



CYNGOR LLYFRAU CYMRU
BOOKS COUNCIL of WALES

Annual Report

Compliance with Welsh Language Standards

2019/20

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Section 1: Introduction

The Welsh Books Council was established in 1961. It is a national body that has charity status, and is financed directly from the Welsh Government in order to provide a service for publishers, authors and readers in Wales. As a key body in the field of books, it offers services and information to everyone involved in the field. This entails providing individual services to publishing (in the fields of editing, design, marketing and distribution) with the aim of improving production standards and publishing books in Welsh and English. The Council also distributes grants to support the publication of books and magazines in Welsh and English.

The Books Council is located in Aberystwyth, Ceredigion, on two sites: Castell Brychan and the Glanrafon Business Park on the outskirts of the town. The Council has a staff of approximately 46. Due to organisation's nature and purpose, the great majority of the staff must be able to communicate confidently – orally and in writing – through the medium of both Welsh and English. The Welsh language plays a prominent part in the administration, governance and activities of the Council. Considerable emphasis is also placed on the standard and accuracy of the Welsh language.

The Welsh Language (Wales) Measure 2011 sets out a legal framework that places a duty on the Books Council to comply with standards in relation to the Welsh language. A standard explains how organisations are expected to use Welsh in different situations. The Council adopted its Welsh Language Scheme in 2011.

The duties that derive from the standards mean that the Books Council should not treat the Welsh language less favourably than English. The

aims of the standards are:

- to make it clear to organisations what their duties are in the context of the Welsh language;
- to make it more clear to Welsh speakers which services they can expect to receive in Welsh;
- to ensure more consistency as regards services in Welsh, and to improve their quality.

The Books Council received a compliance notice from the Welsh Language Commissioner under Part 4 of the Welsh Language (Wales) Measure 2011 on 25 July 2016. This notice sets out the specific standards with which the Books Council is required to comply, and on 25 January 2017 a total of 150 standards became operational.

The Books Council is fully committed to the Welsh language, and already complies with a significant number of the standards set by the implementation of its Language Scheme; indeed, this Scheme goes further than the Welsh Language Standards in several fields.

The Books Council is required to publish an annual report by 30 September, as stated in the Welsh Language Standards (152, 158, 164). This report focuses on the year between 1 April 2019 and 31 March 2020.

The information contained in this report was collected as a result of the continuous monitoring carried out by the Books Council on its services.

No complaints were received regarding the Books Council's compliance with the Standards during the year in question.

Section 2: Compliance with Service Delivery Standards (Standards 1–83)

Books Council staff have been provided with guidelines on the Standards, and these are available on the Council's website.

Correspondence (Standards 1–7)

Members of staff respond to correspondence from members of the public in the language of the original letter or e-mail, and the language of choice is noted for future use.

When opening correspondence with members of the public, it is done through the individual's preferred language if that is known. Otherwise, the correspondence is sent in both languages and the individual is asked for their preferred language when corresponding with us. When this information comes to hand the preferred language is noted for future use, and staff contact the person/persons in their preferred language from thereon. If correspondence is received in a particular language from the person with whom the staff are communicating, but the person has not noted their preferred language, staff will correspond with the individual in that particular language from thereon. Both Welsh and English copies of all correspondence are signed. Any work that needs to be translated is sent to the Chief Executive's Secretary.

Telephone calls (Standards 8–10, 18, 20–21)

If a member of staff takes external telephone calls, or calls that have been transferred from reception, they respond with a bilingual greeting:

“Cyngor Llyfrau Cymru / Books Council of Wales.”

All members of staff are encouraged to place a recorded bilingual

message on their telephone's answering machine, with the Welsh message coming before the English. If a message has not been left, the call is forwarded to the Books Council's voicemail system, in which the Welsh comes before the English. We do not have an automated telephone system.

Telephone services (Standards 12–17, 22)

The Books Council operates in accordance with these standards.

In every advertisement noting the Books Council's telephone numbers, the Welsh comes before the English. A Welsh service is available at all times on the Books Council's main telephone number. We do not have an automated telephone system.

Meetings (Standards 23, 25, 25A, 25CH)

The Books Council operates in accordance with these Standards. Everyone attending a meeting held by the Books Council is able to use their preferred language in the meeting. A simultaneous translation service is used for meetings where not all the attendees are able to speak Welsh.

Public events (Standards 26–32)

Everyone attending a meeting held by the Books Council is able to use their preferred language in the meeting. Invitations to every meeting are sent bilingually. A simultaneous translation service is available at every meeting for all who wish to avail themselves of it. All written material for meetings that are open to the public, together with publicity materials for the event, are available bilingually.

Advertising (Standards 33–34)

All advertising materials produced by the Books Council are bilingual. Some publicity materials to promote Welsh books are produced in Welsh only,

and publicity materials targeted towards specific audiences are produced in accordance with the language of the books in question.

Producing documents for the public (Standards 36, 44–47)

Documents for use by the public are available either as separate Welsh and English versions, or bilingually. From now on, we will ensure that the English versions state clearly that the documents are also available in Welsh.

The Books Council’s Website (Standards 48, 51–52)

The Books Council’s website is fully bilingual. Every page is set out in the same way, with the text on every page being available in Welsh, and every Welsh page on the website is fully operational. The English pages include a direct link on the top of the page to the corresponding Welsh page. Every document produced by the Books Council, and published on the website, is available in Welsh. The interface of every page, and the menus on every page, are available in Welsh.

The website and its contents has been redesigned and is ready to go live during 2020/21. The existing bilingualism of the website will be unaffected.

The Books Council operated in accordance with these Standards before the date in which they came into force.

Apps and Social Media (Standards 53–55)

The Books Council’s accounts on social media are bilingual. The main account on Facebook is <https://www.facebook.com/llyfrau.books> – and although our content is always available in both languages, we cannot ensure that every piece of content shared is bilingual, as it sometimes refers to an English book or a Welsh book (where the content, therefore, relates to the language of the book).

In the case of Twitter and Instagram, the Welsh and English accounts are separate, but Facebook has only one bilingual account. The content is targeted towards different audiences and is not necessarily a direct translation from one language to the other, as the main aim is to re-Tweet the content in the language of the book or medium that is being promoted.

While the Books App and the Magazine App is still available to those who have downloaded it, it is not available to be downloaded any more and no new content is added.

Signage (Standards 57–59, 137–139)

The Books Council operates in accordance with these standards.

Signs that are in Welsh only are placed to the left of the corresponding English sign. Where both Welsh and English text appears on the same sign, the Welsh text is placed above the English version.

Reception (Standards 60, 63–64)

As the Books Council does not provide services directly to the general public, few visitors call at reception. During 2019/20 it was planned not to have a continuous presence at the reception area but to allow a team of staff to answer the phone from their desks and to answer communication system using a camera and intercom system. All visitors are greeted in their own language, if it is known. Otherwise, they are greeted bilingually.

Every member of staff who greet visitors are fluent Welsh speakers, and they provide a service in Welsh. The Books Council operated in accordance with these Standards before the date in which they came into force.

Notices (Standards 65–66)

Any notices published or displayed by the Books Council are bilingual, with the Welsh version placed either above the English version or to the left of it. If any notices are published on the website, the Welsh and English versions are separate. Where the versions are separate, the content is the same in both languages.

Tenders (Standards 72–74, 76)

The Books Council publishes invitations to tender for contracts on the Sell2Wales (GwerthwchiGymru) site and in the Official Journal of the European Union (OJEU).

The categories of the CPV (Common Procurement Vocabulary) goods for OJEU notices are provided by the European Union in the 22 official languages only. Welsh is not a full official language, but rather a co-

official language. The Books Council does not fully comply with Standard 72, as only parts of the Sell2Wales (GwerthwchiGymru) invitations are available in Welsh. No Welsh version of the OJEU invitations is available, for the reason noted above, but this is beyond the control of the Books Council. It should be noted that it is not a requirement for a body to publish an invitation to tender in Welsh in the Official Journal.

Invitations on Sell2Wales/GwerthwchiGymru are published as separate Welsh and English versions. One invitation has been published on the site during 2019/20, and it is declared that tenders may be submitted in Welsh. The Books Council, therefore, complied in part with Standard 73 during 2019/20.

During 2019/20, 4 tenders were advertised. All advertisements and the paperwork relating to the tenders were either bilingual or available in either Welsh or English. 8 tenders were received for the Welsh-language editor's posts, 7 in Welsh 1 in English, 7 were received for the English-language revenue funding, 1 in Welsh 6 in English, 8 were received for the English-language supported posts, 2 in Welsh and 6 in English, 2 were received for the Welsh-language digital news service, both were in Welsh.

Services in Welsh (Standards 77–78)

The Books Council already operates in accordance with these standards.

All the Books Council's services are available through the medium of Welsh and English. Information about the services can be seen on the Books Council's website, with every page available in both languages. All the material giving publicity to the Books Council's services is bilingual. Neither this material, nor the website, refer to the services that are available in one language or the other, as they are all available in both languages.

The Books Council's Corporate Identity (Standard 79)

The official English-language title of the Books Council was changed during 2019/20 from Welsh Books Council to 'Books Council of Wales' in order to better convey the nature of the Books Council's relationship with the English-language publishing industry in Wales. The Council's official name is therefore 'Cyngor Llyfrau Cymru / Books Council of Wales'. This is shown clearly on every item of standard Books Council office materials, whether for in-house or public use. Every item of information on these materials are bilingual, with the Welsh placed above the English.

The new logo was designed and launched during 2019/20. These are the only versions of our logo that should be used. The logo has been designed with the Welsh above the English.

The Books Council's logo is used bilingually at all times. Whenever and wherever it is used, in Wales and beyond, the bilingual logo must be used.

Education (Standard 80)

The Books Council does not provide education courses, in the sense that a course means a series of teaching sessions. Some workshops are provided for staff of the publishing houses supported by the Books Council, but these are not education courses that are open to the public.

Announcements over the public address system (Standards 83, 140)

The Books Council does not have a public address system, but the telephone system can be used to make an announcement. As 100% of the staff are Welsh speakers, any announcement will be made in Welsh only. The Books Council operates in accordance with these standards.

Below are examples of the Books Council's bilingual logo:



Section 3: Compliance with Policy-making Standards (Standards 84–89, 91–93, 144)

Drawing Up Policies (Standards 84–89, 91–93, 144)

The Books Council already operates in accordance with these standards.

The Welsh language is a responsibility for every member of the Books Council staff, and the enthusiasm for giving consideration to the language when drawing up policies occurs perfectly naturally.

The Books Council’s Strategic Plan for 2016–2020 was published bilingually. The process of developing the plan placed an emphasis on engaging with the public.

We will be reviewing the Welsh Language Plan, published in 2011, to ensure that we continue to achieve the required standards.

No complaints were received regarding the Books Council’s compliance with the policy-making standards with which it had a duty to comply.

Using bilingual signs, even beyond Wales:



Section 4: Compliance with Operational Standards

Policy on using Welsh in-house (Standard 94)

Guidelines to the Standards were published on the Books Council's intranet, and a policy was then developed on the use of Welsh in-house. The new Policy and guidelines have been drafted. The next step will be to obtain the approval of the Books Council's Management Team and consult with the Staff Forum, and then to publish the documents on the intranet.

Human Resources:

Employees' Rights (Standards 95–100)

The Books Council operates in accordance with these standards.

Publication of Policies (Standards 101–107)

The Books Council operates in accordance with these standards.

Complaints (Standards 108–109, 111)

The Books Council operates in accordance with these standards.

Discipline (Standards 112–113, 115)

The Books Council operates in accordance with these standards.

Developing Skills in Welsh / Training (Standards 123–129, 145–146)

The Books Council operates in accordance with these standards.

The Books Council provided regular training and peer support for one member of staff to develop her Welsh-language skills from her appointment in May 2018 until her departure in March 2020.

All training sessions pertaining to human resources have been held through the medium of Welsh under the guidance of Ceredigion County Council.

New Posts / Vacant posts (Standards 132–134, 136, 147, 148)

The Books Council operates in accordance with these Standards, apart from Standard 134. The usual practice is for the interview to be held in Welsh, with a question being asked in English (depending on the post in question).

Noted below are the statistics regarding the number of new posts and vacant posts advertised by the Books Council during the year and categorized as posts that require the following:

- that skills in the Welsh language are essential – 6
- that Welsh language skills must be learned after being appointed to the post – 0
- that skills in the Welsh language are desirable – 1
- that skills in the Welsh language are not essential – 1

No complaints had been received regarding the Books Council's compliance with the operating standards with which it was obliged to comply.

Computer software (Standard 116)

In order to enable staff to check their written Welsh, Cysgliad software has been installed on every computer in the Books Council.

The Books Council intranet (Standards 117, 120–122)

The Books Council operates in accordance with most of these Standards.

With a body as small as the Books Council, we do not have sufficient resources to translate all the content of the intranet, but most of the content is in Welsh only, as it is the language of the workplace. Currently, the Council does not operate in accordance with Standard 121 (support material to promote the Welsh language), but we are in the process of creating a page on the SharePoint intranet that will operate in accordance with this Standard in the future.

E-mail (Standards 130–131)

The Books Council has provided a standard signature template that enables staff to include a Welsh version of their contact details in e-mail messages. This is available through a factsheet on the intranet. We have upgraded the e-mail signatures of staff members to HTML versions, in order to facilitate the inclusion of the 'Cymraeg' logo in their signature. The text versions do not enable this to be done. However, several members of staff have already done this, or they include wording in their signature to note that they welcome correspondence in the Welsh language. A factsheet is available for anyone who wishes to use the new signature, but the Books Council's Information Technology and Communication Department is working to provide the signature centrally as not all members of staff are able to do this themselves.

Keeping a record of complying with the Welsh Language Standards (Standards 141–143)

No complaints had been received. The Books Council acts in accordance with these Standards.

Section 5: Monitoring

It is the responsibility of the Management Team to ensure compliance with the standards within their own departments, and this procedure is regularly reviewed. Other services within the Books Council provide resources in order to ensure that the Books Council fully delivers the requirements of the Welsh Language Standards, namely the Sales and Information Team (which is mainly responsible for the content on the gwales website), and the Editorial Department, that ensures that the content of every document is exactly the same in both Welsh and English.

Section 6: Supplementary Standards (Standards 149–168)

The Books Council operates in accordance with these Standards. The Books Council's Compliance Notice was published on our website and on the staff intranet. The Complaints Policy was published on the Books Council's website, and complaints regarding the Books Council's compliance with the Welsh Language Standards are dealt with in the same way as other complaints.

Section 7: Target achievement April 2019 – March 2020

In order to comply with the Standards, we recognise that there is more work to be done. The Books Council will tackle these matters during the forthcoming year. The priorities are as follows:

Target	Status
Standard 94 – adopt a policy on the internal use of the Welsh Language and staff guidelines for the Standards.	The policy was presented to the Management Team and the principle of considering the impact of decisions on the Welsh Language has been adopted.
Standard 121 – create a page on the intranet that will operate to a standard of how to assist our staff to use the Welsh Language.	The intranet will be considered as part of the wider IT development and the move to SharePoint has reduced reliance on intranet usage.
Standards 126 and 127 – continue to support staff who do not feel confident with their Welsh and encourage more staff to attend courses held under the National Centre for Learning Welsh to improve their Welsh.	One member of staff, who left the organisation at the end of the financial year, was supported and this work is ongoing.
Standard 130 – 131 – upgrade staff email signatures to HTML, to facilitate the inclusion of a ‘Welsh’ logo in the signature and provide the signature centrally.	Achieved. Need to remind staff to use the signature at all times.
Standard 134 – compliance by ensuring that job application forms give individuals the opportunity to indicate that they wish to be interviewed, or be given another form of assessment, in Welsh. All interviews are already conducted in Welsh, so this is only a formality.	Achieved.

Section 8: Priorities between April 2020 – March 2021

In order to comply with the Standards, we recognise that there is more work to be done. In addition, the COVID-19 crisis presents new challenges to the Books Council's approach. The Books Council will prioritise these matters during the forthcoming year. The priorities are as follows:

Standard 29 – If you are arranging a meeting that is open to the public, you must ensure that simultaneous translation from Welsh to English is available in the meeting; you must also inform those attending, orally in Welsh, (a) that they are welcome to speak Welsh, and (b) that simultaneous translation is available. We will ensure that these meetings use technology (such as Zoom) with translation options so that contributions through the medium of Welsh can continue to be received from those wishing to do so.

Standards 126 and 127 – continue to support staff who do not feel confident with their Welsh and encourage more staff to attend courses under The National Centre for Learning Welsh to improve their Welsh.

Standard 21 – create a register on a central system to record language choice.

Standard 80 – seek to ensure that, if an education course is open to the public and no providers are available in Welsh, translation equipment is offered for questions through the medium of Welsh.

Standard 48 – ensure that the new website is designed and implemented with all content available in Welsh and English.

This report is available in Welsh and English.