



*Asiantaeth Datblygu Gwledig  
Rural Development Agency*

## **Cadwyn Clwyd Welsh Language Policy Rural Development Plan for Wales 2007-2013**

### **1. Aims**

- 1.1 Safeguarding and promoting the Welsh language and its use throughout Cadwyn Clwyd's operational area.
- 1.2 In its dealings with the public Cadwyn Clwyd will treat Welsh and English on the basis of equality. Both languages will enjoy the same status and validity.
- 1.3 Cadwyn Clwyd will ensure that staff are either bilingual or can communicate completely through the medium of Welsh. In doing so they will ensure that they are:
  - offering the public the right to choose the language to use in their dealings with the organisation;
  - recognising that members of the public can express their views and needs, better in their preferred language;
  - recognising that enabling the public to use their preferred language is a matter of good practice, not a concession;
  - recognising that denying people the right to use their preferred language could place them at a real disadvantage.

### **2. Dealing with the Welsh speaking public**

#### **2.1 Written Correspondence**

- 2.1.1 The public will be welcomed to deal with Cadwyn Clwyd in writing either in Welsh or in English. Correspondence will be answered and signed by Cadwyn Clwyd in the language of the original correspondence.
- 2.1.2 When an officer within Cadwyn Clwyd initiates a correspondence, the preferred language of the addressee should be used if known; and if not the correspondence should be begun in bilingual form.
- 2.1.3 When an officer commences correspondence with a public body within Wales, that correspondence should be commenced in bilingual form.

2.1.4 Any circular or standard letter to the public will be in bilingual form.

## **2.2 Telephone Communication**

2.2.1 People are welcome to speak Welsh or English when dealing with Cadwyn Clwyd by telephone.

2.2.2 The initial telephone greeting will be bilingual.

## **2.3 Public Meetings**

2.3.1 At public meetings organised by Cadwyn Clwyd anyone is welcome to speak Welsh or English, as they prefer. Permanent translation facilities will be used in rooms, which are occupied by Cadwyn Clwyd, and where the facilities are available otherwise movable translation facilities will be used.

2.3.2 The public will be informed at such meeting that translation equipment is available and that they are welcome to use their preferred language.

## **3. Advertising and Publicity**

3.1.1 Where Cadwyn Clwyd publicises its services and activities within Wales by means of exhibitions, display and presentations, it will do so bilingually. When these activities are held by Cadwyn Clwyd, or in its name, the display materials and any supporting material such as advertisements, posters, publicity literature and videotapes, will be fully bilingual. Display may, however, include items of literature, which are not available in Welsh, or not yet produced bilingually or in Welsh.

3.1.1 Exhibitions, public information stands, conferences and seminars may be arranged from time to time by Cadwyn Clwyd. These presentations will be bilingual, but the extent may vary according to the area, the nature of the displays and availability of material.

## **3.2 Staff Recruitment Advertising**

3.2.1 Every staff recruitment advertisement published by Cadwyn Clwyd will be bilingual except:

- advertisements published in Welsh medium magazines and newspapers will be in Welsh only.

3.1.1 Every bilingual recruitment advertisement will be completely bilingual with the Welsh text on the left. Where this is not practical, one text will be above the other, quality, legibility and prominence.

#### **4. Sponsorship and Grants**

4.1 Cadwyn Clwyd will encourage organisations or voluntary bodies who receive financial sponsorship, grant or subscription fee from Cadwyn Clwyd to provide bilingual services to the public.

4.2 Similarly, in the case of organisations, bodies or individuals with whom Cadwyn Clwyd will co-operate, or in the case of any partnership between Cadwyn Clwyd and any other organisation, body or individual, such projects or partnerships will provide bilingual services to the public.

#### **5. Staffing**

All staff employed by Cadwyn Clwyd should either be fluent in Welsh or have the ability to communicate effectively through the medium of Welsh, in order for individuals within those rural communities can choose their preferred language of communication.