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Careers Wales

Annual Report

Welsh Language Standards

1st April 2020 – 31st March 2021



**Gyrfa Cymru
Careers Wales**

1. Foreword

<p>1.1 Purpose of the Report</p>	<p>Career Choices Dewis Gyrfa Ltd (CCDG), trading as Gyrfa Cymru - Careers Wales, is a wholly owned subsidiary of the Welsh Government and was formed on 1st April 2013. Careers Wales provides independent, impartial and bilingual Careers Information, Advice and Guidance (CIAG) services in Wales.</p> <p>The Welsh Language (Wales) Measure 2011 places a duty on Gyrfa Cymru - Careers Wales to comply with standards in relation to the Welsh language</p> <p>This is the company's third annual report on the implementation of its Welsh language standards. The standards that are applicable to Careers Wales are divided into four categories:</p> <ul style="list-style-type: none"> • Service Delivery • Policy Making • Operational • Record Keeping <p>Gyrfa Cymru - Careers Wales by its annual remit is expected to meet the requirements for Service Delivery standards as they apply to the Welsh Government. This report outlines how the company has complied with the standards within the above areas from 1st April 2020 – 31st March 2021 and in particular that it:</p> <ul style="list-style-type: none"> • operates according to the basic principle set out in the Welsh Language Measure (Wales) 2011 of treating the Welsh language no less favourably than the English language; • offers services to staff and the general public through the medium of Welsh and English; • considers the effects on the Welsh language when developing and implementing strategies and policies; • considers our operational and record keeping processes in relation to the Welsh language;
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	<ul style="list-style-type: none"> seeks to provide opportunities that encourage and facilitate the use of Welsh both in the workplace and when delivering services to the general public. <p>This report will be published on the Careers Wales website and will be available at each company offices open to the public upon request.</p>
1.2 Date of Publication	30 th September 2021

2. Compliance Supervision Arrangements

2.3 Details of responsible senior officer	<p>Philip Bowden</p> <p>Head of Quality and Planning</p>
2.2 Arrangements for delegating operational responsibilities	<p>The Senior Management Team of Gyrfa Cymru - Careers Wales oversees the Welsh Language Policy.</p> <p>The accountability for the company's Welsh Language Policy lies with the Executive Team within Gyrfa Cymru - Careers Wales (Chief Executive and Directors) and the Board. Any discussions regarding the effects of strategies and policies on the Welsh language are therefore part of the senior management team decision-making process. Responsibility for individual standards have been allocated to various Heads of Department in line with their current areas of responsibility.</p> <p>The company's Welsh Language Standards Policy is published on the Careers Wales website and specifies how our organisation intends to comply with all the Standards which apply. As well as being on the company website, the policy is also available at each office that is open to the public upon request. The implementation of this policy will be reviewed annually and adapted as required.</p>



3. Assessment of Compliance

3.1 Service Delivery Standards

This section presents details on the quality of Welsh language services in Careers Wales, and in particular how the company meets Service Delivery Standards under the Welsh language standards. As stated above, by an annual remit the Welsh Government expects Careers Wales to meet the requirements for Service Delivery standards as they apply to the Welsh Government. Careers Wales operates 67 Service Delivery Standards.

For much of the business year 2020-21 the country was affected by the Covid pandemic and in lockdown for a significant proportion of it. Careers centres were closed for large periods of the year as were schools, with a corresponding impact on our ability to deliver face-to-face services. In response, the company switched quickly to delivering services through channels other than face-to-face, such as the telephone, web and video interviewing. All of these were delivered in line with the company's Welsh language Service Delivery standards.

Identifying the language needs of customers

First-time correspondence with an individual is sent bilingually asking the recipient their preferred language of corresponding with us which, when known, is recorded. Correspondence from then onwards is sent in the customer's preferred language. For many customers, their preferred language is captured in the Career Check survey, which all school pupils are invited to complete whilst they are still in school. Their preference is then stored on the company customer database.

For those customers who do not complete Career Check for any reason, school-based advisers will check with learners individually their preferred language, including for any written action plan that is provided. Where a customer's language preference remains unknown, written correspondence is bilingual.

Careers Wales Connect (CWC)

Careers Wales operates one main telephone number which offers a bilingual service to the caller – Careers Wales Connect (CWC). All calls to CWC are greeted by a bilingual automated message with the option of proceeding in either Welsh or English. From that point the call is dealt with in the language chosen by the caller.

CWC operates a bilingual recorded answering service, with the Welsh message preceding the English whereby callers are able to leave a message in their preferred language. All calls will be returned in the caller's preferred language.

When contacting an individual by telephone for the first time, the individual will be asked in which language they would like to receive calls from us. Once the language preference of the individual is known this will be recorded on the Careers Wales customer database. Calls from then onwards will be in the individual's preferred language.



Performance indicators for Welsh and English calls are the same and are carefully recorded and monitored daily and reported on a weekly and monthly basis to managers.

Meetings

When Careers Wales arranges meetings with a member of the public, the company proactively offers the choice of meeting in Welsh or English and checks any relevant records that held to see if the person has indicated a preferred language. An invitation to the meeting is sent in Welsh or English if their preferred language is known. Where this is not known the invitation will be bilingual and will include a sentence about language choice.

For public meetings Careers Wales aims to provide a fluent Welsh speaker to attend meetings with those who prefer to conduct the meeting in Welsh. If this is not possible, simultaneous translation service from Welsh to English is available at meetings. All invitations to meetings are sent bilingually asking each person to inform us if they would wish to use the Welsh language at the meeting.

Publicity Material and Forms

All material that displayed in public are displayed in both languages either bilingually, with the Welsh appearing to the left or above the English, equally prominent (e.g. “tilt and turn”) or separately in Welsh and English if versions have to be published separately for practical reasons. Both versions will be of equal size and quality. Each version will contain a message stating that the publication is also available in the other language.

Pre-entered information on forms is entered in both Welsh and English. Careers Wales’ normal practice will be to issue forms in the language preference of the customer.

Website, Digital and Social Media

Each page on the Careers Wales website is available in both Welsh and English and gives the user a language option providing a direct link to the corresponding Welsh/English page. The interface and menus on each page of our website are available in either Welsh or English. All apps published by Careers Wales are available and fully functional in both Welsh and English.

All corporate social media accounts (e.g. Twitter and Facebook) are available in Welsh and English or bilingually. We regularly promote the Welsh language accounts on the English accounts to increase following and mark Welsh national days and events throughout the year to promote the language and culture. Where we receive correspondence via social media, our normal practice is to respond in the language of receipt.

Careers Wales produces a range of webinars on occupational areas and themes involving industry and sector experts. These are a mix of pre-recorded and live events. Some of the live events will then also be available in ‘catch up’. These are broadcast in both Welsh and English. In 2019-20 we had planned to broadcast a webinar on the value of Welsh language skills in the



workplace. Unfortunately, this was planned for broadcast at the end of March but was cancelled due to the lockdown announced in response to the Coronavirus pandemic. This was subsequently delivered in 2020-21 under our 'Let's Talk' branding of employer engagement products as 'Let's Talk - Welsh in the Workplace' (see Page 13).

During the year, Careers Wales representatives have started attending the Centre for Digital Public Service's 'building bilingual services' community where we share best practice and knowledge around building digital services in both languages for our customers.

Signage and Reception

All permanent and temporary signage, and electronic or computerised signage that gives information to the public, is bilingual with Welsh and English text treated equally for size, legibility and prominence. On all signage the Welsh text appears to the left or above the English text so that the Welsh is likely to be read first. Welsh speaking staff are required to wear lanyards or language badges to identify themselves as Welsh speakers.

At all public reception desks enquiries are welcomed in both Welsh and English and display a sign displayed at all our public reception desks welcoming the use of Welsh.

If a Welsh speaker is not immediately available to deal with a Welsh speaking member of the public a Welsh speaking colleague will be called upon to deal with the enquiry. The company is actively seeking to increase its Welsh language capacity but continues to face challenges in recruiting Welsh-speakers.

ICT public interface

In each Careers Centre there are public access PCs where customers can undertake a range of careers-related activities, including job search and general research, making applications, CV building and job quizzes. As reported in the 2019-20 report, Careers Wales now offers a Welsh language interface on public access machines which means that when the customer logs on they are presented with a box to select their preferred language. Once selected it loads a fresh desktop with the icons in the selected language as well as, for example, displaying the Word and Excel menu bar in the selected language.

Contracting

Welsh language considerations are incorporated as appropriate into contract specifications relating to any specific aspects of public service that a contractor delivers on the company's behalf. Each Contract Notice to tender for a contract states that tenders are welcomed in either Welsh or English and the deadline for submitting the forms will be the same for both languages. Tenders received in Welsh are dealt with in Welsh including, if necessary, the need to interview the tenderer.



Advertising

All advertisements, and publicity and documents advertising services provided, are done so either bilingually or separately in Welsh and English. If published on the website, they are published in both Welsh and English.

3.2 Policy making Standards

Careers Wales operates 9 policy-making standards. When formulating a new or amending an existing policy decision this is done in accordance with the requirements of the Welsh Language Standards. An impact assessment is carried out to consider how the decision can:

- have positive effects on opportunities to use Welsh;
- have no adverse effects on opportunities to use Welsh;
- ensure that the Welsh language is treated no less favourably than the English language;
- have no adverse or decreased adverse effects on opportunities to use Welsh.

The points above also apply when publishing consultation documents which relate to a policy decision. The document will seek views on the positive effects or increased positive effects that the policy decision under consideration would have on opportunities to use the Welsh language. Any research commissioned to assist in making a policy decision will also be carried out in accordance with the Welsh Language Standards and consider how the decision can cover the points above.

3.3 Operational Standards

Careers Wales operates 51 operational standards which relate to the work of internal administration, details of which are presented below.

Recruitment

All policies, procedures, advertisements, application forms and other relevant documentation related to recruitment are available in both Welsh and English. Advertisements and application forms to do with recruitment are available in both Welsh and English and carry a clear statement that Welsh or English are treated equally, with application forms providing a space for individuals to indicate their language preference for interview or other method of assessment. Candidates are welcomed to apply in their preferred language and applications received in Welsh and English will be dealt with within the same timescale, with all correspondence sent in Welsh to those who have stipulated that is their preferred language preference.

Vacancies are advertised through various channels, but to ensure a wider reach of Welsh speakers Safle Swyddi, Golwg 360 and Lleol.net are used as well as utilising the company's bi-lingual social media channels.



If Welsh language skills have been identified as a requirement, where it is deemed necessary this will be tested during the recruitment process to ensure that the language needs meet the actual requirement for the locality. One aspect of this process will be that applicants attend an assessment centre where they are asked to complete oral and written tasks through the medium of Welsh. Assessment centres continue to be undertaken in Welsh as well as interviews both totally in Welsh and using simultaneous translation.

For all posts within the organisation the ability to pronounce Welsh place names and personal names, and the ability to understand and use basic phrases of Welsh, is an essential requirement to ensure staff can exercise basic linguistic courtesy. For some new or vacant posts advertised it may be possible for post-holders to develop the necessary skills to attain the required standard for the post over a period of time following an agreed training plan with full support from the company.

Supporting Existing Staff

All existing staff are asked their language preference for receiving correspondence relating to their employment and all new staff are asked upon appointment. Once known, their language choice will be noted for future reference and from thereon correspondence related to their employment and addressed to them is sent in the language choice of the individual. In 2020-21, 35 employees (approx. 5.5%) have elected to receive HR documentation in Welsh.

In relation to internal operating system and processes that record and authorise annual leave, absences from work and flexible working hours, it was reported in the 2019-20 report that internal HR system and system for timesheets and recording flexible working hours had been made available in both Welsh and English and that staff were now able, for example, to book leave, record their time and change personal details such as addresses in either language. This had been made possible through work with a company called Linguaskin which enabled the translation of the external software systems in use at that time. The company is pleased to report that during 2020-21 the decision was taken to develop an entirely new internal HR system which would allow for the building of a bespoke and fully bilingual system. The system is still in development and will be fully implemented during the 2021-22 business year. Given the name 'Pobl', the system integrates a number of processes, including the recording of employee details, Welsh language skill level, timesheets and requesting and recording of leave.

Alongside Pobl, during the course of 2020-21 the company took the decision to design and build a new Customer Relationship Management (CRM) system. Given the name 'Atlas', work started in December 2020 and the system is due to be introduced in the autumn of 2021. Using Microsoft Dynamics software, Careers Wales has worked closely with the developer to design a full-functional bilingual system which will not only better support the preferred language choice of employees but also deliver an enhanced service to customers, providing them with a personalised service across a range of channels in their language of choice.

Company policies and procedures relating to the following aspects are all available in both Welsh and English on the intranet:



- behaviour in the workplace;
- well-being at work (no specific policy on this but sickness policies and forms are bilingual);
- salaries and workplace benefits;
- supporting improved performance;
- absence from work;
- working conditions;
- work patterns;

All internal employee face-to-face processes are available in the either Welsh or English (based on employee's choice of language), including, for example, sickness home visits, discipline and grievance.

Company Intranet

All intranet pages are available in Welsh and English and staff can switch from one language to the other. The interface and menus on the intranet pages are available in both Welsh and English.

Complaints and Disciplinary

Employees are welcome to make complaints in their preferred language and are responded to in that same language. If a complaint is made, the employee is asked if they wish to use the Welsh language in a meeting. Any meeting held will be conducted in the preferred language, either with a fluent Welsh speaker or with the assistance of a simultaneous translator. Policy and procedures relating to complaints are published on the intranet and available to all staff. When a member of staff makes a complaint in Welsh, it is responded to in Welsh and all subsequent correspondence and meetings are conducted in Welsh if so desired.

Employees are able to respond to allegations made against them in internal disciplinary process in their preferred language. Employees are offered a language choice at any meeting regarding disciplinary matters relating to their conduct. At meetings with individuals where employees wish for the meeting to be conducted in Welsh, a suitable Welsh speaker will conduct the meeting or a simultaneous translation service provided. Employees will be informed of any decision following a disciplinary process in their preferred language

Induction

Company induction process includes a checklist to ensure line managers cover the requirements of the Welsh Language Standards with new starters, discuss any Welsh language training requirements and ask the new employee to self-assess their Welsh language skills.



Identifying Welsh Speakers

On employee lanyards, Welsh speakers will either use the Iaith Gwaith logo or will insert Siaradwr Cymraeg/Dysgwyr Cymraeg to indicate that they either speak or are learning to speak Welsh. The company provides staff who can speak Welsh with badges for them to wear.

All staff e-mail signatures including job titles and contact details are bilingual. Welsh-speaking colleagues include the Iaith Gwaith logo on the email signatures and an invitation to communicate in either Welsh or English. All staff out of office messages are expected to be bilingual.

Notices in Offices

Within CW buildings, all official notices placed on walls and notice boards are bilingual with the Welsh language text to the left of or above the English text.

All text on signs displayed within company workplaces will be subject to proof reading by translation services or an identified fluent Welsh speaker to ensure accuracy in terms of meaning and expression. We do not currently operate audio announcements in any of our offices.

3.4 Record-Keeping Standards

Careers Wales operates 8 record-keeping standards.

Records are maintained on a range of areas.

- Complaints relating to the Welsh Language for each financial year are recorded and maintained centrally and include the nature of the complaint and what action/s we take in response. The company has a complaints policy and procedure in place, which explains how all complaints received by the organisation are dealt with, and is published on the company website, and available at each office open to the public, upon request.
- The Welsh language skills of the workforce. The record is retained by the company People Development department and allows for the running of reports on the Welsh language skills within the company.
- All assessments carried out to identify a Welsh language level for all new and vacant posts for each financial year including the language ability of the successful candidate.
- The number of staff who attended training courses provided in Welsh.
- The percentage of staff who attended courses provided in Welsh.



3.5 Employee Welsh Language Skills

As mentioned earlier in the report, during the course of 2020-21 the company made the decision to develop a new HR system, 'Pobl'.

Pobl will capture the Welsh language skill levels of all company employees and allow for more efficient reporting of Welsh language capacity across the company, and we will survey all staff through the new system once the roll-out is complete by the end of this calendar year. In the meantime the company does retain the details of the previous skills audit as the most recent record of Welsh language skills in the company.

3.6 Training in Welsh to Employees

Learning and development for employees is made up of in-house training provided by Learning and Development (L&D) Coordinators (or other internal staff, eg. HR) and externally bought-in training from specialist providers. Employees are also able to participate in online learning via the company's fully bilingual online L&D software package, Learning Pool. Employees also attend off-site external training, both free and paid-for, where it is deemed to be of value or necessary for compliance purposes, eg. Fire Safety and First Aid at Work. During 2020-21 the company expanded the range of e-learning available in Welsh on a range of topics, from soft skills such as confidence building to practical delivery skills. The Careers Wales L&D team ran training in Welsh on a range of topics during the year, including ACE awareness (31 employees, 4.9%) and guidance skills (6 employees, 0.9%).

In relation to Standard 135, no training was offered in the areas of recruitment and interviewing, performance management, complaints and disciplinary procedures, induction, dealing with the public or health and safety internally during the reporting period in either Welsh or English.

In relation to Standard 136, interviews and complaints and disciplinary procedures are already deemed to be being delivered effectively in Welsh and so have not undertaken any specific training in this. In relation to using Welsh effectively in meetings this will remain a priority in order to continue to develop Gyrfa Cymru – Cymru Wales as a fully bilingual organisation.

Careers Wales runs an internal NVQ Assessment Centre which allows us to deliver and accredit external qualifications. The delivery, assessment and verification of the qualifications is undertaken by a team of Learning and Development Coordinators (LDCs), who are qualified assessors. Eleven employees are currently being assessed in Welsh or bilingually, up from seven last year.

3.7 Welsh Language Awareness and Skills

All employees are encouraged to develop their Welsh language skills for work purposes, and a Welsh Language Training programme is in place which gives all employees the opportunity to learn Welsh for work purposes in work time. Staff, who as a condition of employment are required to learn Welsh, will follow an agreed language training programme.



During the year, the company launched an e-Learning module on Welsh Language Awareness to all employees, with positive feedback. The module includes language awareness, some incidental Welsh, and the position of Welsh language skills in the labour market

Currently the company is supporting five employees to develop their Welsh language skills by funding their evening classes. The online Cymraeg Gwaith / Work Welsh 'Croeso / Welcome', 'Croeso'n ôl / Welcome Back' and 'Gwella / Improve' are all available to all staff, and mandatory for new starters.

During the year, the company also started a monthly Welsh language coffee break for Welsh speakers and learners to network and chat informally in Welsh, and for learners to practice their skills. Due to the pandemic this has meant utilising Microsoft Teams for virtual coffee breaks. The use of this technology has had the added benefit of allowing colleagues to come together from across the company wherever they are based in the country.

In relation to providing formal training to staff who provide careers advice on the value of Welsh language skills in the employment sector, the company provides a range of resources that colleagues use to keep themselves up to date with current LMI which contain sections on the demand for Welsh language skills, both regionally and within sectors.

Learning also takes place through events that we facilitate for customers. In Nov 2020 a pre-recorded panel discussion was produced called 'Let's Talk Welsh in the Workplace'. The discussion involved employers talking about the importance of being able to speak Welsh in their workplace. This recording is available to all schools.

In March 2021 Careers Wales held a digital 'Welsh in the Workplace Careers Fair'. Six sessions, both live and recorded, covered the use and importance of Welsh in the Workplace in a number of employment sectors. The event was promoted to all Welsh medium schools across Wales, sixth forms in other schools offering Welsh A level and FEIs with the aim of raising awareness of the variety of job roles and sectors that use the Welsh language in their workplace and to encourage pupils to continue with their Welsh language skills after they leave education. Careers Wales employees in attendance also enrich their knowledge of the importance of Welsh language skills in the workplace via interaction with employers.

The fair was supported by 12 organisations covering a variety of sectors, all providing information to pupils and discussing the Welsh speaking opportunities within their organisation. The organisations present were:

- Emergency Services
 - North Wales Police
 - North Wales Fire Service
 - Welsh Ambulance Service Trust
 - NHS
- Public Services (DWP)



- FE/HE (Providers and Public Bodies)
 - Coleg y Cymoedd
 - Coleg Cambria
 - Cardiff Metropolitan University
 - USW
 - Coleg Cymraeg Cenedlaethol
- Construction - Alun Griffiths Contractors
- Creative - Screen Alliance Wales

3.8 Recruiting to New and Empty Vacancies

The Welsh language skills for each new or vacant post within the organisation are assessed initially by the relevant Head of department and People Development department using the company’s bilingual skills strategy and recruitment strategy guidance, taking into account the requirements of the vacancy in question and the capacity of Welsh speakers within the team. The Welsh language requirement is stated clearly on a Recruitment Justification Form (RJF) which is required to be completed for each new post. The Welsh language skills level and linguistic requirement will be clearly indicated in the statement for each new or vacant post and specified when advertised in both Welsh and English.

To ensure that full consideration of the need for recruiting Welsh speakers for every vacancy, the language need of every vacancy is assessed both internally and externally using the following criteria:

Essential	Desirable
No-one is available to provide Welsh medium services.	Welsh speaking staff are already available, but it would be desirable to have more Welsh speakers.
More staff with Welsh language skills are needed to deliver full services to the public.	An individual with a specific qualification or specialist experience is needed for the post.
The post is located in an area with a high percentage of Welsh speakers/in a Welsh community.	The post is located in an area with a low percentage of Welsh speakers.
It’s impossible to provide a service through any other means (e.g. phone)	

Data for recruiting vacancies and new vacancies across Careers Wales during 2020-21 are presented below. Most of these will be single vacancies but not all.



8 roles were assessed and identified as Welsh Language Essential and 23 as Welsh Language Desirable.

It is worth noting that recruitment to Welsh essential roles continues to prove challenging.

Job Title of Vacancy	Date of Advert	Welsh Language Skills Essential/Desirable
HR Administrator ¹	20/03/2020	Desirable
Business Engagement Adviser	20/05/2020	Essential
Employability Coach	21/05/2020	Desirable
Social Media and Marketing Officer (maternity cover)	22/05/2020	Desirable
Data Administrator	01/07/2020	Desirable
System Engineer Manager	01/07/2020	Desirable
Developer (advertised externally once, and then went to agency 5 separate times)	06/07/2020	Desirable
Youth Engagement and Progression Framework Project Officer	15/07/2020	Desirable
Data Checker	29/07/2020	Desirable
Careers Adviser / Trainee Careers Adviser	31/07/2020	Desirable
CRM Delivery Project Manager	31/07/2020	Desirable
Director of Resources and Transformation	01/08/2020	Desirable
Careers Advisers / Trainee Careers Advisers	12/08/2020	Essential
CWC Supervisor	26/08/2020	Desirable
Business Engagement Adviser - Gwynedd	03/09/2020	Essential
Operational Development Manager - Stakeholder Services	09/09/2020	Desirable
Team Manager – Services to Young People	10/10/2020	Desirable
Careers Adviser / Trainee Careers Adviser	22/10/2020	Essential
STEM Mentor (Gwynedd)	22/10/2020	Essential
Employability Coach	06/11/2020	Desirable
Project Manager	06/11/2020	Desirable
Team Manager Temp (0.6 FTE)	30/11/2020	Desirable
STEM Mentor	09/01/2021	Essential
Team Manager - Digital Team	11/01/2021	Desirable
Team Manager- Service to Young People (Pembrokeshire or Powys LA)	20/01/2021	Desirable
Project Manager Stakeholder Services	09/02/2021	Desirable

¹ Where dates fall before the 2020-21 business year, these relate to when the job advert appeared. They are reported in the 2020-2021 year as the remainder of the recruitment process and appointment occurred within that year.



Public Relations and Communication Coordinator	14/02/2020	Desirable
Careers Adviser/Trainee Careers Adviser	05/02/2020	1 x Essential 1 x Desirable
Careers and World of Work Coordinator	15/03/2021	1 x Essential 1 x Desirable

3.9 Complaints

The company received no complaints related to its Welsh Language Standards during the 2020-21 business year.

