



# Welsh Language and Culture Strategy 2018 - 2019



# Policy statement

We recognise that learners and businesses may wish to conduct their learning/business through the medium of Welsh.

It is the intention of t2 group to provide a realistic and sensible approach for our learners/businesses by offering the highest quality learning programme through the medium of Welsh. We are constantly seeking to strengthen the provision of the Welsh language as part of our services and treat the English and Welsh language on a basis of equality, wherever it is possible and practical to do so.

The policy will build on what has been achieved already and introduce initiatives to encourage and promote the use of the Welsh language. We will raise staff awareness of this policy to ensure its success and will develop partnerships and work with consultants where possible.

## Context

The Welsh Governments 'Cymraeg 2050 - A million Welsh Speakers' sets out the ambition to see the number of people that are able to enjoy speaking and using Welsh reach a million by 2050. Although this is a challenging ambition it is worthwhile and necessary if we are to secure the vitality of the language for future generations.

Three strategic themes have been identified to achieve this vision:

- Increasing the number of Welsh speakers
- Increasing the use of Welsh
- Creating favourable conditions – infrastructure and context

At t2 group we aim to support this ambition through our Welsh Language and Culture Strategy, which has been developed to support the following key actions:

- Increasing the number of Welsh speakers
- Increasing and widening opportunities for them to use their skills
- Creating an environment where everyone will want to use the Welsh language

Our aim is to support the Welsh Government to achieve the following targets:

- The number of Welsh speakers to reach 1 million by 2050
- The percentage of the population that speak Welsh daily, and can speak more than just a few words of Welsh, to increase from 10 per cent (in 2013-15) to 20 per cent by 2050

# Strategy

The purpose of the Welsh Language and Culture Strategy is to:

## Create a Welsh ethos

- Ensure that our ethos and priorities for Welsh training are understood and committed to at all levels within t2 group
- Ensure that we deliver on our Welsh Language initiatives
- Ensure that appropriate Welsh displays are available

## Promote the use of Welsh language effectively to learners

- Ensure that Welsh speaking learners are allocated to Welsh speaking tutors, where possible, to discuss the advantages and value of training through the medium of Welsh effectively with reluctant Welsh medium learners
- Ensure that learners who have studied Welsh as a second language have an opportunity to develop their Welsh skills further
- Ensure that staff with experience of working in the learners' vocational area can promote the advantages of working through the medium of Welsh and can also provide current information on opportunities for further learning and career progression

## As such we will:

- Embed Welsh Language and Culture in everyone's Apprenticeship Programmes where appropriate
- Ensure that learners are motivated to learn Welsh and to develop their Welsh skills further within their vocational area
- Recruit Welsh speaking staff who are good Welsh role models in their vocational areas to encourage learners in using and developing their Welsh language skills
- Strive to ensure that we have learning programmes that match the needs of learners and employers.

# Progress to date

- We have updated our Welsh Language and Culture Strategy in line with the Welsh Governments 'Cymraeg 2050 - A million Welsh Speakers' and the Welsh Governments 'Welsh in Education Action Plan 2017-21'
- We have translated our website and marketing materials into Welsh
- Ensured that appropriate Welsh displays are available
- We have Welsh speaking Sales and Initial Advice and Guidance Staff

- We have 3 Welsh speaking account managers solely responsible for our Welsh employers
- Ensured that we have systems in place for early identification of the Welsh needs of learners
- Ensured learners are made aware of the availability of our Welsh Language and bilingual provision
- Continued to provide information on our website and at initial advice and guidance of the advantages of using Welsh in the workplace, in particular industries and related career paths
- Ensured that Welsh speaking staff are available to interview learners
- Recruited Welsh speaking Personal Development Managers and Internal Quality Assurers to deliver our programmes
- Delivered Essential Skills Wales in both English and Welsh
- We continue to deliver Apprenticeships in both English, Welsh and bilingually
- Developed a 'Mentoring in the Workplace' course that has been translated into Welsh to encourage more Welsh speaking mentors.
- Ongoing development of Welsh learning resource materials
- Increased awareness of the importance of Welsh Language and Culture to learners through our learner newsletters
- Developed a Welsh Language and Culture section on the learner portal of the t2 group website
- Developed a 'Why Learn Welsh' website
- Promoted our Quick Guides to encourage learners to try using Welsh in their personal lives
- Developed a Welsh Language and Culture section on the staff intranet
- Increased awareness of the importance of Welsh Language and Culture to staff in our staff newsletters
- Raised the profile of Welsh Language and Culture with staff at quarterly alignment and monthly performance meetings
- Developed a new jobs page on our website in Welsh to attract more Welsh speaking staff
- Developed partnerships with recruitment agencies to target suitable Welsh speaking staff. Redesigned key documents to enable PDMs to discuss Wales and its culture with learners
- Piloted the delivery of the Award in Welsh as a Second Language with all Business Development and Marketing staff in Wales

# Key priorities 2018–2019

- Continue to build on existing practices to promote and embed our Welsh Language and Culture Strategy across the group
- Encourage more people to join the Welsh Language & Culture committee
- Further develop relationships with employers who require Welsh speaking staff
- Continue to obtain feedback from employers as to how we can improve our Welsh Language services
- Continue to promote the importance of the Welsh Language and Culture to learners, employers and staff through our websites, newsletters and other marketing material
- Develop new approaches through social media to encourage more learners and other individuals in Wales to develop their skills to speak more than just a few words of Welsh
- Continue to prioritise the recruitment of more Welsh speaking staff to strengthen our delivery team
- Continue to offer free Welsh lessons to learners, employers and staff and develop the capacity to offer this at a Higher Level
- Continue to improve our Welsh Language provision by developing the capacity to add new occupational sectors to our portfolio
- Promote the benefits of bilingualism
- Gather and analyse feedback on the impact that our Welsh provision is having on learners and employers
- Develop a forum for Welsh Language learners

This strategy is communicated via the t2 group website, staff intranet and learner and staff newsletters. Welsh Language and Culture is widely promoted to learners and staff via:

- Initial Guidance and first visit for all learners
- Learner Handbook
- Learner and Employer Involvement Strategy and associated procedures

# Communication strategy

- Learner and Employer Portals of the t2 group website
- Learner newsletters 'Achievers Edge' and 'Management Acumen'
- Various t2 dedicated resource websites
- Staff Induction
- Staff one to ones
- Staff training
- Staff CPD Workshops
- Staff standardisation meetings
- t2 knowledge bank
- Staff Intranet
- Staff Handbook

## Monitoring strategy

The Welsh Language and Culture Committee will review progress against the strategy quarterly. Measures include:

- Acting on suggestions made by learners, employers and staff
- Evaluation of all initiatives through verbal feedback
- Improvement of scores through learner feedback
- Improvement of scores through staff feedback
- Analysing latest research, best practice and ideas