



Cymdeithas Tai Eryri
Welsh Language Scheme

Welsh Language Scheme prepared in accordance with the Welsh Language Act 1993 (the Act) and the Regulatory Code for Housing Associations in Wales, Welsh Assembly Government, March 2006.

This Scheme received the approval of the Welsh Language Board under section 14(1) of the Act on March 1st 2007.

1. Opening Statement

Aim of the Scheme:

Cymdeithas Tai Eryri has adopted the principle, that in the conduct of public business in Wales, that it will treat the Welsh and English languages on the basis of equality. This scheme notes how we will operate that principle in providing services to the public in Wales.

Objectives:

- to enable everyone who uses a service or is in discussion with the Association to do so through the medium of Welsh or English according to the personal choice of the individual.
- to ensure high quality services through the medium of Welsh
- to promote the use of the Welsh language in the community
- to encourage others to promote and use the Welsh language
- to promote and facilitate the use of the Welsh language in the workplace

The Association acknowledges that members of the public can express their opinions and needs better in their chosen language. It also acknowledges that enabling the public to use the Welsh language is a matter of good practice rather than a concession, and that denying them the right to use their chosen language could place them in a disadvantaged position. The Association will therefore offer the public the right to choose which language to use when dealing with it, in accordance with the principle above.

2. Introduction

2.1 Background and Corporate Values

Cymdeithas Tai Eryri was registered as an Industrial & Provident Society and exempt charity in July 1978 (no. 22234R). The Association's registered rules define our objects as *"To carry on for the benefit of the community:*

- *the business of providing housing, accommodation and assistance to help house people and associated facilities and amenities for poor people or for the relief of aged, disabled, handicapped (whether physically or mentally) or chronically sick people;*
- *any other charitable object that can be carried out by an Industrial & Provident Society registered as a social landlord."*

The Association is also registered with the Welsh Assembly Government as a social landlord (no.LO48) and an Accredited Support Provider (no.ASP02-015).

We operate for the benefit of the community across Gwynedd and the Isle of Anglesey by:

- Developing and managing affordable housing for local people: families, older people and single persons;
- Providing supported accommodation for individuals with special needs e.g. homeless young people, women fleeing domestic violence, persons with learning disabilities;
- Offering equity loans through the Home-Buy scheme to local people unable to buy a suitable home on the open market;
- Co-operating with community groups and the local authorities on a range of community development projects in less advantaged areas;
- Managing the local Care & Repair agencies which assist older people and people with disabilities in undertaking adaptations and essential repairs to their homes.

Local individuals, community groups and organisations are encouraged to join the Association so that we may be an accountable and representative body whose membership reflects the interests of the communities that we serve.

Our values

- being **open** and **inclusive**
- seeking continuous **improvement**
- the achievement of **quality**
- being **effective** and **efficient**
- **supporting** and **empowering** individuals and communities
- being **accountable**
- being **innovative**

2.2 Structure and Area of Operation

The business of the Association is directed by a voluntary Board of Management of fifteen members. The Board of Management's key functions are:

- ♦ To define the values and objectives of the Association and ensure that they are adhered to;
- ♦ To establish policies and plans in order to achieve those objectives;
- ♦ To approve the budget and the accounts each year before publication;
- ♦ To establish and supervise a framework for delegation and systems of management;
- ♦ To agree on policies and make decisions on all matters that create a substantial financial risk to the Association or that affect important matters of principle;
- ♦ To monitor the performance of the Association in relation to the plans, the budget, the management systems and these decisions;
- ♦ To appoint the Chief Executive;
- ♦ To satisfy itself that the affairs of the Association are being conducted in accordance with acceptable standards of performance and propriety;
- ♦ To receive appropriate advice.

Responsibility for managing the Association's operations is delegated to the Corporate Management Team comprising the Chief Executive, Director of Resources, Director of Community Services and Director of Property Services.

Each Director has responsibility for one of three Directorates namely:

- Resources: finance, human resources, ICT, office administration, servicing the Board and committees
- Community Services: lettings, housing management, tenant participation, community development, supported housing
- Property Services: maintenance, asset management, development, sales

The Chief Executive's department is responsible for performance management, governance, internal audit, public relations and health & safety.

Details of the staff structure are provided in Appendix 1.

The Association operates across Gwynedd and the Isle of Anglesey with services provided from the main office in Penygroes and an area office in Llangefni

- Main office: Ty Silyn, Penygroes, Caernarfon, Gwynedd, LL54 6LY
- Area Office: 33-35 Stryd Fawr, Llangefni, Ynys Môn, LL77 7NA

On 31 March 2006 the Association had a total housing stock of 1,765 units.

@ 31.03.2006	Gwynedd	Isle of Anglesey	Conwy	Total
Housing for rent				
General needs housing	784	270	-	1,054
Housing for older people	105	71	-	176
Supported housing	128	64	-	192
	1,017	405	-	1,422
Low-cost housing				
Home-Buy	199	105	35	339
Shared ownership	3	1	-	4
	202	106	35	343
Total Housing Stock	1,219	511	35	1765

Group Structure

The Association has two subsidiary companies namely "Gofal a Thrwsio Gwynedd Cyf" and "Gofal a Thrwsio Môn Cyf". These are Care & Repair agencies which assist older people and people with disabilities in undertaking adaptations and essential repairs to their homes. The registered office of "Gofal a Thrwsio Gwynedd Cyf" is Gorffwysfa, Heol y Bedyddwyr, Penygroes, Gwynedd, LL54 6NU. The registered office of "Gofal a Thrwsio Môn Cyf" is 33-35 Stryd Fawr, Llangefni, Ynys Môn, LL77 7NA.

Details of the Group members are provided in Appendix 2.

The Association is establishing a third subsidiary company "Gorwel Cyf" by April 2007 to manage supported housing projects for women fleeing domestic violence on Anglesey and for homeless people in the Dwyfor district of Gwynedd.

This Language Scheme is relative to each member of the Group.

2.3 Service Users

The Association allocates housing for rent to local people - families, single people and older persons - who are disadvantaged from gaining access to suitable housing because of their social circumstances, economic situation, age, disability or health condition.

Equity loans are offered to applicants without sufficient earnings to purchase a suitable home on the open market.

"Gofal a Thrwsio Gwynedd Cyf" and "Gofal a Thrwsio Môn Cyf" provide services for older people and people with disabilities who, usually, are private sector homeowners.

"Gorwel Cyf" will be providing support services and emergency accommodation for women fleeing domestic violence and homeless persons.

2.4 The Welsh Language

According to the results of the last Census in 2001 69% of Gwynedd residents (aged 3 or more) and 60% of Anglesey residents were Welsh speakers. The influence of the education system is apparent with over 92% of Gwynedd children aged 10-14 and over 80% of Anglesey children in this age group able to speak Welsh. 71% of the 25-39 age group in Gwynedd and 59% of the same age group on Anglesey are able to speak Welsh.

There was a reduction in the number and percentage of Welsh speakers on Anglesey and in Gwynedd between 1991 and 2001 according to the Census results. The percentage of Welsh speakers in Gwynedd in 2001 varied from 88% in Penygroes and an area of Caernarfon to 27% in an area of Bangor. It should be noted that students are included in the data for Bangor. The percentage of Welsh speakers on Anglesey in 2001 varied from 84% and 83% in wards in Llangefni to 40% in Beaumaris.

Gwynedd and Anglesey are the counties with the highest percentage of Welsh speakers. There are 19 urban areas in Wales where over 70% are Welsh speakers, 12 of which are in Gwynedd. Of the 12 urban areas of Wales where over 70% of the 25-39 age group are Welsh speakers, 10 are in Gwynedd and the other 2 are on Anglesey.

It is estimated from 2001 Census data that there are 49,000 homes in Gwynedd and that 37,000 of these contain at least one person who is a Welsh speaker. Therefore over 75% of homes in Gwynedd contain a Welsh speaker.

"Iaith Pawb"

The Association shall contribute to the key targets of "Iaith Pawb", the Assembly Government's national action plan for a bilingual Wales, by providing services through the medium of Welsh and seeking opportunities to promote the Welsh language at community level.

The Association is active in areas with the highest percentages of Welsh speakers and is very aware of the need (as outlined in "Iaith Pawb") to protect and promote the language in these communities.

Population movements have a significant effect on the linguistic nature of communities and the housing market is a key factor in the process. The Association makes an important contribution towards ensuring that local people are able to remain in their communities.

All enquiries about the Language Scheme should be referred to Walis George, Chief Executive, either by post or e-mail to walis@taieryri.co.uk

3. Planning and Delivering Services

3.1 Policies and Initiatives

3.1.1 Mainstreaming is the term used to describe the work carried out under this measure. The Association operates in accordance with the Assembly Government's definition of mainstreaming the Welsh language, namely:

"To consider the Welsh language in all aspects of your work and in everything you do, with the aim of ensuring that every opportunity is taken to promote and support the Welsh language; to contribute towards the Government's vision of a truly bilingual Wales; and to plan, provide and evaluate services in Welsh and in English".

3.1.2 In formulating new policies and initiatives, or in amending policies, the Association will assess their linguistic impact and make sure they are consistent with this Language Scheme and will ensure that the measures in the Scheme are implemented when new policies and initiatives are implemented.

3.1.3 The Association will consult the Board beforehand regarding any proposal which would directly affect this Language Scheme. This Scheme will not be amended without the prior agreement of the Board.

3.1.4 We will ensure that whoever is involved in the formulation of policies is aware of the Scheme and of the Association's responsibilities under the Regulatory Code and the Welsh Language Act 1993.

3.1.5 Housing Associations can contribute towards the development of the Welsh language on a local or community level and we will aim to ensure that the Association's new policies and initiatives promote and facilitate the use of the Welsh language whenever possible.

3.2 Service Provision

3.2.1 It will be our standard practice to ensure that our services are available to the public in Welsh and in English and we will inform the public that those services are available in both languages.

3.2.2 We are a naturally bilingual establishment and can offer all our services in Welsh across the establishment.

3.3 Services provided for the public by other organisations

Regulatory functions and third party services

3.3.1 Any contracts or arrangements made with a third party will be consistent with relevant sections of this Scheme. Our aim is to ensure that third party bodies understand the requirements and operate as necessary in order to meet the requirements of the Language Scheme.

3.3.2 In letting a contract the relevant Director will be responsible for ensuring that the agency or company undertaking the work on behalf of the Association complies with the relevant sections of the Scheme.

3.3.3 This will be done by including relevant details about the requirements of the Scheme in the tendering documents, contracts and conditions sent to the relevant agency or company.

3.3.4 The Association will encourage others in the community including voluntary bodies and companies to make use of the Welsh language.

Partnerships

3.3.5 The Association works in partnership with public bodies, organisations from the voluntary sector and other agencies. The Association operates on many levels when working with others:

- when the Association is the strategic and financial leader within a partnership, it will ensure that the public service provision is compliant with the Language Scheme
- when the Association joins a partnership led by another body, the Association's input to the partnership will comply with the Language Scheme and the Association will encourage other parties to comply

- when the Association is a partner in a consortium, it will encourage the consortium to adopt a language policy. When acting publicly in the name of the consortium, the Association will act in accordance with the Language Scheme.

3.3.6 When the Association joins or forms a partnership, it will ask prospective partners about their Welsh language schemes, language policies or the means by which they will operate bilingually. Within any partnership, the Association will offer advice and support to the other partner organisations.

3.3.7 The Association will ensure that officers are aware of the requirements of the Language Scheme when operating in partnership.

3.4 Quality Standards

3.4.1 Services provided in Welsh and in English will be equal in quality and they will be provided within the same timetable.

3.4.2 The Association will highlight this central principle in key documents such as corporate plans and annual reports. It should be outlined also in other situations where statements are made regarding equal opportunity and standard of service.

4. Dealing with the Welsh speaking Public

4.1 Correspondence

4.1.1 The Association welcomes correspondence in Welsh.

4.1.2 All correspondence will be dealt with promptly and correspondence through the medium of Welsh should not in itself lead to delay. Our targets for replying to correspondence in Welsh will be the same as our targets for replying to correspondence in English.

4.1.3 When someone writes to us in Welsh, we will provide a reply in Welsh (if a reply is needed).

4.1.4 When we commence correspondence with an individual, group or organisation, we will do so bilingually unless we know that they would prefer to correspond in Welsh or in English only.

4.1.5 When we send out standard correspondence or a circular to a wide audience, it will be bilingual unless we know that every recipient would prefer to receive it in Welsh or in English only.

4.1.6 If a separate Welsh and English language version of any correspondence must be published, our standard practice will be to ensure that both versions are available at the same time and for the same price (if relevant).

4.1.7 Material enclosed with Welsh letters will be in Welsh or bilingual. Materials enclosed with bilingual correspondence will be bilingual.

4.2 Communication over the telephone

4.2.1 The Association welcomes telephone calls in Welsh and our standard practice is to ensure that the public can speak in Welsh or in English when dealing with us over the telephone.

4.2.2 Every member of staff will answer the telephone with a Welsh greeting.

4.2.3 There will be a bilingual message on each member of staff's personal answering machine.

4.3 Public Meetings

4.3.1 When public meetings are held by the Association, including conferences and other similar events, we will explain to those present that they will be welcome to contribute through the medium of Welsh or English. There will be circumstances in which it will be appropriate on the basis of information, to hold all the activities bilingually or in Welsh only.

4.3.2 We will adopt a method of establishing the language of choice in making the arrangements for public meetings. We will follow the following procedure:

- Public advertisements, invitations and other papers noting the arrangements for these events will make clear that the public will be welcome to contribute in Welsh or in English
- The organiser will assess whether translation facilities are needed.

4.3.3 When there are Welsh speakers among those invited to attend, or if it is known that Welsh speakers intend to be present, meetings should be held bilingually.

4.3.4 If it is known at the beginning of a meeting that all present are Welsh speakers, the meeting will be held in Welsh.

4.3.5 Our standard practice will be to provide any written materials such as leaflets or other documents used at public meetings, in bilingual form. Reports or papers following public meetings will also be published bilingually.

4.3.6 Our staff will make their language abilities evident at meetings, for example, by greeting people bilingually and using the Welsh Language Board's "Iaith Gwaith" badges.

4.4 Other Meetings

4.4.1 The Association welcomes meetings with the public in Welsh or in English and makes sure that arrangements are made to enable any member of the public who desires to do so, to discuss matters in Welsh.

4.4.2 When we arrange or attend a face to face meeting with the public, we will find out their chosen language at the first opportunity and we will ensure that a qualified member of staff who speaks Welsh deals with those who note that their chosen language is Welsh.

4.5 Communicating with the public in other ways

4.5.1 We will consider the best ways of meeting the needs of Welsh speakers in whichever way we deal with the public.

4.5.2 The Association is committed to enabling the public to deal with us in Welsh through electronic communication, on line or other media.

4.5.3 We will consider the requirements of this Scheme when providing or planning new information technology systems, or when providing interactive media.

5. The Public Face of the Association

5.1 Corporate Identity

5.1.1. We will use the name **Cymdeithas Tai Eryri** on all occasions. Our public image, including our address, corporate slogan, visual identity and any other standard information used on the Association's materials and goods (such as headed paper, fax paper, business cards, publications etc) and in other circumstances such as signs, vehicles and buildings, is bilingual.

5.1.2 We will use Welsh only branding material for some initiatives.

5.2 Signs

5.2.1 All information signs owned by the Association, including at internal locations to which members of the public have access, are totally bilingual.

5.2.2 The size, standard of clarity and prominence of the words on the signs will respect the principle of language equality.

5.2.3 It will be the Association's standard practice to provide bilingual signs, but on occasions when Welsh and English signs are provided separately, they will be equal in terms of form, size, quality, clarity and prominence.

5.2.4 There are processes in place to ensure the accuracy of text, and we will co-ordinate and review this carefully, especially when work is contracted out.

5.3 Publishing and Printing Materials

5.3.1 All material aimed at the public will be bilingual with both languages appearing in the same document.

5.3.2 We will ensure that staff and those with responsibility for printing are aware of the policy and procedures for publication.

5.3.3 The Association will explore opportunities to co-operate with other bodies in producing work for publication which is similar or the same.

5.3.4 All the information to be published on the Association's public website will be bilingual, and material will be available in both languages at the same time.

5.3.5 We will ensure that Welsh text in our publications is of a high standard and that the tone is appropriate for the target audience.

5.4 Forms and explanatory material

5.4.1 Every form and explanatory material published by the Association for use by the public will be bilingual.

5.4.2 Our standard practice will be to produce bilingual forms with both languages appearing together in the same document.

5.4.3 We will ensure that consistency of terms is a regular practice in the preparation of forms.

5.4.4 Any development to establish electronic provision for filling in forms will ensure equality for the Welsh language.

5.5 Press Releases

5.5.1 Press releases are a prominent part of the Association's public face and we will therefore publish them bilingually as usual, but in Welsh only when using Welsh-language publications.

5.6 Marketing and Publicity Campaigns

5.6.1 In implementing advertising and publicity activities, including production of pamphlets, audio materials, organising exhibitions and seminars, advertising campaigns and market research, we will implement the following objectives:

- produce all publicity materials in Welsh and in English
- conduct advertising campaigns in the press in Welsh and in English
- advertise on posters and information boards in Welsh and in English
- conduct public surveys bilingually, whether through the post or face to face
- conduct direct marketing campaigns in Welsh or in English
- set up bilingual exhibitions and information stalls

5.6.2 Some of the activities above will be conducted only in Welsh in specific Welsh medium events such as an Eisteddfod.

5.7 Official Notifications, Public Notifications and Staff Recruitment Advertisements

5.7.1 Our standard practice will be to ensure that our official notifications and public notifications appear bilingually with the Welsh and English versions together. They will be equal as regards form, size, quality, clarity and prominence

5.7.2 Staff recruitment advertisements will appear in Welsh in all publications with an explanatory note in English for English or bilingual publications

5.7.3 Information packs, such as job descriptions and person specifications will be prepared in Welsh for all our posts.

6. Implementation and Review of the Scheme

6.1 Staffing

6.1.1 In order to achieve the aim of treating Welsh and English on an equal basis we shall ensure that all members of staff are fluent in both languages.

6.2 Recruitment

6.2.1 The ability to communicate through the medium of Welsh and English is an essential qualification for every post within Cymdeithas tai Eryri.

6.2.2 If there has been difficulty in recruiting an individual who speaks Welsh to a post where Welsh is essential, perhaps it will be necessary to consider appointing someone who does not speak Welsh. In this case, the practice will be to do one of the following:

- to advertise again, stating that non-Welsh speaking applicants will be considered on condition that they commit themselves to learning Welsh to a particular standard within a specific time, with the level of competence to be tested,
- to advertise a temporary appointment and to review it in order to meet the need in another way, or
- to re-advertise after a specific period of time.

6.2.3 If an applicant who cannot speak Welsh is appointed to a post where the ability to speak Welsh is considered essential then the ability to learn the language up to a specific level of skill, within a reasonable period of time to be agreed, will be one of the conditions of appointment. Progress towards the target will be monitored regularly.

6.3 Welsh language Training

6.3.1 We will support this Language Scheme by encouraging and supporting members of staff to improve their skills in Welsh.

6.3.2 Human resources managers and officers who are responsible for training will encourage staff to go on language courses if appropriate. Progress as a result of training will be measured as part of the Association's personal development arrangements.

6.3.3 The Association will also provide awareness training for staff with regard to the requirements of this Scheme. Our standard practice will be to include such training in the induction of new staff.

6.4 Vocational Training

6.4.1 Human resources managers and staff who have responsibility for training will ensure specific Welsh language vocational training for staff.

6.4.2 We will develop the ability of our staff to offer service through the medium of Welsh by providing vocational training in Welsh, whenever practical.

6.4.3 If there are currently no courses available in Welsh in a specific field, we will consider arranging seminars and working groups ourselves, or network with other establishments.

6.5 Administrative Arrangements

6.5.1 This Scheme has the full authority, support and approval of the Association. The Chief Executive has the overall responsibility for the implementation of the Language Scheme and all the Association's members of staff have a responsibility to know how to implement the Scheme effectively.

6.5.2 Managers will have responsibility for implementing those aspects of the Scheme which are relevant to their work,

6.5.3 We will nominate an existing member of staff to be responsible for co-ordinating and monitoring the work of the Scheme from day to day.

6.5.4 The Association's usual internal business language is Welsh. We will ensure that members of staff receive the necessary training and assistance to enable them to use the Welsh language in the workplace.

6.5.5 In order to promote the use of Welsh in the workplace we will provide resources such as dictionaries, Welsh terminology software and other Welsh medium software for staff.

6.5.6 When necessary we will ask for advice from the Welsh Language Board regarding use of the Welsh language in the workplace.

6.6 Reviewing the Implementation of the Scheme

6.6.1 The following senior officer has responsibility for monitoring and reviewing this Scheme: the Service Improvement Co-ordinator

6.6.2 Monitoring this Scheme will be a continuous and structured activity. This will include monitoring the following fields:

- compliance with the Scheme
- quality of service - to look at complaints and at the front line service
- management and administration
- adequacy of linguistic skills - based on commitments 6.1-6.4

6.6.3 We will use the Association's standard complaints procedure to record and deal with complaints about this Scheme and will ensure that it will be possible to monitor specific complaints about the Scheme.

6.6.4 The Association welcomes and records recommendations on how to improve the service.

6.6.5 The Chief Executive will report to the Management Board annually and will send a copy of the report to the Welsh Language Board. The report will follow a format agreed with the Board and will include information about the nature of any complaints and improvement suggestions received from the public in respect of the Scheme.

6.7 Publication of Information

6.7.1 We will include a statement in our annual report noting where members of the public can obtain a copy of our annual monitoring report to the Welsh Language Board.

6.7.2 We will publish specific information on the following fields, based on the standards and targets in the Scheme (this information will also appear in our report to the Welsh Language Board):

- Number and % of the Association's staff who can speak Welsh, by department and workplace or office
- Number of complaints received regarding the implementation of the Language Scheme and % of complaints dealt with in accordance with the Association's corporate standards

- Number and % of staff who have received training to improve their skills in Welsh

6.8 Publicity

6.8.1 We will ensure that members of the public who deal with the Association know about this Scheme and its contents, and how they can conduct their dealings with the Association in Welsh.

6.8.2 Our methods of publicising the Scheme and its contents will follow our usual corporate publicity arrangements, and will include ensuring that the Scheme is published in a prominent location on our website.

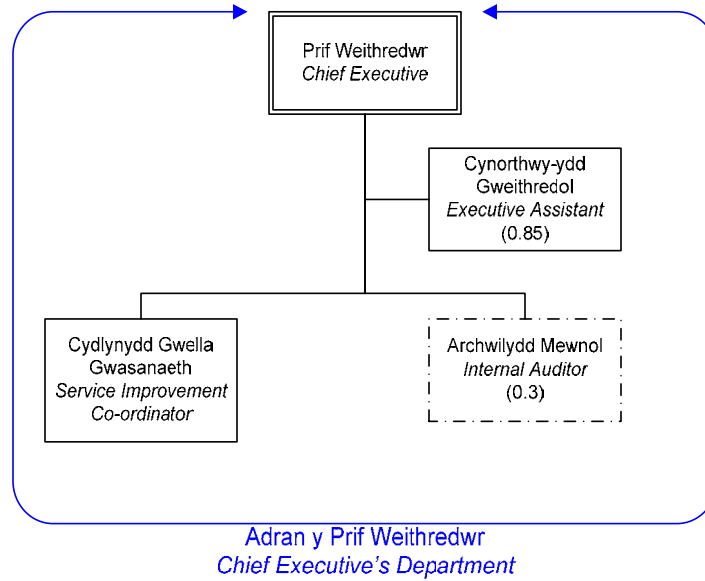
6.8.3 We will ensure that the Association's staff and agencies are familiar with the measures included in the Scheme in order to ensure that attention is paid to the measures whenever appropriate.

Timetable - Action Plan

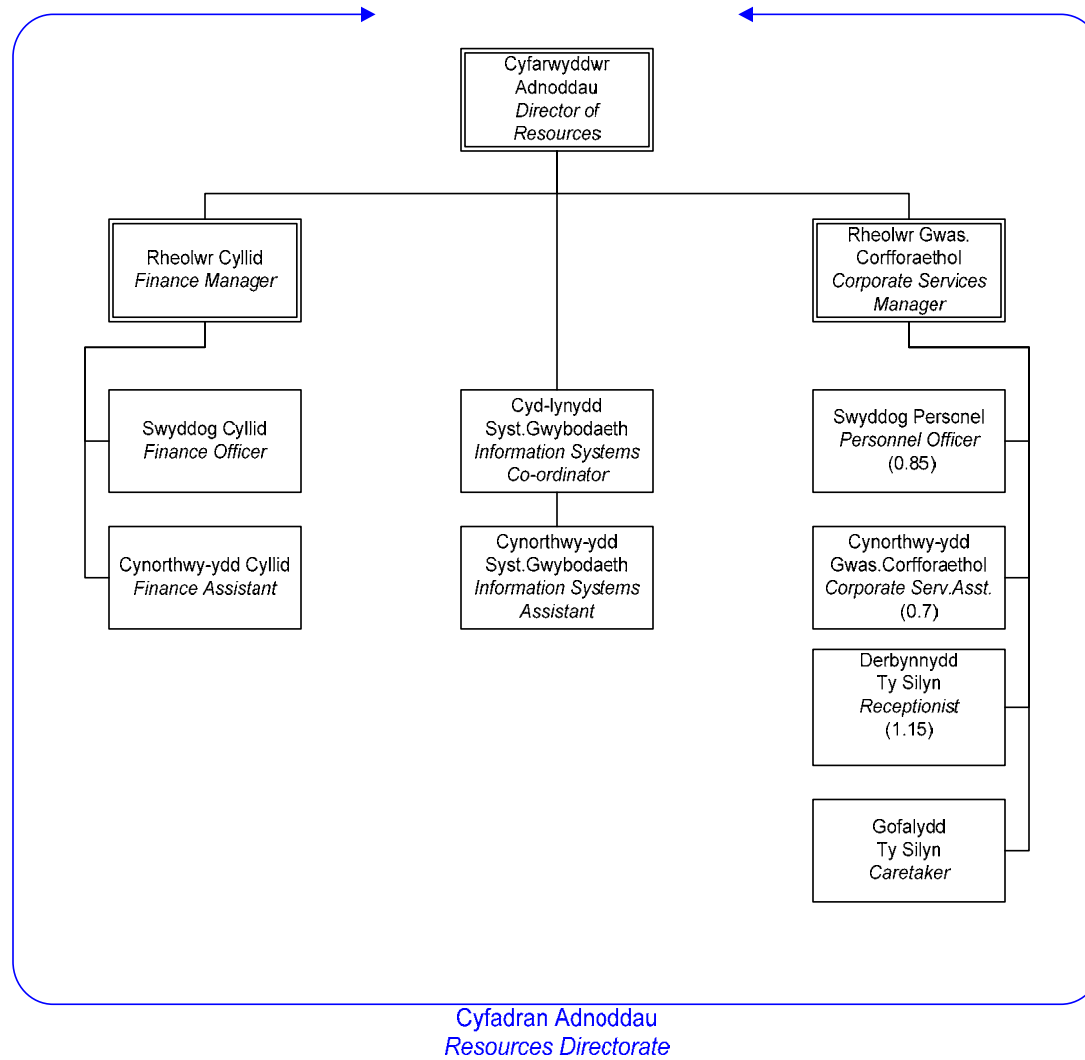
Target / Task	Officer with responsibility	Completion date
Add the monitoring and review of the Language Scheme to the Service Improvement Co-ordinator's responsibilities	Chief Executive	February 2007
Raise staff awareness through the bi-monthly news-letter, staff meetings and the intranet	Chief Executive	By March 2007
Publish the Language Scheme on our website	Service Improvement Co-ordinator	April 2007
Include the Language Scheme in the induction programme for new staff	Corporate Services Manager	From April 2007
Identify staff's needs for training and relevant resources to improve their language skills	Service Managers	By June 2007
Present "Iaith Gwaith" badges to staff	Service Improvement Co-ordinator	By June 2007
Raise service users' awareness through the tenants' news-letter and information leaflets	Service Improvement Co-ordinator	By July 2007
Provide resources such as dictionaries and Welsh terminology software for staff	Corporate Services Manager	By June 2007
Conduct a language improvement training programme, based upon the needs identified	Corporate Services Manager	September 2007
Annual report on the Language Scheme to the Board of Management	Chief Executive	February 2008

Appendix 1: Staff Structure

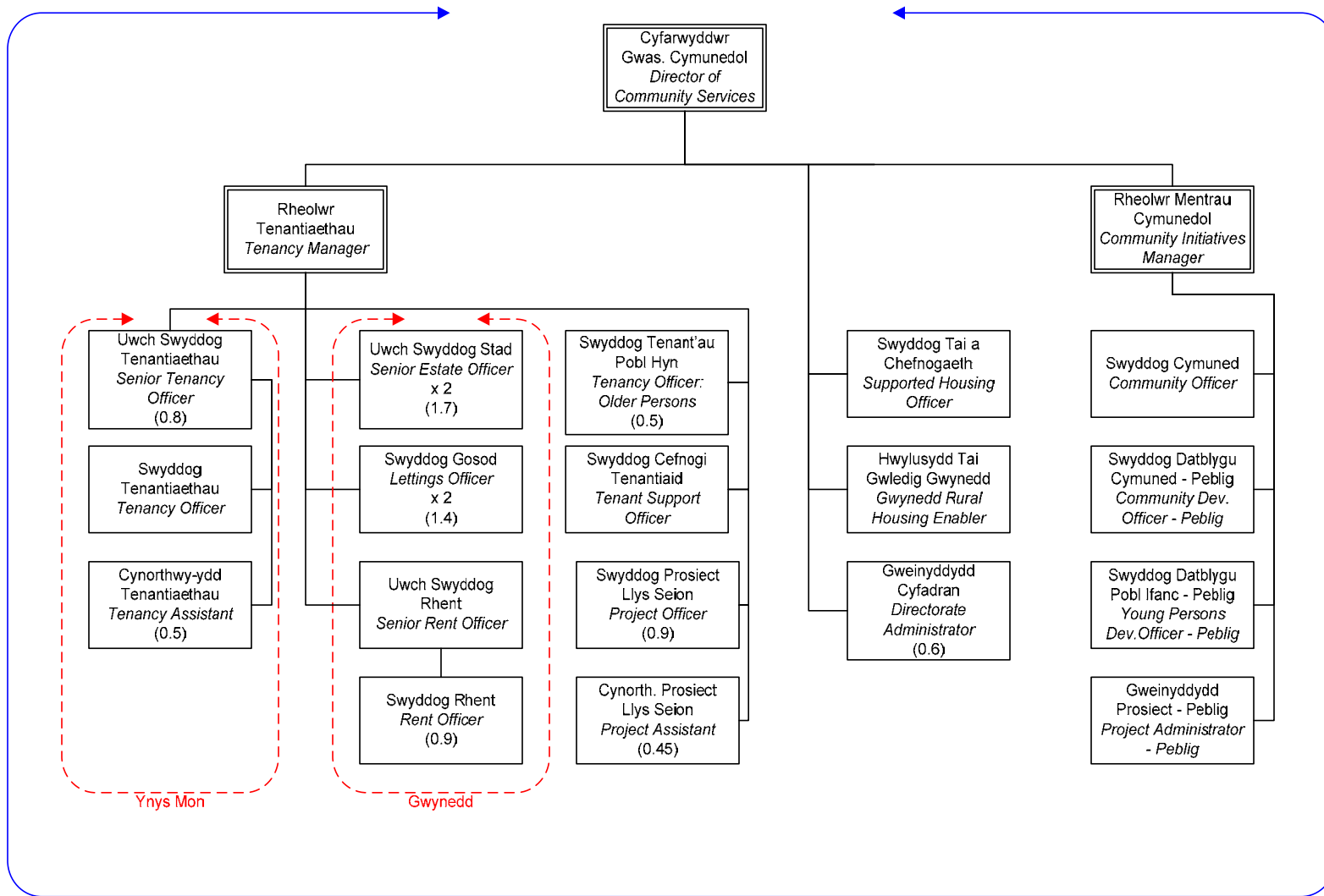
1.1 Chief Executive's Department



1.2 Resources Directorate

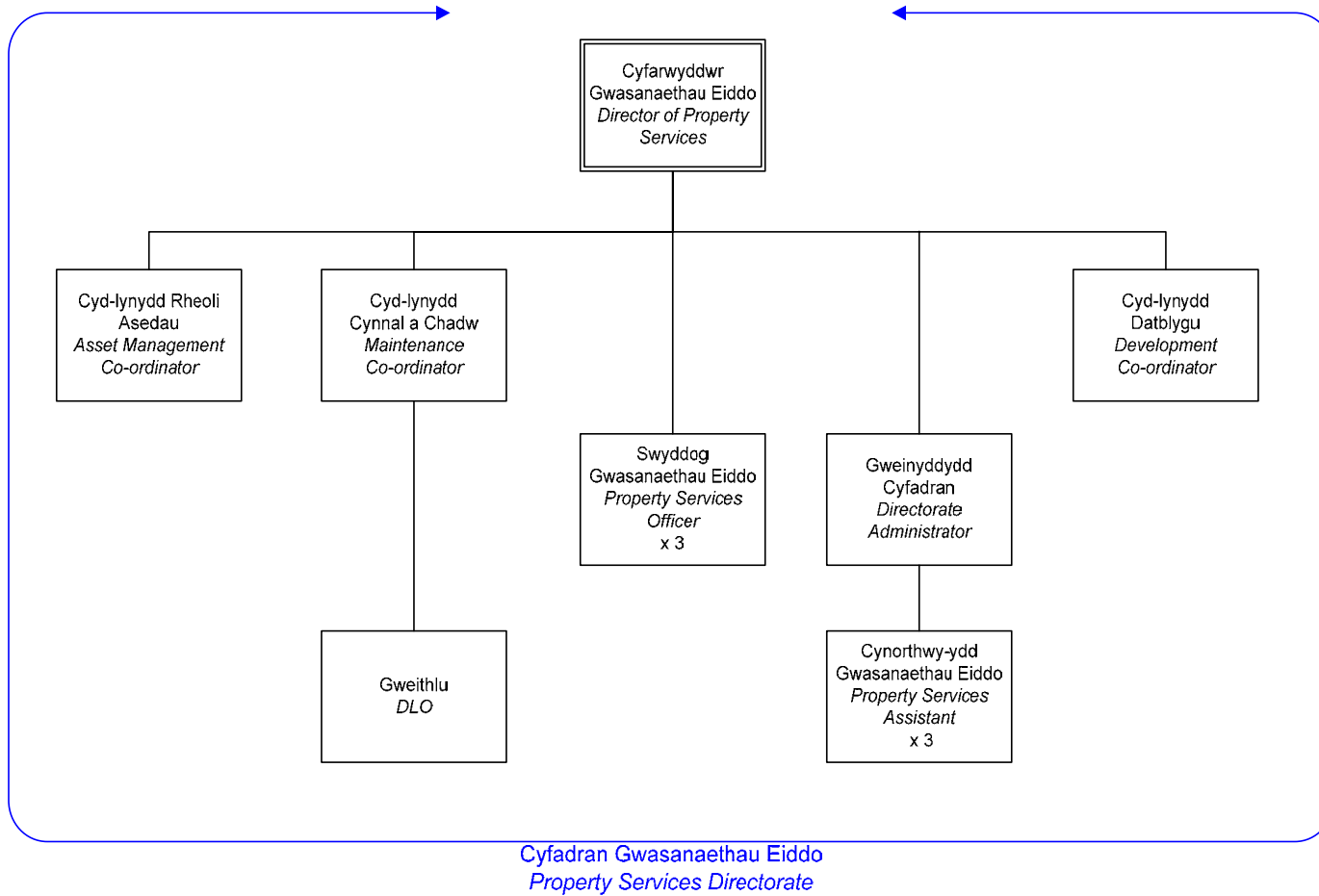


1.3 Community Services Directorate

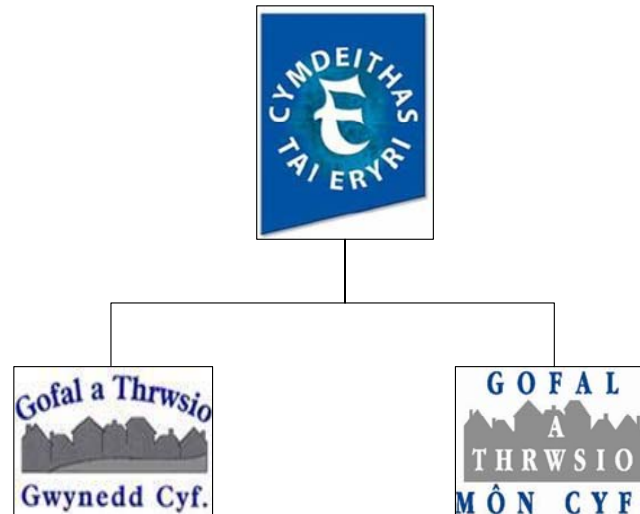


Cyfadran Gwasanaethau Cymunedol
Community Services Directorate

1.4 Property Services Directorate



Appendix 2: Group Structure



Cymdeithas Tai Eryri

Industrial & Provident Society and exempt charity: no.22234R

Registered Social Landlord (RSL): no.LO48

Accredited Support Provider (ASP): no.ASP02-015

Gofal a Thrwsio Gwynedd Cyf.

Company limited by guarantee: no.3699768

Registered charity: no.1075667

Registered Social Landlord (RSL): no.J125

Gofal a Thrwsio Môn Cyf.

Company limited by guarantee: no.4602022

Registered charity: no.1095483

Registered Social Landlord (RSL): no.J134

