



## Welsh Language Policy

### Introduction

As a Wales-based charity, we regard the Welsh and English languages with equal importance and strive to make constant progress towards improving our offering to Welsh speakers.

Although there is no statutory requirement for Tenovus Cancer Care to comply with any Welsh Language Standards under the Welsh Language (Wales) measure 2011, we recognise the importance for people to have access to information and services through the medium of Welsh. If we deliver services in partnership with public sector organisations, we will comply with their Welsh Language Standards.

This Welsh Language Policy sets out our current commitments to using the Welsh language and, where appropriate, sets targets to help us develop our offering. We constantly monitor the developments advocated by the Welsh Language Commissioner and keep our Welsh Language Policy under review.

This policy will not impact our work in England, and we will continue to communicate with this audience through the medium of English only.

### Corporate identity and branding

We are committed to upholding our bilingual public image and corporate identity. Our primary logo is bilingual and is the preferred choice for all our communications, other than those aimed exclusively at an English audience.

This includes headed paper, compliment slips, business cards, and signage. Both languages will be equal in terms of size, format, quality, clarity, and prominence.

### Planning and delivering services

We strive to provide access to our services through the medium Welsh, where it is possible. Any new service, campaign or initiative will include considerations for the Welsh language.

Information about our support services, including leaflets and welcome packs, are available in Welsh and English. While we currently have several Welsh speaking members of staff across the charity, we can't guarantee a choice of language will be always available when using our support services. Particularly, as many are required to be delivered by specialist roles. However, we recognise Welsh language as an important skill when recruiting these roles.

We will continue to work closely with, and encourage, every contractor or third party that delivers services on our behalf to comply with this policy to the best of their ability.

### External communications

- **Correspondence**

We welcome correspondence in English and Welsh. Any correspondence received in Welsh will be responded to in Welsh. This will be made clear in email footers, headed paper and on our website.

Callers to our main head office telephone number can request a Welsh speaking member of staff or volunteer. If no Welsh speaker is available, the caller will be given the option of continuing the conversation in English or waiting for a Welsh speaker to get back to them. A bilingual answer machine message is in place outside of working hours.

- **Public meetings and events**

We encourage the use of Welsh during our events and public meetings and have badges available for Welsh speaking members of staff to identify themselves at events.

- **Media**

We strive to issue bilingual statements and press releases to the media in Wales, whenever possible. However, it is understood the translation process cannot always be incorporated into the planning timescales of reactive activity. In these instances, an English version will be released first with a Welsh version to follow.

We will actively engage with Welsh language publications and seek out media opportunities on Welsh medium channels. Suitable Welsh speakers will be identified to represent the charity.

- **Advertising and marketing materials**

Any advertising on Welsh medium channels will be bilingual or in Welsh only, depending on the requirement.

The translation of our outdoor advertising, printed, exhibition, and promotional materials will be decided on a case-by-case basis, based on the location and audience.

- **Website**

We will aim to ensure key pages on our website, including information about our services and how to contact us, are fully bilingual. The languages appear separately, and it is possible for the user to move from one language to the other at any time by using a prominent language switch, at the top of the page.

We will take a pragmatic approach on translating other web pages, considering the page's lifespan and audience.

- **Social media**

While most posts on our channels will be in English, we will incorporate the Welsh language into our tone of voice and personality on social media.

Where character limits allow, our name will appear bilingually on social media channels.

Anyone who contacts us on social media in Welsh, will be responded to in Welsh.

## **Staff and volunteers**

We recognise the ability to speak Welsh is a valuable and relevant skill.

Whenever a new post in Wales is established, or an existing post becomes vacant, an assessment will be made to establish whether there is a particular Welsh language skill needed for the post. Where appropriate, Welsh language skills will be advertised as desirable or essential, based on the hiring manager's discretion.

Recruitment for Welsh essential posts will be advertised bilingually.

If communicating in Welsh is required for a role and a training need is identified, we will provide relevant training.

### **Reporting**

We will audit our internal language capabilities and record our progress against the policy.

### **Governance**

To deliver our commitments to the Welsh Language Policy, a head of department will have strategic oversight of our plans and responsibility for implementing, championing, and reviewing. The individual will be a part of a wider tactical working group who will meet quarterly to ensure the continuing implementation of this policy as well as identifying opportunities for improvement.