will be provided to all staff with an emphasis on practical application in the workplace.
- Any training relating to the Welsh language should be started within the probationary period of each post.
- For existing posts, line managers will monitor Welsh language training needs.
- Staff who do not speak Welsh will receive training on how to greet and/or answer the phone bilingually, including specific training on how to pronounce Welsh words and names.
- Training will be given to staff to enable them to forward an enquiry to a member of staff who is able to speak Welsh should this be necessary.

10. Implementation and Monitoring

10.1 Governance

- The Business in Focus Board will have overall accountability for this policy
- The Chief Executive will be accountable to the Business in Focus Board for the organisation's compliance with Welsh Language policy
- Business in Focus' Chief Executive will have responsibility for the implementation of the policy.
- The policy will be reviewed annually or on additional guidance from the Welsh Language commissioner.

10.2 Monitoring

The following indicators will be used annually to measure implementation:

- Percentage of publications produced bilingually
- Percentage of Welsh correspondence dealt with in Welsh within the timescale allowed (recorded by support staff)
- Number of Welsh language speakers employed by Business in Focus
- Number of staff who received Welsh Language training
- Examples of Welsh social media items and interaction with service users through the medium of Welsh via social media channels
- Feedback on Welsh language provision from service users

- The number of events that have required simultaneous translation

The indicators above and the '*Business in Focus actions in support of the Welsh Language Policy*' document will form the basis of an annual review.

The Chief Executive will present an annual report to the Board, the Management Team, and to the Welsh Language Commissioner.