

Producing information in line with the Council's Welsh Language Scheme

Introduction

This guide has been produced to help staff identify when information produced by the Council needs to be translated. It includes:

- newspapers/newsletters
- leaflets and brochures
- promotional materials
- booklets
- guidance
- posters
- forms and guidance material
- consultation activities
- strategic documents, plans, policies and reports

Why do we need to produce bilingual materials?

The Council is committed to delivering services through the medium of Welsh and English. Our commitment to language choice is included in the corporate standards of service. The Council recognises that being unable to communicate in their first language may place those concerned at a personal disadvantage.

Guide to translation

Use this matrix, and the explanations contained following it, to guide you in your translation requirements.

		Type of information	
		General interest	Technical matter
Audience	General public	Material produced bilingually	Generally published in English only
	Specific groups	Material produced bilingually unless a database is established identifying language preference, in which case material is distributed according to expressed language preference.	Material is produced in English only

Specific groups are known to the originator of the information/consultation. The names, addresses and other personal information of customers/clients are known. Their language preference can be listed in a database, either in electronic or paper format.

General public refers to residents and visitors not within specific groups. General public can include specific age groups or targeting a specific

geographical location. Because the individuals are not known to the originator of the information, they are regarded as general public.

A **Technical matter** is defined as information which uses technical language not in use by the general public, scientific information and calculations. Jargon is **not** classed as technical matter, and this should not be used in any case when communicating with members of the general public or with specific groups.

General interest information/consultation is classed as information not of a technical nature.

Further guidance and examples

Information produced for **internal use only and for staff** can be produced in English only, unless the audience includes Welsh medium schools. Information that will be sent to all schools (including Welsh medium schools) must be produced in both English and Welsh. It can be produced either bilingually or in two separate versions (English and Welsh).

Information and consultation activities that are produced for the **general public and are of general interest** must be produced bilingually (in one document). Examples:

- Community Strategy
- Corporate Plan
- comment cards in leisure and countryside venues
- the Council's newspaper, *Vale Waves*
- the Council Tax newsletter
- tourism brochures
- public opinion surveys
- posters in reception
- signage for buildings and vehicles
- standard letters (these will generally change less than once a year)
- job application forms
- warning notices
- public notices (including those displayed on lampposts, public notice-boards, etc.)
- leaflets
- banners
- permanent or semi-permanent displays (more than 3 days)
- exhibition materials (for exhibitions of more than 3 days)

Information and consultation activities that are produced for the **general public but are of a technical nature** or of limited duration will generally be produced in English only, but may also be produced in Welsh. If the intention is to produce a document in Welsh upon request, a statement should be included within the English language document specifying that this is the case and how to obtain a Welsh language version. If a document is being produced in English only, it must include a bilingual introduction or executive summary. Examples include:

- Local Development Plan
- Improvement Plan
- strategies, plans, annual reports
- consultation documents

Information and consultation activities that are produced for ***specific groups and are of general interest*** will be produced bilingually ***unless*** there is an established database providing details of the language preference of individuals in the specific group. If such a database is in use and is updated on a regular basis (at least annually), information must be produced and distributed according to the expressed language preference. Examples include:

- Citizens Panel surveys and newsletters
- letters to clients
- leaflets aimed at specific groups

Information/consultation produced for ***specific groups and are of technical nature*** or of a temporary nature will be produced in English only. Examples include:

- licenses
- accounts
- certificates
- public inquiry documents
- conference handouts
- contract documentation
- working drafts
- temporary displays (less than three days)
- press releases for English language media
- items distributed on behalf of other organisations

Information ***aimed specifically at Welsh language users*** is provided in Welsh only. Examples include:

- consultations about Welsh language services
- information about Welsh language provision
- advertising aimed at the Welsh language press

Monitoring progress

An audit takes place each year, organised by the Council's Communications Team, to assess the quality of materials and achievement of Welsh Language Scheme objectives.