



BWRDD YR IAITH
GYMRAEG • WELSH
LANGUAGE BOARD



Cynllun Iaith Gymraeg Welsh Language Scheme

This voluntary scheme has been prepared in accordance with the Welsh Language Board's Guidelines under the Welsh Language Act 1993.

This Welsh Language Scheme was approved by the Welsh Language Board on dd-mm-yy.

1. Statement

Oxfam GB has adopted the principle that in the conduct of its work in Wales it will seek to treat the English and Welsh languages on the basis of equality. The Scheme outlined below sets out how Oxfam will give effect to that principle when providing services to the public in Wales.

The targets and timetable set out below are offered within the context that this is a new initiative for Oxfam, and ongoing learning and experience will be a feature of its implementation.

2. Introduction

Oxfam GB is a development, relief, and campaigning organisation dedicated to finding lasting solutions to poverty and suffering around the world. We believe that every human being is entitled to a life of dignity and opportunity; and we work with poor communities, local partners, volunteers, and supporters to help this become a reality.

3. Mission Statement

Oxfam's Purpose

Oxfam works with others to overcome poverty and suffering.

Oxfam's Beliefs

- The lives of all human beings are of equal value.
- In a world rich in resources, poverty is an injustice which must be overcome.
- Poverty makes people more vulnerable to conflict and natural calamity; much of this suffering can be prevented, and must be relieved.
- People's vulnerability to poverty and suffering is increased by unequal power relations based on, for example, gender, race, class, caste and disability; women, who make up a majority of the world's poor, are especially disadvantaged.
- Working together we can build a just and safer world, in which people take control over their own lives and enjoy their basic rights.
- To overcome poverty and suffering involves changing unjust policies and practices, nationally and internationally, as well as working closely with people in poverty.

4. Oxfam Cymru

Oxfam Cymru works to make poverty reduction, locally and globally, a part of the national discourse of Wales. We work with politicians, institutions and the wider public, to change ideas, beliefs, policy and practice. We will link the local to the global, and promote sustainable development domestically that also fosters sustainable development internationally.

We will work in a coherent and co-ordinated way across the four elements of Oxfam's programme in Wales:

1. Campaigns & Communications
2. Development Education
3. UK Poverty
4. Trading

Oxfam Cymru is currently made up of 15 paid staff members, allocated to the following functions:

- Administration (2.6)
- Campaigns (1.6)
- Development Education (0.8)
- Head of Oxfam Cymru (1)
- Media and Communications (1)
- Policy and Advocacy (1)
- Trading Area Managers (2)
- UK Poverty (4)

5. Principles

- Oxfam recognises that language is an essential part of a person's identity, and that people can express their views and needs better in their preferred language. Enabling people to use their preferred language is a matter of good practice, not a concession.
- Oxfam therefore aims to provide consistent and reliable services to supporters who choose to communicate in Welsh.
- Oxfam will inform the Welsh Language Board prior to changing any significant aspects of the Scheme.

6. Corporate Support

These principles, and the adoption of this Welsh Language Scheme are fully supported by the Trustees of Oxfam GB. The Welsh Language Scheme annual report will feed into the corporate annual report.

A timetable for implementation of the following commitments is appended at the end of this document.

7. External Communications

1. Oxfam Cymru welcomes all forms and methods of communication in Welsh or English.
2. All external calls will be greeted in both Welsh and English. If a caller wishes to speak Welsh, every effort will be made to connect them to a Welsh speaker. Where this is not possible, the caller will be given the choice of a Welsh speaker calling back or continuing the call in English.
3. Full guidance will be given to staff and volunteers dealing with Welsh language telephone calls.
4. Answer-phone messages in Oxfam's offices in Wales will be bilingual.
5. All face to face or telephone communication conducted in Welsh will be followed up with correspondence in Welsh, however, not all of Oxfam's published materials will

be available in Welsh the translation of such material will be decided through using the criteria's outlined in annex 1.

6. All written correspondence received in Welsh will be responded to in Welsh, and we will endeavour to ensure response time is equal to that of English.
7. Letters sent to individuals and groups that Oxfam knows work in Welsh, or who have approached Oxfam in the Welsh language will be contacted in that language.
8. Standard letters will be bilingual.
9. All software purchased by Oxfam Cymru will be compatible to the delivery of a Welsh Language Scheme.
10. Oxfam will strive to deliver an equally high quality service in both Welsh and English

8. Corporate Identity

Oxfam Cymru has adopted a fully bilingual corporate identity in Wales. This includes its address, logo, visual identity, corporate slogan and any other standard information to be used on:

- Letter headed paper, fax paper, compliment slips, e-mail signatures.
- All campaigns and events material (i.e. flyers, posters, leaflets, etc) in the public domain that are produced by Oxfam Cymru. Materials produced by Oxfam for global or UK-wide purpose will be considered for translation (see annex 1 for criteria).
- Business cards, invitations, ID badges.

9. Publicity and Events

1. Exhibitions and displays produced by Oxfam Cymru will be in Welsh and English, or bilingual.
2. Oxfam is committed to provide fully bilingual signs in public areas in Wales (including shops and offices), and the size / quality / prominence of such signage will fully conform to the principle of equality.
3. The Oxfam Cymru website will be designed and regularly updated in both languages.
4. Where appropriate in terms of contents and target media, press releases will be produced in both languages. In some cases this may prove difficult (e.g. Disasters / Emergency situations where time is of the essence). Press releases that are issued in English will contain a named Welsh-speaking contact.
5. Public events, meetings and conferences organised by Oxfam Cymru will be publicised bilingually.
6. A list of qualified translators will be provided to all appropriate staff who are involved in the production of Welsh language materials.
7. Fundraising, publicity and / or promotional goods will not be produced bilingually in recognition that such materials are often costly and usually produced for use throughout the UK. However, if they are produced specifically for Wales they will be produced bilingually.
8. Facebook and other electronic social networks will be conducted in two languages were appropriate – either separately in Welsh and English or bilingually.

10. Published Campaigns Materials

1. Oxfam Cymru aims to publish all relevant Oxfam Cymru generated campaigning materials bilingually in one document. Size, quality, legibility and prominence of text will respect the principle of equality. If it is necessary for whatever reason, e.g. the size of the document, for Oxfam Cymru to publish Welsh and English versions separately, we will endeavour to publish them at the same time.

2. In order to maximise impact, publicity, campaigning, general information materials and external reports produced by Oxfam Cymru will be produced bilingually.
3. There is no responsibility to retrospectively produce all our materials immediately in bilingual form, however each time Oxfam Cymru reprints or generates new materials they should be produced bilingually.
4. Campaigning information materials and external policy reports produced by Oxfam GB for global or UK-wide distribution will be objectively assessed to establish whether bilingual versions are required (see annex 1 for criteria).
5. Technical policy and research documents produced by Oxfam Cymru for external audiences will be produced bilingually.
6. Technical policy and research documents produced by Oxfam for global or UK-wide use will rarely be translated in recognition that such materials are often costly and will have limited distribution in Wales.
7. Oxfam's in-house design team will be briefed on the scheme and a process put in place for the production of bilingual materials.
8. Matrix of criteria for deciding whether materials produced by Oxfam for global or UK-wide use are produced bilingually will be used.

11. Development Education

1. Materials produced by Oxfam Cymru for use in the education sector will be produced either bilingually or in English and Welsh.
2. Materials produced by Oxfam GB for UK-wide use that are considered relevant to the curriculum in Wales will be produced either bilingually or in English and Welsh.
3. Oxfam Cymru will seek a commitment from Oxfam GB to produce at least one Welsh language resource or a series of Welsh language resources per year.
4. Oxfam Cymru will proactively seek to develop strategic partners in Wales to co-fund Welsh versions of Oxfam resources.
5. Oxfam Cymru will seek to influence the Department for Children, Education, Lifelong Learning and Skills, Qualifications, Curriculum and Assessment Authority for Wales (DELLS), the Education for Sustainable Development and Global Citizenship (ESDGC) Panel and the ESDGC Champion, to ensure more resources are available for Welsh medium schools to teach the ESDGC curriculum.

12. UKP

1. Materials/ reports produced by UK Poverty for use in Wales only will be produced either bilingually or in English and Welsh.
2. Materials/ reports produced by UK Poverty for use UK wide that are considered to be relevant to our programme in Wales will be produced either bilingually or in English and Welsh when funding is available for this purpose.

13. Trading Division

1. Area Trading Managers will issue written guidance to all shop managers in Wales, urging them to include WLS as part of volunteer inductions.
2. Area Trading Managers will encourage shop managers to actively recruit Welsh speaking or learning volunteers, especially in areas of Wales where more than 40% of the population speaks Welsh.
3. Oxfam is committed to provide fully bilingual signs in its shops in Wales, and the size / quality / prominence of such signage will fully conform to the principle of equality.
4. Oxfam will produce a range of bilingual Christmas cards.

5. The Welsh Language Board (WLB) will issue “Iaith Gwaith” badges to all shops in Wales to distribute to Welsh speaking or learning volunteers and shop managers.
6. “Ar Agor/Ar Gau” (Open/Closed) signs given to all shops in Wales with corporate branding.
7. WLB to keep shops informed of “Cymraeg Yn Gyntaf” events and activities.
8. Shop bulletins produced by Oxfam Cymru will contain one article per year regarding the WLS and encouraging shops to expand their bilingual offering.
9. A timeframe will be established for Trading to implement the above.
10. Area Trading Managers will give quarterly reports to OCMT on the progress of implementing WLS in Oxfam shops in Wales.

14. Recruitment

1. Oxfam Cymru needs bilingual staff members and volunteers in order to achieve its aims, outlined on page 2. Oxfam Cymru therefore recognises that the ability to speak Welsh is a valuable and legitimate skill.
2. Oxfam Cymru will strive to ensure it has sufficient bilingual staff and volunteers to provide a proper service to its supporters and the wider public in Wales where this is reasonably practical and appropriate.
3. Whenever a new post is established, or an existing post becomes vacant, an objective assessment will be made by the recruiting manager in consultation with Head of Oxfam Cymru, to establish whether to designate that post as Welsh essential or not (see annex 2 for criteria)
4. Where a post is designated Welsh essential or where a short-listed candidate has indicated that they are a fluent in the Welsh language, their oral and written fluency in Welsh will be tested.
5. If there have been difficulties in recruiting a Welsh speaker to a post for which the ability to speak Welsh is an essential requirement, it may be necessary to consider appointing someone who cannot speak Welsh. In such cases the practice will be to take advice from Oxfam’s HR department.
6. All posts, which are not designated Welsh essential, will have ‘fluent Welsh’ as a desirable attribute. This will mean that those interviewed will receive additional weighting if they are fluent Welsh speakers.
7. Staff recruitment for Welsh essential posts will be advertised in Welsh, accompanied by a brief explanation in English, or bilingually. Welsh desirable posts will be advertised bilingually.
8. Training and support in the use of the Welsh language will be provided to staff and volunteers who want to extend their use of the language where that is appropriate to their role profile or part of their personal development plan.

15. Training / Communicating the policy

A Welsh language training plan will be devised with the following priorities:

1. All new staff, as part of their induction to Oxfam Cymru, will be made aware of the Welsh Language Scheme (WLS) and the importance of conforming to the principles and practices laid out in this document.
2. The training of existing staff and volunteers, and part of the induction of additional recruits, to ensure full understanding and commitment to the WLS. Written guidance will be issued to all staff.
3. The training of non-Welsh speaking staff and volunteers in order that they can deliver services in Welsh.

4. Improving the Welsh language skills of staff and volunteers who already have a level of fluency in order that they can deliver services in Welsh.
5. Encourage staff and volunteers who wish to learn basic Welsh in order to allow them to handle straightforward enquiries from the public.

An adequately resourced Welsh language training budget will be an integral part of the annual planning / budgeting process.

16. Working with Head Office (Oxfam House, Oxford)

1. WLB bilingual design guidelines will be issued to all staff working in Oxfam's In House design team.
2. Key staff within departments in Oxford will be identified and briefed that if materials are to be produced bilingually, they will need to factor in extra time for translation.
3. Key staff within departments in Oxford will be identified and briefed that if materials are to be produced bilingually, they should factor in the costs of producing materials bilingually. This will include, design, print and distribution costs.
4. Design, production and distribution costs for campaigning materials will be paid for out of central funds (OGB). Translation costs will be covered by Oxfam Cymru.

17. Monitoring

1. The Head of Oxfam Cymru will have an ongoing responsibility for the monitoring of the Scheme including progress against agreed targets. This will be a structured and continuous process, monitored by the Oxfam Cymru Management Team (OCMT).
2. The progress of the implementation of the WLS will be a quarterly standing agenda at OCMT meetings.
3. A summary of progress will be contained in an annual report on the Scheme – a copy of which will be sent to the Welsh Language Board.
4. An annual audit of the organisation's delivery of the scheme will take place to include:
 - a) The number of Welsh speakers amongst staff and volunteers.
 - b) Progress against essential Welsh speaking targets.
 - c) The proportion of Welsh correspondence replies within agreed deadlines
5. This scheme will be reviewed by the Head of Oxfam Cymru and in the UK through the Communications Steering Group to measure its appropriateness after a period of four years.

18. Publication and Feedback.

1. The Oxfam Welsh Language Scheme will be a document that is readily available to members of the public through its offices and website, or on request.
2. Complaints regarding any failure to meet the Scheme requirements will be directed in the first place to the Head of Oxfam Cymru, who may designate a senior member of staff to receive the complaint.
3. Oxfam supporters and the general public will be encouraged to offer suggestions for improvements to the scheme.

19. Implementation timetable

Oxfam's initial version of the Welsh Language Scheme was approved by the Trustees of Oxfam GB, and became operational from January 2004.

1. The following Implementation Plan has been drawn up to highlight the additional measures and activities required to achieve Oxfam's principle of equality for the Welsh and English languages in its activities in Wales.
2. Some targets and timescales may deviate from those specified, and other measures may need to be introduced as circumstances change.
3. Any significant changes to the Implementation Plan will be discussed with the Welsh Language Board, and reported as part of the annual review of the Scheme.
4. The first report will be produced in December 2008.
5. OCMT will drive the scheme forward and monitor its progress.

Annex 1

10. Published Campaigns Materials

Criteria for deciding whether campaigning materials produced by Oxfam for global or UK-wide use are produced bilingually

Key considerations			
1. How relevant is the material to Welsh audiences?	very <input type="checkbox"/>	fairly <input type="checkbox"/>	not very <input type="checkbox"/>
2. How often will the material be used in Wales?	66-100% <input type="checkbox"/>	33-66% <input type="checkbox"/>	0-33% <input type="checkbox"/>
3. What is the shelf life of the material?	18 months + <input type="checkbox"/>	6 to 18 months <input type="checkbox"/>	Up to 6 months <input type="checkbox"/>
4. Where will the material be distributed in Wales?	Nationally <input type="checkbox"/>	North/West <input type="checkbox"/>	South East <input type="checkbox"/>
5. At what kind of event will the material be used?	Corporate <input type="checkbox"/>	Campaigns <input type="checkbox"/>	Fundraising <input type="checkbox"/>
6. What audience is the material targeted at?	Opinion formers <input type="checkbox"/>	Supporters <input type="checkbox"/>	General public <input type="checkbox"/>
Decision	If ticks are mainly in this column then translation is required	If ticks are mainly in this column then translation may be required	If ticks are mainly in this column then translation should not be required
Further guidance			
7. What is the necessary print run?	More than 2,000 <input type="checkbox"/>	500 to 2,000 <input type="checkbox"/>	Less than 500 <input type="checkbox"/>
8. What is the extra cost of producing the material bilingually or in Welsh?	Less than £250 <input type="checkbox"/>	£250 - £750 <input type="checkbox"/>	More than £750 <input type="checkbox"/>

Annex 2

14. Recruitment

Criteria for designating Welsh essential post

1. Oxfam Cymru will identify posts where Welsh is essential and where it is desirable. This exercise will be carried out in an objective manner.
2. The criteria for designation will be the expertise needed for the post;
 - a. the level of contact with the public in Wales
 - b. the level of contact with industries and organisations that operate bilingually or through the medium of Welsh. Ask the question, would not having Welsh language skills be prohibitive to successfully engaging with identified industries or organisations?
 - c. if the post is to be located in a particular area an assessment of the linguistic nature of the area.
3. Any such designations will then be included in job descriptions and person specifications.

Annex 3 Timetable for Implementation

December 2007 – 2008

AREA OF ACTIVITY	ACTION	BY WHOM	TIMESCALE
Standards of Service - External Communications			
Telephone Communications	Establish a standardised practice for anyone answering the phone to use a bilingual greeting	PA to Head of Oxfam Cymru	Done
	Establish protocol for diverting Welsh speaking callers to appropriate Welsh speaking staff if desired	PA to Head of Oxfam Cymru	Done
	Establish protocol for call-back responses and replies through the medium of Welsh	PA to Head of Oxfam Cymru	Done
	Ensure that the answer-phone message on the main Oxfam Cymru telephone is fully bilingual	Media and Communications Officer	Done
Written Communication	Establish a standardised practice of replying in Welsh to correspondence received or telephone and face to face communication conducted in Welsh	PA to Head of Oxfam Cymru	Done
	Establish the practice of issuing standard letters bilingually	Head of Oxfam Cymru / PA to Head of Oxfam Cymru	Done
	Standardising the practice of writing in Welsh to known Welsh language users (unless a personal relationship exists where that would appear strange)	Head of Oxfam Cymru / PA to Head of Oxfam Cymru	Done
Resources	Ensure provision of appropriate software	Office Administrator	Done
Corporate Identity			
Stationery	Ensure all Oxfam Cymru letterheads, fax headers, calling cards and compliment slips are produced bilingually	Office Administrator	Done
Publicity Events and Campaigning			
Exhibitions and displays	Ensure all portable display equipment owned or produced by Oxfam Cymru is bilingual	PA to Head of Oxfam Cymru	Done
Public areas	All areas of public access e.g.	PA to Head of Oxfam	Achieved by

	shops and offices will move progressively towards totally bilingual signage	Cymru, Wales Area Trading Managers	September 2008
Website	Allocate responsibility for the regular bilingual updating of Oxfam Cymru's website	PA to Head of Oxfam Cymru	Done
Press releases	Where possible, press releases to be produced in both languages, where this is not possible, a Welsh speaking spokesperson will be named	Media and Communications Officer	Ongoing
Publicising events	Establish a procedure whereby all publicity for events in Wales are produced bilingually	All staff members	Ongoing
Translation	A list of qualified translators to be provided to all staff responsible for producing bilingual materials	PA to Head of Oxfam Cymru	Done
Published Campaigns Materials			
Materials Audit	Carry out an audit of existing language and bilingual materials and resources currently available	Office Administrator and Campaigns and Communications	By April 2008
	Develop a structured and time-tabled programme to build up Welsh and bilingual materials and resources	Campaigns and Communications Assistant and Campaigns Officer	Ongoing
Material production	Build links between Oxfam Cymru and Oxford-based staff who have responsibility for producing Welsh language materials	PA to Head of Oxfam Cymru	Ongoing
	Establish a protocol whereby all relevant materials produced by Oxfam Cymru are done so bilingually rather than separately in English and Welsh.	Media and Communications Officer	Done
	Establish criteria to determine whether or not materials produced in Oxford for UK-wide or global audiences ought to be translated	Media and Communications Officer	Done
Exhibitions, Public Meetings and Events			
	Ensure that public exhibitions and displays are produced bilingually	PA to Head of Oxfam Cymru	Ongoing
	Establish and standardise a procedure for ensuring that all publicity for public events, meetings and conferences in Wales are produced bilingually.	PA to Head of Oxfam Cymru	Ongoing

	Standardise a system to ensure that materials produced by Oxfam Cymru for public events in Wales are produced bilingually	PA to Head of Oxfam Cymru	Ongoing
Development Education			
OGB produced materials	Hold meeting and establish protocol with Dev Ed teams in Oxford re producing Welsh language or bilingual materials	Education Adviser and Media and Communications Officer	By April 2008
Funding	Develop strategic partners in Wales to co-fund Welsh versions of Oxfam resources.	Education Adviser and Head of Oxfam Cymru	By September 2008
Influencing others	Influence DELLS, the ESDGC Panel and the ESDGC Champion, to ensure more resources are available for Welsh medium schools to teach the ESDGC curriculum.	Education Adviser	Ongoing
UKP			
	Materials/ reports produced by UK Poverty for use in Wales only will be produced either bilingually or in English and Welsh.	Country Programme Manager, UKP	Ongoing
	Materials/ reports produced by UK Poverty for use UK wide that are considered to be relevant to our programme in Wales will be produced either bilingually or in English and Welsh when funding is available for this purpose.	Manager, UKP	Ongoing
Trading Division			
	Written guidance issued to all shop managers in Wales	Wales Area Trading Managers	April 2008
	Update submitted to OCMT on progress of bilingual signage	Wales Area Trading Managers	First update - June 2008
	WLB to issue badges, signs to all shops	WLB	April 2008
Recruitment			
	Establish criteria to consider personnel specification for any new or existing post that becomes vacant to determine whether Welsh language skills are essential or desirable.	Head of Oxfam Cymru	Done
	Devise and implement a procedure to advertise Welsh essential posts in Welsh and in targeted media.	PA to Head of Oxfam Cymru	Done
	Advertise Welsh desirable posts bilingually	PA to Head of Oxfam Cymru	Ongoing
	Ensure, as part of the interview	PA to Head of Oxfam	Ongoing

	process that a candidate's ability (where stated) in oral and written fluency in the Welsh language is tested.	Cymru /Media and Communications Officer	
Training/Communicating the policy			
	Establish a slot in the induction of all new staff and office volunteers of the importance of the WLS	PA to Head of Oxfam Cymru	Ongoing
	Build in consideration of Welsh language training etc as an integral part of the annual planning budget process	Head of Oxfam Cymru	Ongoing
Monitoring of Progress			
	Put in place a process for regular monitoring of the scheme against agreed targets	PA to Head of Oxfam Cymru	Done
	Produce an annual report on the progress and development of the scheme	Media and Communications Officer in consultation with Head of Oxfam Cymru	Annually
Working with Oxfam House, Oxford			
	WLB bilingual guidelines issued to In House staff	PA to Head of Oxfam Cymru / Media and Communications Officer	By April 2008
	Establish procedure for teams in Oxford who produce materials to factor in time and budget for producing bilingual materials	PA to Head of Oxfam Cymru / Media and Communications Officer	By April 2008
Publication and Feedback			
Public consultation	Online consultation for a period of one month	Media and Communications Officer	March 2008
Feedback	Respond to feedback	Media and Communications Officer	April 2008
Formal Commendation of the Scheme			
Corporate support for Oxfam's WLS	Formal adoption of Scheme by Trustees	OGB Trustees (possibly delegated to Communications Steering Group)	February 2008
Welsh Language Board approval	Formal commendation of Scheme by WLB	WLB	February 2008
Public launch	Public launch of Oxfam's WLS	Media and Communications Officer	Eisteddfod 2008

Contact Details

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