ConstructionSkills

Welsh Language Scheme

Prepared in accordance with the 1993 Welsh Language Act

1. OPENING STATEMENT

ConstructionSkills is the Sector Skills Council for the Construction Sector, it operates across the UK and has a National main office in Bridgend, and a unmanned hub office in Rhyl. The UK Head Office is based in the National Construction College in Bircham Newton, Norfolk. Prior to successfully gaining Sector Skills Council status in 2004 ConstructionSkills operated as the CITB (Construction Industry Training Board) and for a short transition period as CITB-ConstructionSkills. ConstructionSkills in Wales has its own separate bilingual identity, ConstructionSkills in Wales. Prior to submission of this Welsh Language Scheme the CITB had voluntarily submitted its own CITB Welsh Language Scheme. This scheme being accepted by the Welsh Language Board under section 14(1) of the act on September 18th 2001.

This revised Scheme received the Welsh Language Board's full approval under Section 14(1) of the Act on [18 September 2001].

ConstructionSkills has adopted the principle that in the conduct of public business in Wales it will treat Welsh and English on a basis of equality. This Scheme sets out how ConstructionSkills will implement that principle in the provision of services to the public in Wales.

ConstructionSkills recognises that individuals can express their views and needs better in their preferred language and that enabling them to use their preferred language is a matter of good practice rather than a concession and that the denial of that right could place them at a real disadvantage. ConstructionSkills will therefore offer the public the right to choose which language to use in all dealings with it and will also apply this principle to its expectations of the bodies with whom it deals.

2. INTRODUCTION TO ConstructionSkills

2.1. UK Context

Sector Skills Councils (SSCs) are independent, UK wide organisations developed by groups of influential employers in industry or business sectors of economic or strategic significance. SSCs are employer-led and actively involve trade unions, professional bodies and other stakeholders in the sector. SSCs are licensed by the Secretary of State for Education and Skills, in consultation with Ministers in Wales, Scotland and Northern Ireland, to tackle the skills and productivity needs of their sector throughout the UK.

SSCs give responsibility to employers to provide leadership for strategic action to meet their sector's skills and business needs. In return they receive substantial public investment and greater dialogue with

government departments across the UK. This will enable sector employers to have a far greater impact on policies affecting skills and productivity, and increased influence with education and training partners.

Each SSC will agree sector priorities and targets with its employers and partners to address four key goals:

- Reducing skills gaps and shortages
- Improving productivity, business and public service performance
- Increasing opportunities to boost the skills and productivity of everyone in the sector's workforce, including action on equal opportunities
- Improving learning supply, including apprenticeships, higher education and national occupational standards

2.2. Welsh Context

ConstructionSkills is helping to provide the fully trained and skilled workforce that the UK construction industry needs if it is to thrive now and in the future.

ConstructionSkills works with CITB Northern Ireland and the Construction Industry Council (CIC), as the Sector Skills Council for Construction. This organisation is called ConstructionSkills.

As a statutory body, we are funded mainly by the construction industry itself, through a levy. Additional funding is generated through public bodies, for example the Learning and Skills Council, and the European Social Fund, as well as by our own commercial enterprises.

The organisation is structured in a way which best supports the industry's priorities and goals. There are seven directorates – Skills Strategy, Managing Agency, Field, Business Services, National Construction College, Communications and Marketing and Corporate Services.

We operate in England, Scotland and Wales and the head office is based at Bircham Newton in Norfolk.

Our mission for the industry is:

A fully skilled and professional UK construction industry working safely and delivering value.

To achieve this we, ConstructionSkills, need to deliver the SSA's (Sector Skills Agreements) that has been developed and agreed with stakeholders across government, industry and education. It covers our four key skills challenges, each of which has a number of priorities.

Improving business performance

Increasing the number of companies investing in training.

Developing management and leadership skills.

Supporting lifelong learning in construction.

Developing skills for sustainability.

Qualifying the existing workforce

Intensifying and widening the industry's Qualifying the Workforce initiative.

Developing flexible training structures for specialist occupations.

Assisting the effective integration of migrant workers.

Recruiting qualified new entrants

Improving understanding of career opportunities in construction.

Increasing apprenticeship completions and widening opportunities for on-site practice.

Ensuring that the construction industry workforce better reflects the UK population.

Increasing applications for construction-related degree courses.

Improving the infrastructure in support of these priorities

Improving intelligence on skills for the future.

Further developing qualifications and progression routes to meet industry needs.

Strategic Objectives

Each of ConstructionSkills' Directorates has developed strategies to address the priorities they can contribute to. These translate into a series of activities that must be delivered, including:

- Establishing the 'Construction Skills Network' as the recognised expert on construction capacity, productivity and skills.
- Growing apprenticeships though Programme-Led Pathways and improving apprenticeship completion rates.
- Expanding demand for vocational qualifications through Qualifying the Workforce and securing funding for On-Site Training and Assessment (OSAT).
- Establishing ConstructionSkills' credentials for graduate recruitment and diversity and for construction management and leadership skills.
- Engaging small enterprises in training by establishing a brokerage service.
- Minimising levy subsidies to ConstructionSkills' operations, by maximising grants to industry, whilst holding current levy rates.
- Transforming NCC finances by re-engineering youth training and driving adult commercial training.
- Maximising opportunities to promote the ConstructionSkills brand.

Welsh Context

ConstructionSkills operations are led by the Welsh Director supported by a management team who are all mainly based in the Wales office in Bridgend, with one manager being based in North Wales. In total 51 staff members are employed by ConstructionSkills in Wales with four of these staff members being fluent in spoken and written Welsh. Two other members of administration staff being fluent or partly fluent in written and spoken Welsh. Welsh language provision is supported by the regular use of an approved translator and through the recent appointment of a bi-lingual secondee from Careers Wales.

Relationship with central and other ConstructionSkills regional counterparts.

There is a close and improving working and strategic relationship with related SSC's through the Skills for Business Network and related strategic groups including the Skills Observatory and ConstructionSkills Welsh Advisory Group.

Future Developments

An additional office has been open in Rhyl since January 2008. No staff member is based full time at this office. Future developments will include closer integration and working arrangements with other Built Environment SSC's and particularly other ConstructionSkills partners such as CIC and CITB Northern Ireland.

3. SERVICE PLANNING AND DELIVERY

3.1. New Policies and Initiatives

3.1.1. In devising new policies and initiatives, ConstructionSkills will:

- assess the linguistic effect of any new policies and initiatives and ensure that they are consistent with the Welsh Language Scheme
- ensure that the measures contained in the Scheme are applied to new policies and initiatives when they are implemented
- ensure that no new policy or initiative undermines ConstructionSkills Welsh Language Scheme or the Language Scheme of other providers
- promote and facilitate the use of Welsh wherever possible and will move closer to implementing the principle of equality fully at every opportunity
- consult with the Welsh Language Board in advance regarding proposals that will affect the Scheme or the Scheme of any other public body. The Scheme will not be altered without the Board's agreement
- ensure that not only those involved in formulating policy (in and outside Wales) will be aware of the Scheme and of ConstructionSkills responsibilities under the Welsh Language Act 1993, but that all of ConstructionSkills necessary and relevant staff will be made aware of the Scheme. This will be accomplished by:

  ConstructionSkills will raise awareness of the Scheme and of language sensitivity among its staff in Wales by:-

  i) Organising meetings with all ConstructionSkills Directors/Managers (*in and outside Wales*) to explain how the Scheme will affect their work.

ii) Announcing to all staff in Team, Management and Director meetings (*in and outside Wales*) Wales that the Scheme will be implemented

iii) All (*Heads of Departments, Regional Business Managers etc.*) will be expected to brief their staffing complement on the implications of the Scheme to themselves and more importantly ConstructionSkills.

iv) Conducting an annual update and revision of the Scheme with the relevant personnel e.g. Chief Executive Marketing and Communications Director,, Departmental Managers in Wales, to ensure that they understand what is required and monitor effectiveness of the implementation of the Scheme

v) Including the Welsh Language Scheme as part of the induction training for each new member of staff appointed to ConstructionSkills which will be based in Wales or will have direct or indirect dealings with the public in Wales

vi) Devising a hard-copy newsletter and electronic briefing on the Scheme and disseminating it to all staff in and outside Wales

vii) Publishing the Scheme on the organisation's intranet and website

3.2. Standards of quality

3.2.1. Services provided in English or Welsh will be of an equally high standard and equally prompt. When assessing and measuring the standards and effectiveness of its service in Welsh, ConstructionSkills will employ exactly the same "performance indicators" as those utilised with regard to its services in English.

3.2.2. These standards and their implementation will be monitored as outlined in section 3.1.1.

3.2.3. The implementation of the Scheme and ConstructionSkills commitment to linguistic equality will be published in the organisation's annual business plans, promotional material, newsletters and website.

3.2.4 ConstructionSkills will ensure consistency in the standards of services in Welsh provided by the organisation in different localities.

3.3. Provision of bilingual services

3.3.1. ConstructionSkills believes that it is fair and reasonable for the public to expect to receive its services in Welsh or English according to the choice of the individual. As ConstructionSkills currently offers a fair and reasonable choice at all times to the public, it is committed to organise and implement arrangements which will enable it to sustain every service to the public equal, effectively, conveniently and comprehensively in Welsh and English.

3.3.1. To this end, ConstructionSkills will undertake an audit of the way in which each of its services to the public is organised, in order to determine how it may best proceed towards implementing the

principle of equality. It will accord initial priority to the need to ensure that those staff who have the greatest degree of contact with the public, whether face to face, by telephone, by correspondence or by other means, are able to communicate bilingually.

4 PROVISIONS

4.1. The Role of the SSCs

In providing strategic targeted action to meet the sector's skills, workforce development and business needs, the Sector Skills Councils' role in ensuring appropriate training opportunities is paramount. This role will involve liaising between employers within the sectors and education and training systems across the UK. The Sector Skills Councils' role can be summarized as follows:

Research, Information and Guidance

- identifying and improving education and training opportunities to meet the needs of each sector
- undertaking and disseminating research into sector skills gaps

Sectoral Development and Partnerships

- providing quality opportunities for existing employees and other individuals seeking employment within each sector
- agreeing targets for the contributions of the mainstream work of key public agencies to meet sector priorities
- influencing decisions about skills taken by government across the UK
- promoting such investment in skills and talent as will help meet sector needs and encourage competitiveness.

Training Frameworks

- defining and developing key national occupational standards and learning pathways
- meeting the changing patterns of demand for skills and improving productivity
- providing advice and guidance to employers and employees on specific skills and training practices
- encouraging participation in collaborative approaches to skills, economic and labour market information in each nation and region.

4.2. The SSCs in Wales

In developing the sector's skills, workforce and business needs within Wales, ConstructionSkills commits to actively researching and reacting to bilingual needs. The results of the 2001 census show that one fifth of the population can speak the Welsh language. The increase can predominantly be attributed to the success of Welsh medium education. ConstructionSkills recognises its role in ensuring that bilingual education and training opportunities continue to be available for the benefit of employees and individuals seeking employment within ConstructionSkills sector.

The Welsh Assembly Government's national action plan for a bilingual Wales, *Iaith Pawb*, states clearly its policy of mainstreaming the Welsh language into all aspects of Wales. *Iaith Pawb* also stresses the importance of the Sector Skills Councils' role in addressing Welsh language skills needs in their particular sectors.
The results of *Future Skills Wales* research demonstrate clearly that bilingual skills are highly valued by employers. Findings also show a definite shortage of bilingually skilled people within certain sectors.

4.3. ConstructionSkills will actively research and react to the Welsh language skills needs of the Construction sector. ConstructionSkills will advise and lead Learning Providers to recognise and respond to the training needs of a bilingual Wales.

4.4. Research

MEASURES

- Research into the bilingual skills availability within the sector and future needs
- Research the current provision and investment in, training/vocational education in order to plan future provision
- Research into specific and specialist skills needs within the sector

ACTION

- Research via surveys will be conducted bilingually within 12 months of the date of acceptance of his scheme and will include specific and detailed questions on Welsh medium skills needs and demand.
- Research findings will be disseminated highlighting implications for education and training practices.
- Research findings will be published bilingually.

4.5. Information and Guidance

MEASURES

- Provide information, advice and guidance to support recruits' and employees' lifelong learning.
- Arranging practical advice and guidance for individual firms on skills and training practices needed to respond to changing need.
- Making available accurate information on sources of training, advice and guidance on skills issues in the sector.

ACTION

- A careers advice and guidance service for professionals working within the industry or those wishing to enter the industry will be developed. The service will be made available in both languages within 12 months of acceptance of this scheme.
- An advice and guidance service for individual firms will be developed. The service will be made available in both languages within 12 months of acceptance of this scheme.
- Advice will include specific reference to the importance of bilingual skills, taking factors such as requirements of public sector Welsh Language Schemes and recruitment, into consideration.
- Guidance on availability of Welsh medium/bilingual training opportunities will always be available to both employer and employee within 12 months of acceptance of this scheme.

4.6. Sectoral Development and Partnership

MEASURES

- Providing quality opportunities for existing employees and individuals seeking employment within the sector
- Agreeing targets for the contributions of the mainstream work of key public agencies to meet the sector's priorities
- Influencing decisions about skills taken by the Welsh Assembly Government
- Promoting such investment in skills and talent as will help meet the sector's needs and encourage competitiveness.

ACTION

- By 2009 ConstructionSkills will oversee the development of a Sector Workforce Development Plan for Wales to provide an action agenda for the industry, the Welsh Assembly Government and its public agencies. The Construction Sector Development Plan examines the Welsh Language Skills needs of the Construction sector and will also be translated into Welsh. Targets will be set for developing bilingual provision based upon rationale and findings.

- ConstructionSkills will work closely with the relevant Welsh Assembly Government departments such as DCELLS in agreeing the sector's bilingual skills needs priorities. By 2009 partnerships will be formalised through meetings held on a quarterly basis.
- Bilingual skills priorities will be disseminated to relevant bodies including Welsh Assembly Government.
- ConstructionSkills will ensure that schemes it supports through its Investment Funds comply with its Welsh Language Scheme.
- ConstructionSkills will actively promote the development of bilingual training opportunity whilst also recognising examples of good practice.

4.7. Training Frameworks

MEASURES

- Defining and developing key national occupational standards and learning pathways
- Meeting the changing patterns of demand for skills and improving productivity
- Providing advice and guidance to employers and employees on specific skills and training practices
- Encouraging participation in collaborative approaches to skills, economic and labour marketing formation in each nation and region

ACTION

- Standards and Qualifications, which will include Welsh versions, in this field will be actively promoted.
- ConstructionSkills will actively promote the advantages of bilingual skills within the Construction sector and provide guidance to employers and employees on bilingual skills and training practices.
- Through working closely with relevant departments of the Welsh Assembly Government, ConstructionSkills will regularly prioritise industry standards and qualifications for translation into Welsh, according to most recent research findings.
- Through working closely with relevant departments of the Welsh Assembly Government, ConstructionSkills will ensure that relevant Awarding Bodies ensure that assessment opportunities are available for the prioritised Welsh medium/bilingual standards and qualifications. A matrix will be developed outlining the standards and qualifications which are/will be available through the medium of Welsh.
- In identifying, prioritising and promoting bilingual training and assessment opportunities, ConstructionSkills will encourage and support collaborative networks at national and regional level.

5. DEALING WITH WELSH SPEAKING PUBLIC

5.1. Written Communication

5.1.1. ConstructionSkills will welcome correspondence in either English or Welsh. ConstructionSkills official headed paper to be used in Wales will include a statement in both languages making it clear that correspondence is welcome in either Welsh or English.

5.1.2. The time target set at 5 working days will be the same when replying to Welsh letters as for replying to English letters. Correspondence through the medium of Welsh will not in itself lead to any delay.

5.1.3. Every letter received in Welsh will be given a signed reply in Welsh.

5.1.4. All correspondence following a telephone or face-to-face conversation in Welsh or a meeting where it was established that Welsh is the preferred language of the person, although the discussion may not have been held through the medium of Welsh, will be in Welsh.

5.1.5. All correspondence with a member of the public will be initiated in his/her preferred language if known. ConstructionSkills will compile a database of those wishing to receive correspondence through the medium of Welsh.

5.1.6. All circular and standard letters distributed by ConstructionSkills to the public will be bilingual.

5.1.7. Arrangements will be made to translate correspondence as needed in order to respond to correspondence promptly and in the original language. Staff will be issued with detailed guidance of how this will be accomplished.

5.1.8. ConstructionSkills will send all material which will need to be translated to an approved external translator who will subsequently comply with the timescales agreed.

5.1.9. ConstructionSkills will be installing *Cysill* and *Cysgair* (translation and grammar assistance and Welsh Thesaurus software) to assist staff with written correspondence.

5.2. Electronic Communication

5.2.1. The principles outlined in section 5.1 will also be employed when communicating electronically.

5.2.2. When new communication and storage methods are being set up on ConstructionSkills computers, the ability of software to deal with more than one language in commands and entries will be a factor considered when purchasing new software, particularly so if such systems are to provide a bilingual output/service.

5.3. Telephone Calls

5.3.1. ConstructionSkills in Wales will give a bilingual greeting and will welcome and deal with telephone enquiries to the office in Welsh or English. Non-Welsh speakers within ConstructionSkills will be provided with guidance on dealing with Welsh telephone calls (e.g. issuing an internal directory of all Welsh speaking staff to whom calls will be transferred). But if a member of the public wishes to speak Welsh and relevant Welsh

speaking staff are unavailable, an offer to return to the call within a specified period; submitting their enquiry in written form in Welsh in order that they can receive a written response in Welsh; of explaining the enquiry fully in English and receiving a written reply in Welsh or of continuing the call in English

5.3.2. It will be the duty of those who respond to telephone calls on behalf of ConstructionSkills to ensure that they do not cause telephone callers to feel that they are a nuisance or causing inconvenience because of their wish to communicate in Welsh.

5.3.3. All instructions and answering service messages will be recorded bilingually on all advertised numbers in Wales with the recordings indicating that the message may be left in Welsh or English.

5.3.4. The time target 1 working day will be the same when replying to Welsh telephone enquiries as for replying to English telephone enquiries.

5.4. Public Meetings

5.4.1. As ConstructionSkills will be conducting public meetings in Wales, contributions are welcomed in either Welsh or English. This will be stated clearly on all notices that inform or publicise the meeting and attendees will also be informed of this language choice at the beginning of the meeting.

5.4.2. The only exception to the above provision will be meetings at which it is known beforehand that there will be no need for a translator , either:

- because everyone present understands Welsh
- because everyone present in a non-Welsh speaker
- it is known that English is the preferred language of everyone who will be present

5.4.3. All literature (invitation, summons, advertisement) publicising the meeting will be bilingual.

5.4.4. When publicising the meeting, all literature will include a footnote stating that ConstructionSkills welcomes contributions in Welsh or English. But those proposing to attend will be asked to inform ConstructionSkills beforehand in which language they wish to speak as simultaneous translation facilities will then be organised if necessary.

5.4.5. If it is not known beforehand who will be attending the meeting and whether or not anyone will wish to speak Welsh, the organiser of the meeting will decide according to his/her discretion whether a simultaneous translation service should be provided or not. That decision will be based on the nature of the meeting, geographical location, likely attendees and previous experience of similar meetings. If there is still substantial uncertainty, then the decision will be in favour of providing a simultaneous translation service.

5.4.6. Any written materials such as leaflets, agendas or acetates that are used in ConstructionSkills public meetings will be bilingual. This will also include any PowerPoint presentations.

5.4.7. All requests for information in relation to meetings will be responded to in the preferred language of the individual.

5.4.8. ConstructionSkills will ensure the presence of one Welsh speaking staff to welcome and facilitate the use of the Welsh language among the meeting's attendants and participants. The above officer(s) will wear "Working Welsh" badges to indicate that they are fluent in Welsh or are learning Welsh.

5.4.9. Guidance will be given to non-Welsh speaking chairs of public meetings on facilitating contributions through the medium of Welsh.

5.5. Non-public Meetings

5.5.1. Any person who wishes to conduct private or one-to-one meetings with ConstructionSkills are welcome to do so in either Welsh or English.

5.5.2. A language choice will be offered when arranging meetings, and if Welsh be the requested medium, appropriate arrangements will be made with an appropriate Welsh speaking member of staff.

5.5.3. By offering a language choice, ConstructionSkills recognises:

- That individuals can express their views and needs better in their preferred language
- That enabling individuals to use their preferred language is a matter of good practice, not a concession
- That denying them the right to use their preferred language could place individuals at a real disadvantage

5.5.4. The above measures are applicable to all kinds of non-public meetings.

6. THE SSC's PUBLIC FACE

6.1. Corporate Identity

6.1.1. ConstructionSkills Wales will adopt a fully bilingual corporate identity.

6.1.2. This includes ConstructionSkills name, its address, logo, visual identity, corporate slogan and any other standard information which is to be used on:

- Letter headed paper, fax paper, compliment slips, e-mail signatures
- All promotional / advertising material (i.e. flyers, posters, leaflets etc.) in the public domain
- Business cards, invitations, I.D. badges

6.2. Website

6.2.1 At present, ConstructionSkills website has no bilingual element. However, this will be addressed through the development of a bilingual Welsh Website covering aspects of ConstructionSkills business and project which are Wales specific and also generic information regarding matters such as grants, news etc. The time scale for the development of this web site will be August 2008 (staff training and development of core site to December 2008 when additional Wales specific pages will be added, this will continue to grow and be revised on a continuous basis and will be organic in nature).

6.2.2. This site being developed will include a bilingual homepage with subsequent pages available in both Welsh and English. Each page will provide a clear indication of language choice as ConstructionSkills acknowledges that the best form of language navigation is a language choice on every page of which a parallel language version exists.

6.2.3. Welsh and English pages of the website will be revised and updated simultaneously.

6.2.4. On implementation of this Scheme, all documents, reports which are on the web site will be bilingual and both language versions will be as easily available as one another to download

6.2.5. All materials and provision in Welsh and English will be consistent in terms of their updating, accuracy, prominence, legibility and quality.

6.2.6. All staff, consultants, designers and publishers will be provided with written guidance (e.g. *A Guide to Bilingual* Design) for dealing with and designing bilingual material.

6.3. Signage.

6.3.1. ConstructionSkills will ensure that all new and replacement information signs within ConstructionSkills property in Wales will be bilingual. This will include bilingual signs in reception areas informing the public of their right to use Welsh or English.

6.3.2. ConstructionSkills will ensure that both languages are treated equally in terms of size, quality, legibility and prominence.

6.3.3. Although bilingual signs are the preferred option, separate Welsh and English signs will, if issued, be equal in terms of size, quality, legibility and prominence.

6.3.4. All bilingual and separate Welsh version signage will be proofread by an approved translator in order to ensure consistency in the standard of Welsh.

6.3.5. These measures are applicable to both permanent and temporary signage.

6.4. Publishing and Printing Material to be distributed to the public in Wales

6.4.1. All publications aimed at the public in Wales will be bilingual with both language versions forming one document. The versions will be printed side-by-side where possible to facilitate easy cross-reference, distribution and offer language choice.

6.4.2. Although single version bilingual publications are the preferred option, when Welsh and English versions are published separately (e.g. due to their voluminous nature), ConstructionSkills will again ensure that they will be issued in accordance with the guidelines below.

6.4.3. When a priced document is issued in bilingual format, its price will not be greater than a single language version of that document.

6.4.4. Although bilingual publications are the preferred option, when Welsh and English versions are published separately, they will be issued simultaneously, distributed together, and be equally accessible.

6.4.5. Each separate version will carry a message that the publication is also available in the alternative language.

6.4.6. The price of the Welsh version of a document will not be greater than the price of the English version.

6.4.7. All staff, consultants, designers and publishers will be provided with written guidance (e.g. *A Guide to Bilingual* Design) for dealing with bilingual publications.

6.4.8. All bilingual and separate Welsh version publications will be proofread by an approved translator in order to ensure consistency in the standard of Welsh.

6.5 Forms and Associated Explanatory Material.

6.5.1. ConstructionSkills will ensure all forms and associated explanatory material for use by the public in Wales will be issued bilingually in accordance with the guidelines detailed in **Publishing and Printed Material to be distributed to the public in Wales -** see section 6.4 above.

6.5.2. Although bilingual publications are the preferred option, when Welsh and English versions are published separately (e.g. due to their voluminous nature), ConstructionSkills will again ensure that all publications they will comply with commitments 6.4.3. to 6.4.8. in **Publishing and Printed Material to be distributed to the public in Wales** section.

6.6. Press Releases

Our regional PR Agency (Harrison Cowley) works closely with the Area office on Welsh PR. Under the commitments noted in Section 9 of this Scheme, Harrison Cowley will be aware of the need to conform to the requirements in this Scheme.

6.6.1. Every advertisement and statement by ConstructionSkills to the press and media in Wales will be fully bilingual.

6.6.2. All press releases and notices to all the press and media in Wales will be sent out in English to those media known to be monolingual English and in Welsh to those media known to be monolingual Welsh.

6.6.3. Arrangements to facilitate the above provision will be organised by the Education and Careers Manager based in the ConstructionSkills office in Bridgend.

6.7. Advertising and Publicity Activities

6.7.1. ConstructionSkills will conduct advertising and publicity activities in Wales bilingually in a manner that treats the two languages on a basis of equality. ConstructionSkills will adhere to the commitments given within this Scheme (under section 6.4) with regard to such publications.

6.7.2. The following will be produced bilingually:

- All publicity literature aimed at the general public
- Direct mailing including promotional material and surveys
- Media / press advertising
- Public surveys
- Direct marketing campaigns
- Exhibition and information stands
- Poster advertising

6.7.3. ConstructionSkills will ensure the presence of one Welsh speaking member of staff to welcome and facilitate the use of the Welsh language in all its public activities. The above officer(s) will wear "Working Welsh" badges to indicate that they can communicate in Welsh or are learning.

6.8. Public Notices and Staff recruitment advertising

6.8.1 ConstructionSkills will ensure that all public notices will appear in Wales with Welsh and English versions shown together and be equal in terms of format, size, quality, legibility and prominence: be that 'in the press', on notice boards or otherwise.

6.8.2. The following will be exempt from the above arrangements:

- public notices appearing in Welsh language publications. These will appear in Welsh only.
- public notices appearing in publications circulating throughout the U.K. or beyond. These will be in English only.

6.8.3. When preparing and publishing advertisements for staff recruitment in Wales, ConstructionSkills will adhere to the following arrangements.

(a) Advertisements for posts which fluency in Welsh is an *essential* qualification will appear in;

- Welsh only in Welsh language publications
- Welsh only in English language publications circulating primarily in Wales but supplemented with a short explanatory note in English

(b) Advertisements for posts which fluency in Welsh is an essential qualification shall be published:

- bilingually in English language publications primarily circulating within Wales

- in English only in publications circulating mainly through the UK
- in Welsh only in Welsh language publications

(b) Advertisements for posts where no linguistic requirement has been identified as part of ConstructionSkills Linguistic Skills Strategy shall be published:

- bilingually in English language publications primarily circulating within Wales
- in Welsh only in Welsh language publications
- in English only in English language publications circulating mainly outside Wales.

7 IMPLEMENTING AND MONITORING THE SCHEME

7.1. Staffing

7.1.1. In order to ensure over a period of time that ConstructionSkills is able to deliver its services in Welsh to a high quality, both effectively and efficiently, it will adopt a Linguistic Skills Strategy as part of its human resources planning process. This Strategy will enable ConstructionSkills to maintain an overview of its linguistic skill needs and resources, and co-ordinate training and recruitment activities to facilitate the Scheme's objectives. The measures that follow will form part of that Strategy.

7.1.2. In order to realise the above commitment, ConstructionSkills will undertake an audit of its services, provisions and staff in order to identify objectively:

- those workplaces and service situations where there is contact with the public in Wales and the nature of that contact
- the bilingual skills of existing staff and to what extent staff would be interested in learning or upgrading their skills

7.1.3. Having conducted and analysed the above survey, ConstructionSkills will identify those posts which the ability to communicate in Welsh is *essential*, *desirable* or is not deemed required as a skill. Job descriptions will then be formulated accordingly as outlined in section 6.8.

7.1.4. All new posts and all existing posts which fall vacant will be considered in light of the Linguistic Skills Strategy of this Scheme. In doing so, ConstructionSkills will be conscious of the need to take every opportunity to rectify any deficiencies in Welsh language skills which will effect the delivery of ConstructionSkills Welsh language service provision.

7.1.5. Whilst committing to monitoring progress in implementing the Scheme, ConstructionSkills will take action should the numbers of Welsh speakers in the Scheme-related posts begin to decrease.

7.2 Learning Welsh

7.2.1. The ability to communicate in Welsh according to various degrees of capability and in various service situations is essential to the success of this Scheme. ConstructionSkills also recognises that the ability to understand and use the Welsh language in the workplace on a daily basis is a

very valuable skill which can assist its staff in providing a comprehensive service for the Welsh speaking public.

7.2.2. ConstructionSkills will support the implementation of this Scheme by encouraging and supporting members of staff who wish to learn Welsh or improve their ability to speak Welsh.

7.2.3. ConstructionSkills will arrange learning and training programmes that focus on workplaces and posts which are important to the implementation of the Scheme. Such courses will be available for beginners and for those who wish to improve their oral and written proficiency in the language and any costs will be borne by ConstructionSkills.

7.2.3.1 ConstructionSkills will nominate a senior officer to be responsible for a training programme.

7.2.4. Although providing a bilingual service at the moment, ConstructionSkills will sustain and develop this service by identifying and meeting staff member's learning and development needs in both written and conversational Welsh, identifying Geographical and sector needs and ensuring recruitment and/or development of suitable staff members to meet this need as opportunities arise through staff turnover and progression, to consider and implement succession planning where and when appropriate.

7.3 <u>Recruitment</u>

7.3.1. When recruiting staff, ConstructionSkills will publicise the fact that Welsh speakers will be welcomed to join its workforce through noting where Welsh is essential to carry out the role and through including text encouraging applications from bi-lingual staff.

7.3.2. ConstructionSkills will then seek access to sufficient and appropriately skilled Welsh speakers in order to facilitate the implementation of this Scheme. All recruitment advertisements for any post requiring Welsh language skills, together with the relevant job descriptions or details, will be drafted in such a way as to identify clearly the linguistic requirements of each post, in accordance with paragraphs 7.1.3. and 7.1.4. above.

7.3.3 It may on occasion be necessary, where difficulty has been experienced in recruiting staff with the necessary skills, to appoint a non-Welsh speaker to a post where the ability to speak Welsh is *essential*. However, such posts will be advertised and offered on the understanding that non-Welsh speakers will need, as condition of employment, to learn Welsh and attain a satisfactory level of fluency within a specified reasonable timescale. The level of fluency specified will be that which is required to fulfil the responsibilities of the post, and this will be made clear to applicants in the job details, as will ConstructionSkills support for learning the language.

7.3.4 In all arrangements of this nature, ConstructionSkills will provide the time and support necessary to enable the member of staff to meet the condition and will ensure that the member of staff is not disadvantaged in other ways as a result of meeting this condition. The learning programme will be structured and regularly monitored to ensure that both employer and employee are honouring the commitment. This will be part of ensuring that ConstructionSkills has an adequate number of Welsh speakers in post to deliver the services outlined in this Scheme.

7.3.5. As a result, ConstructionSkills will treat linguistic skills in exactly the same manner as any other professional skill required to fulfil the responsibilities of a post and subject to review within an agreed period. The condition of employment must therefore be respected and implemented as strictly as any other condition of employment for the post, and ConstructionSkills will review the standard of achievement at the end of the specified period following the appointment.

7.3.6. ConstructionSkills will ensure an appropriate percentage of Welsh speakers among its workforce so that service users may exercise language choice in communicating at all levels.

7.4 Vocational Training

7.4.1. ConstructionSkills is committed to developing the ability of its staff to operate through the medium of Welsh so that they may become accustomed to dealing with their professional areas of activity with the public in Welsh.

7.4.2. In order to realise this commitment, ConstructionSkills will assess the need for vocational training through the medium of Welsh before providing vocational training to facilitate the implementation of the Scheme.

7.4.3. Given the nature of ConstructionSkills work, it will implement these commitments by evaluating the current skills needs of each post based on Geography and nature of work undertaken. The ability of teams within ConstructionSkills to deliver a bi-lingual service including advice and guidance and apprentice recruitment will be assessed and addressed as appropriate to the skill need required which will include basic conversational Welsh, improving ability to deliver written responses in Welsh directly by ConstructionSkills staff.

8 ADMINISTRATIVE ARRANGEMENTS

8.1. **Authority:** ConstructionSkills confirms that the Welsh Language Scheme and all the measures herein have been approved at the highest level and will carry the full central and regional authority of the organisation as they are implemented.

8.2. **Responsibility:** ConstructionSkills will nominate the, Welsh Director, to have the overall responsibility for the implementation and monitoring of the Scheme.

8.3. The day-to-day management of the Scheme and responsibility for integrating the Welsh elements of the service wherever that is possible within its usual administrative processes will then be the responsibility of the Recruitment and Careers Manager.

8.3.1. Managers will also be given responsibility for implementing those aspects of the Scheme relevant to their own departments.

8.3.2. ConstructionSkills Welsh Senior Management Team will be responsible for monitoring the Scheme.

8.4. **Instruction and Guidance:** ConstructionSkills will ensure that all staff in Wales and those

who have dealings with Wales will receive guidance on the Scheme and advice on what is expected of them (See section 3.1.1.)

8.5. All translators used by ConstructionSkills will be approved and suitably qualified and able to provide a high quality service.

8.5.1. ConstructionSkills will ensure that any replacing new computer programmes can produce bilingual output thus facilitating the implementation of this Scheme.

9 SERVICES DELIVERED ON BEHALF OF ConstructionSkills BY THIRD PARTIES

9.1. ConstructionSkills will ensure that any agreements or arrangements made with third parties which relate to the provision of services to the public in Wales are consistent with the terms of this Language Scheme. This includes any new or existing services which are contracted out.

9.2. ConstructionSkills will also ensure through contracting arrangements that the agent, Contractor or subcontractor can, will and does implement any applicable elements of ConstructionSkills own Scheme when providing services to the public on its behalf or under its supervision.

9.3. ConstructionSkills will work with providers to encourage the implementation of their own Welsh Language Schemes.

9.4 The third party will need to confirm that it has complied with the relevant measures of ConstructionSkills Welsh Language Scheme by letter.

9.5 ConstructionSkills will issue written guidance to staff for dealing with agents and contractors and devise processes for ensuring that staff adhere to them.

10 PARTNERSHIPS

ConstructionSkills works in partnership with the Welsh Assembly Government and Constructing Excellence in Wales in the delivery of the ERDF funded programme Construct Wales.

10.1. ConstructionSkills works in partnership with public bodies [organisations from the voluntary sector and other agencies]. ConstructionSkills works on many levels when working with others:

i) When ConstructionSkills is the strategic and financial leader within a partnership it will ensure that the public service provision is compliant with the Welsh Language Scheme. ConstructionSkills is the lead partner on the Construct Wales project and ensures all its literature and website are available in Welsh.

ii) When ConstructionSkills joins a partnership in which another body is leading, ConstructionSkills input to the partnership will comply with the Welsh Language Scheme and ConstructionSkills will encourage other parties to comply. AssetSkills, SummittSkills and E&U Skills' (environment strategic framework) environmental strategic framework document will be translated and made available in Welsh

iii) When ConstructionSkills is a partner in a consortium, it will encourage the consortium to adopt a bilingual policy. When acting publicly in the name of the

consortium, the organisation will act in accordance with its Welsh Language Scheme. An example of this being ConstructionSkills where ConstructionSkills have encouraged CIC to produce a Welsh Language Scheme.

iv) When ConstructionSkills joins or forms a partnership, it will ask prospective partners about their Welsh Language Scheme, Language policies or the means by which they will operate bilingually. Within any partnership, ConstructionSkills will offer advice and support to the other partner organizations. e.g. when ConstructionSkills enters into any SSA (Sector Skills agreement with other organisations.

11 MONITORING IMPLEMENTATION OF THE SCHEME

11.1. The Education and Careers Manager and *Steering Group* nominated by ConstructionSkills will be primarily responsible for monitoring the Scheme and for constantly reviewing it as outlined in section 8.2.

11.2. ConstructionSkills will structure the monitoring process and will prepare an internal progress report on the Scheme's implementation to be presented to the management team. This will be conducted quarterly.

11.3. ConstructionSkills Board will receive an annual compliance report that will enable them to answer the two following basic questions:

- Is ConstructionSkills complying with the Scheme?
- How well is it achieving this?

In doing this, the report will deal with:

- ConstructionSkills administrative Welsh medium services
- assessing key themes in implementing the Scheme, including ConstructionSkills contribution to the development of Welsh medium/bilingual provisions
- the sufficiency of ConstructionSkills linguistic skills capacity to deliver the requirements of the Welsh Language Scheme

11.4. The views of Welsh speakers will also be sought periodically about the range and quality of services in Welsh and English provided by the organisation.

11.5. Monitoring of the Scheme will be a structured and continuing activity and if the report finds any weaknesses, ConstructionSkills will prepare an action plan that will remedy the situation.

11.6. A copy of the above mentioned report will then be sent to the Welsh Language Board.

11.7. In the third year of Scheme Implementation , ConstructionSkills will prepare a comprehensive **evaluation report** which will evaluate performance in implementing the Scheme over the first three years. In order to review and update its Welsh Language Scheme and thus receive approval for the second period of implementation, this report will:

- provide an overview and thematic analysis of performance and compliance with the Scheme over the three years, both in terms of Service Delivery and Scheme management.
- outline ConstructionSkills priorities for the following three years along with a revised timetable for the implementation of the measures in the Scheme.
- as part of this evaluation, ConstructionSkills will conduct a satisfaction survey with the general public to ascertain their views on the scope and quality of its bilingual services.

11.8. The annual report provided by ConstructionSkills to the Welsh Language Board will in a form approved by the Board, which describes progress in implementing the measures in the Scheme against the approved timetable and standards; it will also analyse the number and nature of any complaints and suggestions for improvements received from the public.

12 PUBLISHING INFORMATION

12.1. ConstructionSkills is committed to regularly publishing information comparing performance with standards and targets set out in the Scheme.

12.2. ConstructionSkills will realise this commitment by:

- *publishing a periodic report as outlined in 11.2 and 11.3*
- *placing the information in the Annual Report*
- *placing a synopsis of this information in other documents where performance is reviewed; posters in public places within offices; newsletters; and its website.*

12.3. Where targets have not been met, reasons for this will be given together with an indication of when and how revised targets will be realised.

13 PUBLICITY (section 12(2)(b) of the Act)

13.1. ConstructionSkills is committed to ensuring initial and continuing publicity for the Scheme. This will ensure that on the one hand, the public and all those who come into contact with ConstructionSkills are aware of its Welsh language services and provisions, and that on the other hand, ConstructionSkills employees, agents, contractors are also aware of the needs and requirements to operate in accordance with this Scheme.

13.2. ConstructionSkills will publicise its Welsh Language Scheme by making copies of the Scheme available on request to any relevant organisations/ bodies, employees or member of the public. ConstructionSkills will also be producing, web page and press releases explaining the main elements of the Scheme and detailing the nature, location and availabilities of bilingual services. Such materials will also be available to all relevant organisations / bodies, employees and general public.

13.3. Any enquiries about the Scheme should be directed to Recruitment and Careers Manager, Education and Careers Manager, Units 4+5, Bridgend Business Centre, David Street, Bridgend Industrial Estate, Bridgend, CF31 3SH.

14 COMPLAINTS/SUGGESTIONS & CONTACT POINT

14.1. ConstructionSkills will adopt a complaints procedure to deal with grievances regarding the Scheme as part of ConstructionSkills general complaints procedure by contacting ConstructionSkills Welsh Director on 01656 655 226

14.2. ConstructionSkills will welcome and record any complaints or suggestions for improving the bilingual service to the public. Please write to us at ConstructionSkills, Units 4+5 Bridgend Business Centre, David Street, Bridgend, CF31 3SH.

15 TARGETS

15.1. Definite targets for the implementation of the measures outlined in the Scheme will be set. These targets will note the steps that have already been taken, those which can be put into effect immediately, those identified as short-term targets, medium-term targets and long-term targets. All such targets will be clear, unambiguous and relevant.

16 TIMETABLE (section 12(2)(a) of the Act)

16.1. Unless otherwise stated, the commitments outlined in this Scheme will become operational on the date the Scheme is approved. The monitoring process will then follow the steps outlined in section 11.

Paragraph	Commitment	Timescale	Officer Responsible
3.1.1	Organise meetings with all ConstructionSkills Directors/Managers to explain how the Scheme will affect their work.	**Short Term** **September 2008**	**Welsh Director**
	Conduct a relevant update of the scheme with relevant personnel.	**Short Term** **October 2008**	**Recruitment and Careers Manager**
	Include the Welsh Language Scheme as part of the induction training for each new member of staff appointed to ConstructionSkills which will be based in Wales or will have direct or indirect dealings with the public in Wales	**Short Term** **November 2008**	**Recruitment and Careers Manager** **HR Manager**
	Devise a hard-copy newsletter and electronic briefing on the Scheme and disseminate to all staff in and outside Wales.	**Short Term** **January 2009**	**Recruitment and Careers Manager** **IS Department**
	Publish the scheme on the organisation's intranet and website.	**Short Term** **November 2008**	**Short Term** **April 2007**

Paragraph	Commitment	Timescale	Officer Responsible
4.3	Research and react to the Welsh language skills needs of the Construction sector.	**Medium Term** **July 2009**	**Strategy Advisor**
	Advise and lead Learning Providers to recognise and respond to the training needs of a bilingual Wales.	**Medium Term** **March 2009**	**Recruitment Manager**
4.4	Research via surveys will be conducted bilingually by 2009 which will include detailed questions on Welsh medium skills needs and demands.	**Medium Term** **July 2009**	**Strategy Advisor**

4.4 continued	Research findings will be disseminated highlighting implications for education and training practices.	**Medium Term** **October 2009**	**Recruitment and Careers Manager** **Recruitment Manager**
	Research findings will be published bilingually.	**As above**	
4.5	A careers advice and guidance service for professionals working within the industry or those wishing to enter the industry will be developed to be bi-lingual by 2009	**Medium Term** **April 2009**	**Recruitment and Careers Manager**
	Guidance on availability of Welsh medium/bilingual opportunities will always be available to both employers and employees by 2009	**Medium Term** **July 2009**	**Advisory Manager**
4.6	ConstructionSkills Workforce development plan to examine Welsh Language Needs of the Sector and targets to be set for developing provision based upon the rational of the findings.	**Medium Term** **July 2009**	**Strategy Advisor**
	Construction Skills will work closely with relevant departments of the Welsh Assembly Government with formalised partnerships monitored by quarterly meetings as part of the National Qualifications Strategy	**Short Term (ongoing_** **On acceptance of the scheme.** **First meeting to be held during October 2008.**	**Recruitment and Careers Manager**
	Bilingual Skills priorities will be disseminated to relevant bodies including the Welsh Assembly Government.	**Medium Term** **March 2009**	**Strategy Advisor**

4.7	In identifying, prioritising and promoting bilingual training and assessment opportunities ConstructionSkills will encourage and support collaborative networks at national and regional level via the National Qualifications Strategy Steering Group.	**Short Term** **First meeting October 2008, then ongoing quarterly.**	**Recruitment and Careers Manager**
5.1.6	ConstructionSkills will compile a database of those wishing to receive correspondence through the medium of Welsh.	**Short Term** **September 2008**	**Recruitment and Careers Manager**
5.2.0	ConstructionSkills will be installing Cysill and Cysgair to assist staff with written correspondence.	**Short Term** **On acceptance**	**Welsh Director** **IS Department**

5.4.4	When publicising meetings all literature will include a footnote stating that ConstructionSkills welcomes contributions in Welsh and English.	**Short Term** **On acceptance**	**Office Co-ordinator**
6.2	Website development A fully bilingual Wales/Welsh web site will be developed by December 2008	**Medium Term** **December 2008**	**Recruitment and Careers Manager** **Marketing Manager**
6.6.1	Every advertisement and statement by ConstructionSkills to the press and media in Wales will be fully bilingual.	**Short Term** **from the scheme's acceptance date**	**Welsh Director**
6.6.2	All press releases and notices to all press and media in Wales will be sent out in English to those media known to be monolingual English and in Welsh to those known to be monolingual Welsh.	**Short Term** **from the scheme's acceptance date**	**Welsh Director**
6.8.3	When preparing and publishing advertisements for staff recruitment in Wales Construction Skills will follow the arrangements outlined in 6.8.3 a, b and c	**Short Term** **from the scheme's acceptance date**	**HR Manager** **Recruitment and Careers Manager**

Paragraph	Commitment	Timescale	Officer Responsible
7.1.2	In order to realise the commitment to staffing ConstructionSkills will undertake an audit of its services, provision and staff in order to identify objectively those workplaces and services where there is contact with the public in Wales and the nature of that contact.	**Short Term** **from the scheme's acceptance date**	**Recruitment and Careers Manager**
7.2	ConstructionSkills will evaluate and comply with the requirements for enabling staff members to learn Welsh as outlined in 7.2	**Short Term (ongoing)** **September 2008**	**All Managers in Wales**
7.3	ConstructionSkills will evaluate and comply with the requirements of recruitment policy as outlined in 7.3 including the evaluation of skill needs.	**Short Term (ongoing)**	**All Managers in Wales** **Recruitment and Careers Manager**

Paragraph	Commitment	Timescale	Officer Responsible
8.4	ConstructionSkills will ensure that all staff in Wales and those dealing with the public will receive guidance on the scheme and advice on what is expected of them.	**Short Term (ongoing)**	**All Managers in Wales** **Recruitment and Careers Manager**
8.5.1	ConstructionSkills will ensure that when computer programmes are replaced that the new equipment can produce bilingual output.	**Ongoing**	**Recruitment and Careers Manager**
9.5	ConstructionSkills will issue written guidance to staff for dealing with agents and contractors and devise processes for ensuring staff adhere to them.	**Short Term (ongoing)** **October 2008**	**All Managers in Wales** **Recruitment and Careers Manager**
11.2	ConstructionSkills will structure the monitoring process and will prepare an internal progress report on the scheme's implementation to be presented to the management team on a quarterly basis.	**Quarterly from the scheme's acceptance date**	**Recruitment and Careers Manager** **Senior Management Team**
11.3	ConstructionSkills board will receive an annual compliance report that will enable them to answer the following (Is ConstructionSkills	**Annually from the scheme's acceptance date**	**Recruitment and Careers Manager** **Senior Management Team**

	complying with the scheme?) (How well is it achieving this)		
11.4	Views of Welsh Speakers will be sought periodically about the range and quality of services provided by the organisation.	**Annually from the scheme's acceptance date**	**Recruitment and Careers Manager Senior Management Team**
12.2	ConstructionSkills will realise its commitment to the scheme by publishing a periodic report, placing the information in the Annual Report and placing a synopsis of this information in other documents as outlined in 12.3 of the scheme.	**Annually from the scheme's acceptance date**	**Recruitment and Careers Manager**