

ADAS Welsh Language Policy



Introduction:

This policy statement reflects the fact that ADAS Limited is a commercial business operating geographically across the whole of England and Wales.

We acknowledge the fact that under the Welsh Language (Wales) Measure 2011 the Welsh language has official status, and should be treated no less favourably than the English language.

We will ensure that we make constant progress towards achieving this ambition and this Welsh Language policy sets out our current commitments in relation to using Welsh and also, where appropriate sets targets to help us develop our use of Welsh.

The scope of our commitments in this policy should be interpreted reasonably - they are limited to activities and services in Wales or which are delivered to people living in Wales, and also limited to activities and services which we are able to control or influence.

Please direct any comments about this policy to

Cate Barrow, Director, ADAS Wales
Henstaff Court Business Centre
Groesfaen
Cardiff
CF72 8NG
Email: cate.barrow@adas.co.uk

Aims:

- Communication with clients will be through the language of the customer's choice where ever possible and practical.
- The public face of ADAS Wales will be presented on a bilingual basis where ever possible including signs, marketing material, letter heads and office stationery.
- The organisation will encourage and facilitate the increase of Welsh language skills of staff.

Public Image:

Permanent signs

Most of our permanent signs are bilingual. **New** signs in public/visitor areas will be bilingual. Existing signs will be replaced and renewed when they reach the end of their effective life time.

Temporary signs

We will include more Welsh on temporary signs when they are produced.

Corporate Name

The company logo, currently ADAS Wales, will be used without translation, however, the term 'ADAS Wales' will be referred to as 'ADAS Cymru' within written Welsh language text. This company logo is for marketing purposes only and does not represent a separate business entity.

Stationery and business cards

Some of our stationery is bilingual. Stationery and business cards will be produced bilingually as it is re-ordered.

Web Site and Digital Services:

Our website is English only and we do not have digital services that are Wales specific

Advertising and Marketing:

We currently do not use broadcast advertising. We do not advertise in the Welsh press. Recruitment advertising is in English only as the posts are National.

Printed publications

All new ADAS Wales promotional literature will be bilingual if requested by the client. Press releases will be bilingual where the time scale allows for a translation to be made and edited.

We will ensure that new or revised exhibition and marketing material is bilingual if it is Wales specific and if the client requires it.

Communication:

Tracking language choice

We may record and track the language choice of our business contacts when developing or updating our client relationship manager (CRM) system if required by the client.

Face to face communication

In order that we can offer a Welsh language service at all times, we ensure that there is at least one member of staff able to speak Welsh in any workplace where there is contact with the public.

We incorporate the ADAS Cymru logo on Welsh speaking staff's corporate name badges and will aim to incorporate the Working Welsh logo on new name badges of the staff that speak Welsh.

Telephone communication

Every member of staff is able to transfer an enquiry taken in Wales, to a colleague who is able to speak Welsh. Callers wishing to conduct the conversation all in Welsh will be passed to an appropriate member of staff or if one is not available will be offered a call back within 1 working day.

Correspondence (paper and electronic)

Letters and reports will be written in the client's language of choice as expressed during contact and noted on the client file for future reference. Letters and reports will be translated where necessary.

First contact communication

Where unsolicited letters are sent out (surveys etc.) they will be bilingual in cases where the cost of printing and postage is unaffected. Where costs of postage are significantly higher for bilingual versions (volume of paper) then a line offering a Welsh language version when requested will be included in the original letter.

Translation

All translations of written material will be commissioned through the Language Policy Facilitator (Enys Young). Translations will be via a professional translation service provider and technically edited/checked by an authorised ADAS Wales staff member.

The Language Policy Facilitator maintains a list of ADAS Wales staff authorised to edit translations and will review with them the performance of the translation provider on a regular basis.

Staff and the Workplace:

Assessing language skills requirements when recruiting

We will consider and record what level of Welsh language skills are required are to perform each new position in our organisation that will be based and working in Wales.

Recording and developing our staff's language skills

We keep an informal record of the Welsh language skills of any employees based in Wales. We assess and record the Welsh language skills of every new employee as they join our organisation.

We acknowledge that in Wales, the Welsh language should be treated no less favourable than the English language.

We will encourage staff wishing to learn or improve their Welsh language skills to attend appropriate training courses. A contribution towards training may be made at the Resource Manager's discretion and where there is a clear commitment to Welsh language skill development by the individual.

Internal communication

We recognise that each member of staff and client has the freedom to use the Welsh language with each other, as enshrined in the Welsh Language (Wales) Measure 2011 and we expect staff to respect the linguistic preferences of their colleagues and clients.

Internal publications

We do not have any internal publications that are Wales specific but will use more Welsh in our internal publications wherever it is reasonable to do so.

Leadership

We will ensure that this policy is supported at the highest level in our organisation.

Welsh Language Policy Facilitator

We have a Welsh Language policy facilitator. The facilitator is responsible for:

- Rolling out the policy to ADAS Wales staff.
- Monitoring the effective implementation and maintenance of the policy.
- Providing any guidance, assistance or clarification required on the policy.
- Access to professional translators.
- Co-ordinating feedback on any potential improvements to the policy.

Awareness

This policy will be conveniently available to all staff on our Company intranet and is available to the public on request.

Review

This policy will be reviewed every year.

Services delivered on our behalf:

We encourage every contractor or third party that delivers on our behalf to comply with this policy.



Ian Strudwick
Managing Director
RSK ADAS Limited

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