

# **Careers Wales**

## **Welsh Language Standards Report**

**2024-25**

---

## 1. Foreword

|   |  |
|---|--|
| <p><b>1.1 Purpose of the Report</b></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 sixth annual report on the implementation of its Welsh language standards. The standards that are applicable to Careers Wales are divided into four categories:</p> <p>Service Delivery<br/>Policy Making<br/>Operational<br/>Record Keeping</p> <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 1<sup>st</sup> April 2024 – 31<sup>st</sup> March 2025 and in particular that it:</p> <p>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;</p> <p>offers services to staff and the general public through the medium of Welsh and English;</p> |
|---|--|

|                                |   |
|--------------------------------|---|
|                                | <p>considers the effects on the Welsh language when developing and implementing strategies and policies;</p> <p>considers our operational and record keeping processes in relation to the Welsh language;</p> <p>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> <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> |
| <b>1.2 Date of Publication</b> | 30 <sup>th</sup> September 2025   |

## **2. Compliance Supervision Arrangements**

|   |   |
|---|---|
| <b>2.3 Details of responsible senior officer</b>                    | <p>Philip Bowden</p> <p>Head of Quality and Planning</p>  |
| <b>2.2 Arrangements for delegating operational responsibilities</b> | <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. 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.

#### **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 who do not complete Career Check for any reason, careers advisers will check with customers 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.

### **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. 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.

Where a candidate has expressed that their preferred language for interview is Welsh, this will be arranged, wherever possible, through Welsh speaking panel members or where this is not possible, simultaneous translation being made available.

Vacancies are advertised through various channels, but to ensure a wider reach of Welsh speakers Safle Swyddi and Golwg 360 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 2024-25, 35 employees (approx. 5.9%) have elected to receive HR documentation in Welsh.

The company's internal HR system, 'Pobl', integrates a number of processes, including the recording of employee details, Welsh language skill level, timesheets and requesting and recording of leave and will enable all employees to undertake these tasks in the language of their 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.

Microsoft Teams and Windows 11 are all available in Welsh to employees.

## **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/Dysgwr 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 laith 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**

The company's internal HR system allows for the recording of the Welsh language skill levels of all company employees.

|                  | <b>Speaking</b> | <b>Listening</b> | <b>Reading</b> | <b>Writing</b> |
|------------------|-----------------|------------------|----------------|----------------|
| No Understanding | 184             | 185              | 196            | 220            |
| Entry            | 203             | 195              | 187            | 183            |
| Foundation       | 56              | 47               | 51             | 60             |
| Intermediate     | 31              | 41               | 44             | 32             |
| Advanced         | 63              | 69               | 62             | 54             |
| Proficient       | 56              | 56               | 53             | 43             |
| No Data          | 1               | 1                | 1              | 2              |

|                  | <b>Speaking</b> | <b>Listening</b> | <b>Reading</b> | <b>Writing</b> |
|------------------|-----------------|------------------|----------------|----------------|
| No Understanding | 30.1%           | 31.1%            | 33.0%          | 37.0%          |
| Entry            | 34.2%           | 32.8%            | 31.5%          | 30.8%          |
| Foundation       | 9.4%            | 7.9%             | 8.6%           | 10.1%          |
| Intermediate     | 5.2%            | 6.9%             | 7.4%           | 5.4%           |
| Advanced         | 10.6%           | 11.6%            | 10.4%          | 9.1%           |
| Proficient       | 9.4%            | 9.4%             | 8.9%           | 7.2%           |
| No Data          | 0.2%            | 0.2%             | 0.2%           | 0.3%           |

### **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, e.g. HR) and externally bought-in training from specialist providers. Employees are also able to participate in online learning via the company's bilingual online learning management system, Sbarc. 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. All eLearning built in house is available bilingually (human translated). Generic eLearning supplied with our LMS provider is available in AI generated Welsh and a wide range of other languages. Where possible, in-house training is offered in Welsh; two members of the L&D team are confident to deliver in Welsh. All resources are supplied bilingually, and Power Point slides are bilingual for all in-house training.

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

All induction modules are available bilingually.

In relation to Standard 136, interviews and complaints and disciplinary procedures are already deemed to be being delivered effectively in Welsh and so there has not been any specific training in this.

Training was provided for senior managers on using Welsh effectively in meetings, in January 2025. This was provided by IAITH.

All mandatory eLearning is available in both English and Welsh, which last year included:

- Display Screen Equipment
- Fire Safety
- Sexual Harassment in the Workplace
- Equity Diversity and Inclusion

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. Three employees are currently being assessed bilingually.

### **3.7 Welsh Language Awareness and Skills**

All employees are encouraged to develop their Welsh language skills for work purposes and have access to eLearning resources that they can use in the flow of work. Careers Wales also covers the cost of Welsh evening classes and encourages Welsh learners to attend one-week intensive Welsh courses.

To fulfil the ambition of Careers Wales becoming a fully bilingual organisation, the company has worked with The National Centre for Learning Welsh to put on Welsh language courses in the workplace. In 2024-25, 36 learners attended Mynediad classes. 19 learners followed the self-paced version of this course.

A bespoke e-Learning module on Welsh Language Awareness is included in onboarding for new employees. The module includes language awareness, some incidental Welsh, and the position of Welsh language skills in the labour market. Five employees were supported 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.

Five employees attended a one-week residential course.

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. All employers who present on labour market information for their sector are asked to comment on the need for Welsh language skills.

### **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:

| <b>Essential</b>  | <b>Desirable</b>   |
|---|--|
| 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.                            |

| <b>Essential</b>  | <b>Desirable</b> |
|---|------------------|
| It's impossible to provide a service through any other means (e.g. phone) |                  |

In 2024-2025 we developed a Flowchart to support the process of assessing the language requirements of the vacancies which is to be rolled out in 2025-2026.

The number of new and vacant posts that we advertised during 2024-25 which were categorised as posts where:

|  |    |
|--|----|
| Welsh language skills were essential                                 | 11 |
| Welsh language skills needed to be learnt when appointed to the post | 1  |
| Welsh language skills were desirable                                 | 20 |
| Welsh language skills were not necessary                             | 2  |

In 2024-2025 we developed a Flowchart to support the process of assessing the language requirements of the vacancies which is to be rolled out in 2025-2026.

### **3.9 Complaints**

The company received no complaints related to its Welsh Language Standards during the 2024-25 business year.