



**WELSH LANGUAGE SCHEME
PREPARED
UNDER THE WELSH LANGUAGE
ACT 1993**

2010

As approved by The Welsh Language Board
under Section 14 (1) of the Act on 29/01/2010. This scheme replaces the scheme
approved by the Board on 10 June 2005



Dee Valley Water has adopted the principle that in the conduct of public business and the administration of justice in Wales, it will treat the English and Welsh languages on a basis of equality. This scheme sets out how Dee Valley Water will give effect to that principle when providing services to the public in Wales.

CONTENTS OF THE SCHEME

1 INTRODUCTION

- 1.1 Dee Valley Water
- 1.2 Goals and Objectives

2. SERVICE PLANNING AND DELIVERY

- 2.1 New policies and initiatives
- 2.2 Delivery of service
- 2.3 Standard of Welsh service
- 2.4 Definition
- 2.5 The Scheme

3. DEALING WITH THE WELSH SPEAKING PUBLIC

- 3.1 Written correspondence
- 3.2 Telephone communication
- 3.3 Public meetings
- 3.4 Other meetings

4. THE COMPANY'S PUBLIC FACE

- 4.1 Corporate identity
- 4.2 Signs
- 4.3 Publishing and printing material for distribution
- 4.4 Websites
- 4.5 Press releases
- 4.6 Advertising and publicity
- 4.7 Official and public notices
- 4.8 Staff recruitment advertising

5. IMPLEMENTING AND MONITORING THE SCHEME

- 5.1 Staffing
- 5.2 Learning Welsh
- 5.3 Recruitment
- 5.4 Vocational training
- 5.5 Information and Communications Technology
- 5.6 Administrative arrangements
- 5.7 Services on behalf of the Company by other parties
- 5.8 Monitoring
- 5.9 Reviewing and amending the Scheme
- 5.10 Complaints and suggestions for improvement
- 5.11 Publishing information

6. PUBLICITY

Appendix A – Main targets for scheme delivery

1. **INTRODUCTION**

1.1 **Dee Valley Water**

Dee Valley Water was formed in 1997 with the merger of the former Chester Water Company and Wrexham Water Company.

Dee Valley Water is a water supply only company and does not deal with the removal of sewerage and/or sewerage treatment. Our area of supply covers 831 square kilometres in North East Wales and North West England and we supply approximately 70 million litres of water per day to a population of over 262,000 people.

The Company's head office is near Wrexham. Our primary responsibility is to operate and maintain our network of assets to ensure a reliable supply of drinking water to our customers.

Dee Valley Water aims to deliver an equally high standard of service to its customers through the medium of Welsh and English.

1.2 **Goals and Objectives**

1.2.1 In its dealings with the public and in the exercise of the democratic process, the Company will treat Welsh and English on the basis of equality. Both languages will enjoy the same status and validity.

1.2.2 Dee Valley Water:

- will offer the public in Wales the right to choose which language to use in their dealings with the organisation;
- recognises that members of the public can express their views and needs better in their preferred language;
- recognises that enabling the public to use their preferred language is a matter of good practice not a concession;
- recognises that denying them the right to use their preferred language could place members of the public at a real disadvantage.

2. SERVICE PLANNING AND DELIVERY

2.1 New Policies and Initiatives

- 2.1.1 Any new plans, initiatives or policies formulated by the Company will comply with the requirements of this Scheme. Reference will be made to this Scheme, where relevant, in Company plans, initiatives and policies. The Company will make an assessment of likely linguistic results of any new policy or initiative during preparation and in monitoring that policy initiative.
- 2.1.2 The Company will consult the Welsh Language Board about any proposed policies or initiatives that would affect the Company's Welsh Language Scheme or the scheme of another organisation. The Scheme will not be altered without the Board's agreement.
- 2.1.3 Introducing new policies and initiatives will enable the Company to promote the use of Welsh in its services and to progress towards achieving the objectives of this Scheme. The Company will pursue these objectives at every opportunity to help implement the principle of equality.
- 2.1.4 The measures described in the Scheme will be applied to new policies and initiatives. Members of staff and others engaged in framing and implementing them will be made aware of the Scheme and the requirements of the Welsh Language Act.
- 2.1.5 Guidelines and instructions will be prepared for all staff responsible for new policies and initiatives
- 2.1.6 This Scheme will be monitored by the Company's Welsh Language Panel under the Chairmanship of a Senior Manager.

2.2 Delivery of Services

- 2.2.1 It is the Company's aim to provide a consistent and reliable service for Welsh speakers across each department and service area. In those areas of the Company where the requirement for a service in Welsh is likely to be infrequent, the Company will arrange for customers to have access to a service in Welsh when required.
- 2.2.2 Whilst it may not be practicable to provide for all services to be fully available in Welsh, especially some specialist and technical services, the intention is to provide as comprehensive a service as possible and every effort will be made to overcome any difficulties that arise. Officers who do not speak Welsh will be provided with information on the services that are available and how they can be accessed. All staff will be made aware of the Scheme, the commitments contained within it and the systems, procedures and services in place to meet those commitments.

2.3 The Standard of Service in Welsh

- 2.3.1 All members of the public are entitled to communicate with the Company in the language of their choice either Welsh or English.
- 2.3.2 The Company welcomes dealings in Welsh or English and aims to provide an equally effective standard of service in both languages. The principle of

delivering an equally high service in both languages will be stated in key documents such as business plans and policy documents.

- 2.3.3 The Company's aim is to provide a high standard of service in every aspect of the Company's work in accordance with the commitments of this Scheme. Standards of service are subject to regular review and the Guaranteed Standards Scheme will apply equally to the provision of services in Welsh as well as English.

2.4 **Definition**

- 2.4.1 In the context of this policy document Welsh and English are the two languages implied by the word "bilingual".

2.5 **The Scheme**

- 2.5.1 Anyone who wishes to get in touch with the Company about this Scheme should contact:

Keith G Williams
Operations Director
Dee Valley Water plc
Packsaddle
Wrexham Road
Rhostyllen
Wrexham
LL14 4EH

Tel: 01978 833237

Fax: 01978 846888

3. DEALING WITH THE WELSH SPEAKING PUBLIC

3.1 Written Correspondence

- 3.1.1 The public are welcome to deal with the Company in writing either in Welsh or English. Correspondence will be answered and signed by the Company in the language of the original correspondence and in accordance with our Guaranteed Standards Scheme.
- 3.1.2 If the Company is aware that an individual, group or organisation prefers to receive letters in Welsh, then that language will be used in letters instigated by the Company. The Company will make arrangements to set up a database of persons and organisations who prefer to correspond or deal in Welsh.
- 3.1.3 Following face to face interview or telephone call which was conducted through the medium of Welsh, any correspondence required will be written in Welsh unless the member of the public has indicated otherwise.
- 3.1.4 Any circular or standard letter or correspondence dispatched to the public will be bilingual unless the linguistic preference of the recipient is known.
- 3.1.5 Guidance will be issued to staff on how to meet the Company's commitments on correspondence in Welsh, including details of translation services within and outside the organisation.
- 3.1.6 The Company's Welsh Language Panel will be responsible for ensuring that all staff are aware of these arrangements and for informing non-Welsh speaking staff of the facilities available for corresponding in Welsh.

3.2 Telephone Communication

- 3.2.1 People are welcome to speak Welsh or English when dealing with the Company by phone.
- 3.2.2 The initial switchboard greeting will be bilingual.
- 3.2.3 If a caller wishes to speak Welsh the operator will direct the call to a Welsh-speaking officer in the appropriate department or to a Welsh-speaking staff member who may be able to help in contacting the right person to answer the enquiry.
- 3.2.4 If a caller speaks Welsh and the staff member who answers is unable to speak Welsh, the staff member should explain that he/she is unable to speak Welsh and ask whether the caller wishes to talk to a Welsh speaker. If the caller does, the call should be transferred to a Welsh speaker who is able to deal with the matter or, if there is no-one available, the caller should be informed that the Welsh speaker will return the call as soon as possible.
- 3.2.5 Staff will be provided with guidance on handling telephone calls from Welsh speakers, including details of officers able to deal with calls in Welsh.
- 3.2.6 Where applicable messages on answering machines will be bilingual.

3.3. **Public Meetings**

- 3.3.1 We will provide simultaneous or consecutive translation from Welsh into English at our public meetings unless we have established that all participants are likely to use the same language.
- 3.3.2 Invitations and advertisements for public meetings will be bilingual and either note that translation facilities will be available or invite the public to let us know in advance in which language they wish to speak.
- 3.3.3 We will let those attending public meetings know when translation facilities are available - and encourage contributions in Welsh
- 3.3.4 When selecting staff to attend public meetings we will ensure that suitably qualified Welsh speakers attend as necessary.

3.4 **Other Meetings**

- 3.4.1 Customers visiting the Company's offices are welcome to discuss their business in Welsh if they wish to do so and the Company will make every effort to ensure the presence of a Welsh speaking employee to deal with Welsh language enquiries. If the enquiry relates to a matter which cannot be dealt with by the receiving employee, every effort will be made to find an appropriate employee either in person or by telephone link. If this cannot be done the customer will be given the opportunity of discussing the matter in English or else the customer's enquiry will be noted and passed to an appropriate employee so that a written translated response in Welsh can be sent to the customer.
- 3.4.2 On occasions where an appointment is made to visit a customer at home or at some other location away from an establishment of the Company and the customer wishes the visit to be conducted in Welsh, a Welsh-speaking employee will be used wherever practicable. Where this service is not available contact with a Welsh speaking member of staff will be arranged by telephone.
- 3.4.3 If a non-Welsh speaking staff member comes into contact with a member of the public who wishes to speak Welsh they should explain that he/she is unable to speak Welsh and promptly identify a bilingual staff member to deal with the matter. In such cases where the staff member is a learner, the staff member is urged to use and practice his/her Welsh.

4. **THE COMPANY PUBLIC FACE**

4.1 **Corporate Identity**

- 4.1.1 The Company's public image and corporate identity will be completely bilingual.
- 4.1.2 The Company's bilingual corporate identity will be used on its letterheads, compliment slips, fax sheets, business cards, displays and publications and vehicles.
- 4.1.3 Guidance on the use of the bilingual corporate identity will be issued to staff, designers and others who reproduce the Company's corporate image.

4.2 **Signs**

- 4.2.1 All internal and external signs giving information to the public will be bilingual with the size, quality, legibility and prominence of text respecting the principle of equality.
- 4.2.2 Other signs used by the Company or contractors such as highway signs and public information signs will be bilingual.
- 4.2.3 When Welsh and English appear together on signs they will have equal status as to form and the Welsh will be either above the English, or if the two languages are side by side, on the left. If they have to be provided separately, they have equal status as to form, size and quality and the Welsh sign will be either above the English one or if they are in parallel format, on the left. In each case the two languages will be equal in terms of size, quality, legibility and prominence.
- 4.2.4 All new or replacement signs erected by the Company for public information will be bilingual with the size, quality, legibility and prominence of text respecting the principle of equality.
- 4.2.5 Public announcements in the area the Company is responsible for in north east Wales will be bilingual.

4.3 **Publishing and Printing Material for Distribution**

- 4.3.1 When the Company prints and publishes material for the public, its standard practice will be to do so bilingually.
- 4.3.2 Documents which will be published bilingually include those which are issued or made available to the public generally and:
 - provide information on the Company's activities/services
 - issue specific information on aspects of services and/or works provided for the public
- 4.3.3 For consultative documents which are directed at particular sections or groups of the public, whether publication is bilingual or in one language, Welsh or English will be determined by the nature of the material and the target audience.

- 4.3.4 Publications to be issued bilingually include pamphlets, booklets, circulars as well as printed items such as billing, appointment cards etc. Should it prove impractical to produce a fully bilingual version, items will have an appropriate bilingual content wherever possible e.g. bilingual summary and/or details of how to obtain a Welsh or English version.
- 4.3.5 In determining which documents will be produced bilingually or in separate Welsh and English versions, the Company will consider such matters as the size and nature of the target audience, the size and nature of the document and how widely it will be distributed, cost, timing, likely demand, value for money and other matters.
- 4.3.6 Whenever possible publications will be produced with Welsh and English versions together in one document, either back to back or side by side.
- 4.3.7 Where this is not possible or appropriate separate Welsh and English versions will be published. In such cases both versions will be of the same standard, published simultaneously, distributed together and be equally accessible and will carry a message stating that a Welsh/English version is also available.
- 4.3.8 The Company reserves the right to produce material in a single language only version in respect of items produced for a specialist audience or items of a complex scientific or technical nature.
- 4.3.9 Guidance on the policies and procedures for dealing with bilingual publications will be produced for staff, external designers and publishers. This will include confirmation of the types and categories of publications that will always be bilingual, that may be published in separate versions and those that will be a matter for consideration, together with advice on the layout and design of bilingual documents.

4.4 **Websites**

- 4.4.1. Our websites will include pages in Welsh and English. We will provide Welsh versions of the interactive pages on our websites.
- 4.4.2 We will prepare a programme, to be agreed with the Welsh Language Board setting out how we will increase the Welsh language content of our website over time.
- 4.4.3 When designing new websites or redeveloping our existing websites, we will take into account the Welsh Language Boards *Bilingual Software Guidelines and Standards* and any other guidance issued by the Board with regard to developing websites.
- 4.4.4 Whenever we post English language publications on our websites the Welsh versions will be posted at the same time if available.

4.5 **Press Releases**

- 4.5.1 Press releases to the press and media in Wales will be issued bilingually. However, in urgent cases it may be necessary to issue releases in English only before the Welsh version is available. In such cases a Welsh version will be issued to the Welsh language media at the earliest opportunity.

4.5.2 Press releases to the Welsh language press will be issued in Welsh.

4.6 Advertising and Publicity

4.6.1 Where the Company publicises its services and activities within Wales by means of exhibitions, displays, notice boards and representations it will do so bilingually. When these activities are held by the Company or in its name, the display material and any supporting material such as advertisements, posters, publicity literature and video tapes will be fully bilingual. Displays may, however, include items of literature which are not available in Welsh or not yet produced bilingually or in Welsh.

4.6.2 Surveys or market research conducted within Wales will normally be bilingual including material for enquiry and response. In determining whether local surveys should be bilingual, the Company will consider matters such as the nature of the target audience, the community covered and the subject matter.

4.6.3 Staff and others involved in planning, designing and conducting advertising, publicity or market research campaigns will be made aware of the requirements of the Scheme and issued with guidance on its implementation.

4.7 Official and Public Notices

4.7.1 Official notices, public notices and staff recruitment advertisements which appear within Wales will normally appear with Welsh and English versions shown together and equal in terms of format, size, quality, legibility and prominence be that in the press, on notice boards, site notices or otherwise. Notices and advertisements in Welsh language newspapers and journals will normally be in Welsh only and those published in the major United Kingdom newspapers and journals will normally be in English only.

4.7.2 Except in Welsh language publications, the Welsh version should be above the English version or, where the texts are shown together, the Welsh version will be on the left and they will be equal in terms of format, size, quality, legibility and prominence be they “in the press”, on notice boards or otherwise.

4.7.3 The Company’s official public notices will be completely bilingual in parallel format with the Welsh text on the left. Where this is impractical one text will be above the other with the Welsh first. However, in all cases text should be equal in form, size, quality and prominence whether in the press, on notice boards and on site or elsewhere.

4.8 Staff Recruitment Advertising

4.8.1 Every staff recruitment advertisement published by the Company will be bilingual except:

(a) advertisements published in Welsh medium magazines and newspapers will be in Welsh only.

(b) Advertisements published in English medium magazines and newspapers for posts where the Welsh language is an essential qualification should be in Welsh with a short explanatory note in English.

- 4.8.2 Every recruitment advertisement will be bilingual with the Welsh text on the left. Where this is not practical one text will be above the other with Welsh uppermost. In every case the text will be equal in terms of form, size, quality, legibility and prominence.
- 4.8.3 Guidance on the implementation of these measures will be issued to staff involved in the design and production of official public advertisements and staff recruitment advertisements.

5. **IMPLEMENTING AND MONITORING THE SCHEME**

5.1 **Staffing**

- 5.1.1 The Company recognises the need to employ sufficient Welsh speaking employees of appropriate skills so as to be able to operate this Scheme and particularly in respect of employees having regular contact with customers.
- 5.1.2 The Company will identify those workplaces and jobs where the ability to speak Welsh is essential or desirable and will formulate job descriptions accordingly. This requirement may be defined as a component of a workplace or team rather than being attached to a particular job.
- 5.1.3 The Company will, as part of its review of the operation of the Scheme, monitor the number of Welsh speakers or those who are learning Welsh and their location within the organisation in order to establish and monitor its linguistic resources. It will maintain a list of all employees able to speak Welsh and ensure that job advertisements and job descriptions in the media reflect the requirements of this scheme as appropriate.
- 5.1.4 The Company is responsible for a wide range of services and activities relating to the supply of water, many of which require specialised professional and technical skills for their operations. It will not be practicable for all services to be provided through the medium of Welsh but the staff will do their best to assist the public to receive a good quality service. The aim is to build a complement of staff who can help the Welsh speaking public within an integrated service.

5.2 **Learning Welsh**

- 5.2.1 The Company will encourage and support members of staff who wish to learn Welsh or improve their spoken or written Welsh.
- 5.2.2 Training priority will be given to staff in those areas of service delivery where there is regular contact with the Welsh speaking public or where there is an identified shortfall of Welsh-speaking staff.
- 5.2.3 The Company's Welsh Language Panel will develop a Welsh language-training programme which meets the needs of the Company in implementing the Scheme. This will also seek to develop Welsh language ability amongst non-Welsh speakers.

5.3 **Recruitment**

- 5.3.1 When recruiting new staff there will be an assessment of the linguistic requirements of the post.
- 5.3.2 The Welsh Language Panel (which includes the Company's Human Resources Manager) will examine service needs and ascertain the areas of priority for recruiting Welsh speakers in order to meet the requirements of the Scheme. In so doing the Panel will consider the situations where the recruitment of Welsh-speaking staff is essential or desirable in order to provide as full a service as possible. Where linguistic ability is considered to be essential or desirable this will be stated in job advertisements.

5.3.3 In a case where Welsh is an essential skill for the post, the post is advertised as such stating that any non-Welsh speaker appointed to the post will be expected to learn the language with every assistance from the Company. This will take place within a reasonable period which has been discussed and agreed with the post-holder to a standard where he/she can speak the language sufficiently well to carry out the duties of the post effectively. The reasonable period will be reviewed and monitored by the Company's Head of Personnel.

5.3.4 In the case of candidates for posts where skills in the ability to communicate in Welsh and English are an essential qualification, if a situation arises where two candidates are equal as to formal qualifications, experience etc., level of bilingual skills will determine the decision. In the case of candidates for posts where Welsh is a desirable qualification where two candidates are equal as to formal qualifications, experience, etc., level of bilingual skills is to be considered an advantage.

5.4 **Vocational Training**

5.4.1 Senior Managers in consultation with the Personnel Manager will assess the need for specific vocational training through the medium of Welsh for identified Welsh-speaking staff in their Departments.

5.4.2 Where a need for vocational training to facilitate implementation of the scheme is identified and suitable training can be made available, it will be provided or supported according to the requirements of the service.

5.4.2 Training provision will include courses in particular skills, induction courses in certain specialisms and providing resource materials and distance-learning materials where appropriate.

5.5 **Information and Communications Technology**

5.5.1 The need to provide information and services in Welsh and operate in accordance with this scheme will be catered for as we develop, design and purchase information and communications technology products and services.

5.5.2 We will modify our existing information and communications technology systems where appropriate to ensure that they enable us to provide information and services in Welsh – and operate in accordance with this scheme. As we develop or procure ICT systems we will take into account the Board's *Bilingual Software Guidelines and Standards*.

5.6 **Administrative Arrangements**

5.6.1 The Scheme has been approved and carries the full authority of the Company's Board of Directors.

5.6.2 The Managing Director has ultimate responsibility for ensuring the Scheme's implementation and he will discharge this duty by the establishment of a Welsh Language Panel.

5.6.3 The Panel includes some of the Company's senior managers including the Personnel Manager. They will advise managers on the steps required to implement the Scheme within their departments.

5.6.4 All members of staff will be made aware of the requirements of the Scheme and issued with appropriate guidance and instructions.

5.6.5 Guidance will be issued to staff on the use of translation services, both internal and outside agencies.

5.7 **Services on Behalf of the Company by Other Parties**

5.7.1 Any new agreement, arrangement or contract entered into with a third party to provide a service on behalf of the Company within Wales should conform with the terms of this Scheme.

5.7.2 In letting any contract the relevant Manager will be responsible for ensuring that the agency, company or voluntary body that undertakes the work on the Company's behalf to the public, conforms and implements any related elements of this Scheme. This will be achieved by including relevant details of the Scheme's requirements in the tendering document or service level agreement sent to the agency, company or voluntary body.

5.7.3 When the Company commissions services to the public it will ensure that the provisions will be consistent with the relevant terms of this Scheme.

5.7.4 Written guidance on the procedures to be followed will be issued to staff involved in the preparation of contracts and dealing with contractors and agents.

5.7.5 In dealing with these functions the Company will encourage, enable, facilitate or support applications and other organisations and bodies to follow a bilingual practice and use the Welsh language in their operations. It will do so by stating this view in any relevant application documents issued for the use of the public that will indicate the Company has adopted a Welsh Language Scheme. It will provide applicants and others with information about any sources of advice and assistance known to the Company on such matters as bilingual practice.

5.8 **Monitoring**

5.8.1 The Company will monitor how well it is meeting its commitments in this Scheme. The Chair of the Company's Welsh Language Panel (the Company's Operations Director) will report quarterly to the Company's Board of Directors at the regular management meetings.

5.8.2 It will be the responsibility of the Company's Welsh Language Panel to co-ordinate and implement the Scheme and for its review and revision. If requested by the Welsh Language Board, the Chair of the Panel will prepare a report which the Company will submit to the Welsh Language Board.

5.8.3 The Company's Welsh Language Panel will keep under review:

- future planning and procurement - ensuring that any new policies, procedures or publications and computer programmes are consistent with providing a bilingual service on the basis of equality.
- Organising and delivering services - monitoring the implementation of arrangements made to deliver the Company's services in Welsh and their effectiveness; monitoring how well the organisation is encouraging and facilitating the use of Welsh by other parties.

- Dealing with the Welsh-speaking public - monitoring times for responding to Welsh correspondence, the quality of translation services and the arrangements for meetings.
- Public face of the Company - monitoring the implementation of the Company's public image and introduction of bilingual publications, forms, signs, notices and other printed materials.
- Staffing - monitoring the implementation of staffing and training measures included in the Scheme.
- Agencies and contractors - with the relevant manager monitoring the provision and administration of services by the Company's agents and contractors to ensure compliance with the Welsh language terms of their agreements or arrangements.
- Complaints - monitoring the incidence and nature of complaints relating to the Company's Welsh language service. Complaints will be dealt with in line with the Company's complaints procedure.
- Service delivery - opinion surveys may be held periodically subject to available resources to test the view of the Welsh speaking public and customers about the range of services and activities undertaken by the Company.

5.9 **Reviewing and amending the scheme**

We will review this scheme within four years of its coming into effect. Also from time to time we may need to review this scheme or propose amendments to this scheme because of changes to our functions or to the circumstances in which we undertake those functions or for any other reason. No changes will be made to this scheme without the Welsh Languages Board's approval

5.10 **Complaints and suggestions for improvement.**

Complaints related to this scheme or suggestions for improvement should be directed to Keith Williams Operations Director at the following address:

Dee Valley Water plc
 Packsaddle
 Wrexham Road, Rhostyllen
 Wrexham LL14 4EH
 Or by e mail to keith.williams@deevalleygroup.com

We will co operate with the Board in order to resolve complaints – and during any investigations held under Section 17 of the Welsh Language Act.

5.11 **Publishing Information**

5.11.1 The Company will publish information which will compare performance against standards and targets set out in the Scheme.

5.11.2 The Company will also publish information containing the following:

- The percentage of responses to Welsh correspondence achieved within stated deadlines
- The percentage of appropriate publications issued bilingually

- The percentage of Welsh speakers in posts where the ability to speak Welsh is specified

5.11.3 If published standards are not being met, the Company will explain the reason and what steps the Company is taking to address the issue.

6. **PUBLICITY**

6.1 The Company will publicise its Welsh Language Scheme to the public and its employees and agents/contractors on an initial and continuing basis. It will ensure that people who deal with the Company are aware of the Scheme and its contents and how they are able to deal with it in Welsh. It will inform the public what services in Welsh are available and where and when they are or will be available.

The following methods of publicity will be used:

- Notices in public offices, reception areas etc.
- Publishing a leaflet detailing the Company's Welsh language commitment and services
- Press releases
- Items in various Company publications
- Circulating information and guidance to employees
- Distributing copies of the Scheme to the Company's agents/contractors
- Distributing copies of the Scheme to other interested bodies
- Company web site

Appendix A – Main targets for scheme delivery

Target	Date of completion
New policies and initiatives	
Members of staff and others engaged in framing and implementing new policies and initiatives will be made aware of the scheme's requirements. Guidelines and instructions will be re-issued	2 months after scheme is approved
Written correspondence	
Update the database of persons and organisations who wish to correspond or deal with the company in Welsh	6 months after scheme is approved
Telephone communication	
Monitor the number of customers who contact the company by phone in Welsh	Ongoing
Public meetings	
Produce guidelines for staff who arrange and attend public meetings	2 months after scheme is approved
Corporate identity	
Re-issue guidance on the use of the bilingual corporate identity to staff, designers and others who reproduce the Company's corporate image.	4 months after scheme is approved
Signs	
Public announcements in the area the Company is responsible for in north east Wales will be bilingual.	12 months after scheme is approved
Conduct an audit of internal signs that give information to the public	6 months after scheme is approved
Website	
Monitor the number of customers who use the Welsh language version of the website	Ongoing
Work with the Welsh Language Board on marketing the Welsh language version of the website	2 months after scheme is approved
Staffing	
Identify workplaces and jobs where the ability to speak Welsh is essential or desirable.	4 months after scheme is approved
Monitor the number of Welsh speakers/Welsh language learners	Ongoing
Learning Welsh	
Identify staff who wish to learn Welsh	2 months after scheme is approved
Develop a Welsh language training programme. Look at ways of co-operating with other organisations in north east Wales	6 months after scheme is approved
Recruitment	
Create links with local Welsh medium schools to encourage Welsh speakers to apply for posts within the	Ongoing

company	
Information and Communications Technology	
The need to provide information and services in Welsh will be catered for as we develop, design and purchase ICT products and services	Ongoing
Administrative arrangements	
Welsh Language Panel will advise managers on the steps required to implement the scheme	Every 6 months
Services on behalf of the Company by other parties	
Re-issue guidance on the procedures to be followed when services are provided on behalf of the company by other parties	4 months after scheme is approved
Monitoring	
Submit a report to the Welsh Language Board on our compliance with the scheme	Annually
Reviewing and amending the scheme	
Review the scheme	2014
Publicity	
The company will publicise scheme by various methods as noted in section 6.1	Ongoing