

**S4C Welsh Language Scheme**

prepared in accordance with the Welsh Language Act 1993

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This Scheme has been fully approved by the Welsh Language Board under Section 14 of the Act. It came into effect on 25.03.2010.

## **Declaration**

S4C, as a public body, has adopted the principle that it will, in dealing with the public in Wales, treat Welsh and English on the basis of equality. This Scheme identifies how S4C will implement that principle in dealing with the public in Wales. This Scheme does not however apply to the content of the television programmes broadcast by S4C and/or any services, goods, or applications which are ancillary to programmes and which are provided by S4C.

## **1. Introduction**

- 1.1 Under the Welsh Language Act 1993, every public body which provides services to the public in Wales must prepare and review a Scheme which identifies how it will provide those services in Welsh. This is the S4C Scheme.
- 1.2 It describes how S4C will implement the principle established by the Welsh Language Act, namely that Welsh and English should be treated on the basis of equality in the provision of public services in Wales, to the extent that it is appropriate in the circumstances and reasonable and practical to do so.
- 1.3 This Scheme covers the services which we provide to the public as a public body (but not as a broadcaster) in Wales. (For further clarification, please see the explanatory note at the end of the Scheme).
- 1.4 In this Scheme, the term public means individuals, legal entities, and corporate bodies. It includes the public in general, or a part of the public, as well as individual members of the public. The term includes voluntary organisations and charities. Directors and other people who represent limited companies also fall within the meaning of the term 'public'.
- 1.5 However, it does not include people who are undertaking a job which represents the Crown, the Government, or the State. Consequently, people who are performing official functions of a public nature, although they are legal entities, do not fall under the meaning of the word public when they are carrying out those official functions.

## **2. Background of the organisation**

- 2.1 S4C as a public body operates under the Broadcasting Acts of 1990 and 1996, and the Communications Act 2003 with the main objective of providing television services of a high standard.
- 2.2 In 2010, the S4C analogue service, which has been broadcast since 1982, will end following the switch to digital television. It is a requirement that a substantial proportion of the programmes broadcast on S4C during peak hours are mainly in Welsh. From April 2010 onwards S4C will be a completely Welsh digital channel.
- 2.3 The headquarters of S4C are in Llanishen, Cardiff, and it has another base in Caernarfon. However, S4C regularly operates in other parts of Wales, throughout Wales, and beyond, through marketing and promotional campaigns, exhibitions, and by having a presence at eisteddfodau, agricultural shows, and many other events which are relevant to Wales as a nation.
- 2.4 For promotional campaigns, a range of media are used, such as the press, advertising hoardings, the Internet etc. S4C conducts research into viewing trends, audience response to programmes, the effectiveness of marketing campaigns, and to trial new formats. These can take the form of discussion groups, questionnaires, or electronic measurement. S4C also deals with the providers of other services apart from programmes. Amongst these are companies which provide services which are ancillary, but essential, to the process of delivering our services.
- 2.5 As part of our marketing and promotional work, S4C deals directly with the public using direct mail or electronically, and we keep a list of those who have expressed a wish to receive our publications in a database. S4C also deals with press enquiries and the mass media and is responsible for providing information and statements to them.
- 2.6 S4C is primarily funded by a direct grant from the Department of Culture, Media and Sport of the UK Government. Part of S4C's income is raised by on-screen advertisements and by getting companies to sponsor programmes, series, and services, and through other commercial activities.
- 2.7 An external company operates a service providing a telephone hotline, and handling e-mail and other enquiries from the public on behalf of S4C - "Gwifren Gwylwyr S4C". The service is open seven days a week.
- 2.8 The work of providing subtitling services, audio description, and signing is done by specialist providers for S4C. The S4C website is available in both languages.

- 2.9 S4C is committed to developing and promoting the use of Welsh within the organisation throughout the lifetime of the Welsh language Scheme. The aims set out below will assist S4C to meet this objective.
- 2.9.1 Assisting S4C staff to work through the medium of Welsh by:
- Facilitating greater use of Welsh in internal meetings, through verbal contributions, agendas, and minutes.
  - Ensuring that forms, standard letters, and internal electronic templates are available bilingually.
  - Increasing the use of Welsh in internal e-mails.
  - Increasing the use of Welsh in simple correspondence, internally and with the public, by drafting them in Welsh first.
- 2.9.2 Increasing the use of information technology through the medium of Welsh
- Increasing the practice of writing e-mail messages in Welsh.
  - Installing the Cysgliad software package, which includes a Welsh spellchecker (CySill) and a dictionary resource (CysGair) on personal computers.
  - Learning how to insert accents (e.g. circumflex) in Welsh text.
  - Providing a place or places on the intranet to install a set of prepared translations, whether they be documents, standard letters, forms, or useful phrases.
  - Links to vocabulary and grammar resources.
  - Links to on-line learning resources.
  - Software for learning or practising Welsh (e.g. the Cymarfer package).
  - Installing Welsh language interfaces on personal computers.

### **3. Planning and providing services**

#### **3.1 Policies, legislation, and initiatives**

- 3.1.1 Our policies, our activities, and our services will be consistent with this Scheme. They will support the use of Welsh and they will, wherever possible, help the public in Wales to use Welsh as part of their everyday life.
- 3.1.2 When we are contributing to the work of developing or introducing policies, initiatives, services, or new legislation under the leadership of other organisations, we will attempt to do that in a way which is consistent with this Scheme.

#### **3.2 Provision of services**

- 3.2.1 Our standard practice will be to ensure that our services are available to the public in Welsh.
- 3.2.2 S4C will therefore ask other companies and organisations who deal with the public in the name of S4C to conform to this Scheme.
- 3.2.3 This means that S4C will
- Commit to ensuring that any agreement or arrangement which involves the provision of services to the public in Wales which is made with a third party is consistent with the terms of the Scheme. This includes (but is not restricted to) services which are contracted out.
  - Commit to ensuring, through contractual arrangements, that the agent or contractor can, will, and does implement any relevant elements of the S4C Language Scheme in providing services to the public on behalf of or under the supervision of S4C.
  - In order to implement this we will
    - provide written procedures to staff for dealing with agents and contractors, and processes to ensure that their staff abide by them;
    - detail the requirements for the use of Welsh in tender documents, contracts, and the conditions of grants and loans;
    - review the operation of the scheme by agents and contractors.

- 3.2.4 A very high proportion of the work of producing programmes and providing ancillary services to S4C is done by independent companies and outside suppliers. The legal and contractual relationship between them and S4C is a commercial one. Under our Terms of Trade and in meeting our obligations under the S4C licence, it is expected that the production companies, in dealing with the public, will respect the principles of the S4C Welsh Language Scheme. The Chief Executive will write to the independent companies and external suppliers in order to inform them of their responsibilities.
- 3.2.5 S4C will also continue to urge them to adopt and implement their own schemes on a voluntary basis.
- 3.2.6 Independent companies and external suppliers can obtain help to implement these requirements by contacting: the Welsh Language Board's Central Government and Justice Unit.

### **3.3 Quality standards**

- 3.3.1 Services provided in Welsh and English will be of equal quality and they will be provided within the same timescale.

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

### **4.1 Correspondence**

- 4.1.1 Our standard practice will be as follows. (The following points will apply to electronic correspondence as well as paper correspondence.)
- 4.1.2 S4C welcomes correspondence in Welsh or English.
- 4.1.3 When someone writes to us in Welsh, we will prepare a reply in Welsh (if a reply is required). Our target timescales for replying will be the same as the target timescales for responding to letters in English.
- 4.1.4 When we send standard correspondence or circulars to a number of recipients in Wales, they will be bilingual.
- 4.1.5 In terms of personal correspondence, we will establish the recipient's choice of language and reply according to that choice.
- 4.1.6 When we start a correspondence with an individual, a group, or an organisation, we will do so bilingually unless we know that they would prefer to correspond in Welsh or English only.
- 4.1.7 If it is necessary to publish any Welsh and English version of any correspondence separately, our standard practice will be to ensure that both versions are available at the same time.
- 4.1.8 Material which is enclosed with Welsh letters will be Welsh or bilingual where that is available.
- 4.1.9 For letters only, any Welsh language letter will be signed before it is sent.

### **4.2 Telephone communication**

- 4.2.1 Our standard practice will be to ensure that the public can speak Welsh or English when dealing with us over the telephone.
- 4.2.2 Our switchboard staff will answer with a bilingual greeting. Our main switchboard will use a bilingual message on its answer machine. The rest of our staff will answer the phone with a bilingual greeting, and use bilingual messages on their personal answer machines.
- 4.2.3 If the caller wishes to speak Welsh, our switchboard will attempt to transfer the caller to a Welsh speaker who is competent to deal with the enquiry.

- 4.2.4 If no Welsh speaker who is qualified to deal with the enquiry is available, the caller will be given a choice, as appropriate, to wait for a Welsh speaker to phone back as soon as possible, to continue the call in English, or to submit the enquiry in Welsh by letter or electronically.
- 4.2.5 If the caller telephones one of our direct lines and wishes to speak Welsh, but the person who takes the call is not able to do that, he or she will attempt to transfer the call to a colleague who speaks Welsh and who is competent to deal with the enquiry.
- 4.2.6 When we set up helplines, or similar facilities, to provide information, services, or assistance to the public (excluding helplines or similar services which are ancillary to programmes), we will provide a Welsh medium service. This will be advertised alongside the English language service.

### **4.3 Public meetings**

- 4.3.1 We will provide a simultaneous translation service from Welsh to English in our public meetings, unless we know that everyone taking part is likely to be using the same language.
- 4.3.2 Invitations and advertisements for public meetings will be bilingual, and will note whether simultaneous translation facilities are available.
- 4.3.3 We will advise those who attend public meetings when translation facilities are available, and encourage contributions in Welsh.
- 4.3.4 Our standard practice will be to provide papers and other information for public meetings in Welsh and English - and for reports or papers produced following public meetings to be published in Welsh and English.
- 4.3.5 In selecting staff to attend public meetings, our standard practice will be to ensure that suitable bilingual staff attend, as necessary.

### **4.4 Other meetings with the public in Wales**

- 4.4.1 When we organise or attend face-to-face meetings with the public, we will identify their choice of language at the first possible opportunity, and wherever possible, we will ensure that a competent member of staff is present to respond in the chosen language.
- 4.4.2 If no suitable Welsh speaker is available, we will offer to continue the meeting in English, or to deal with the matter through correspondence in Welsh.
- 4.4.3 The above will also apply to meetings held through videoconferencing and similar equipment.

### **4.5 Other contacts with the public in Wales**

- 4.5.1 When we commission public surveys, our standard practice will be to ensure that every aspect of communication with the public is bilingual.
- 4.5.2 Respondents will be asked whether they wish to respond to the survey in Welsh or English.

## **5. Our public image**

### **5.1 Publicity campaigns, exhibitions, and corporate advertisements**

- 5.1.2 All publicity material, public information, exhibitions, and corporate advertising material used in Wales will be produced bilingually, or as separate Welsh and English versions, except as noted below.
- 5.1.3 If it is necessary to publish the Welsh and English versions separately, the two versions will be equal in terms of size, prominence, and quality - and both versions will be available at the same time and will be equally accessible.

- 5.1.4 From time to time it may be appropriate to run a marketing campaign in one language, in English or Welsh only, in order to better target specific audiences.
- 5.1.5 In the same way, some materials such as magazines which are published regularly will be published only in Welsh, with a summary in English, and supplements in *papurau bro* will be published in Welsh only.
- 5.1.6 Any advertisements published in English language newspapers, (or similar material) distributed primarily or entirely in Wales, will be bilingual, or will appear as separate English and Welsh versions. Advertisements in Welsh language publications will be published only in Welsh.
- 5.1.7 The language of radio advertisements will depend on the language profile of the listeners of the specific radio station.
- 5.1.8 Response lines and other means of responding to campaigns in Wales will be bilingual, or will include a separate Welsh response service.
- 5.1.9 When staff are required to run stalls and exhibitions, our standard practice will be to ensure that competent bilingual staff are present, as necessary.

## **5.2. Corporate Publications**

- 5.2.1 Our standard practice will be to publish corporate material which is available to the public bilingually, with the Welsh and English versions together in a single document.
- 5.2.2 If it is necessary to publish the Welsh and English versions separately, the two versions will be equal in terms of size, prominence, and quality - and our standard practice will be to ensure that both versions are available at the same time and are equally accessible. Every version will clearly state that the material is available in the other language.
- 5.2.3 If the documents are not available free, the price of a bilingual document should not be more than the price of a single language publication - and the price of separate Welsh and English documents will be the same.
- 5.2.4 The above will also apply to corporate material which is available electronically or in other forms.

## **5.3 Corporate Websites**

- 5.3.1 Our websites are bilingual. The public have a button to choose whether to connect to the Welsh language version or the English language version.
- 5.3.2 In designing new websites, or in redeveloping existing websites, we will consider the Welsh Language Board's Guidelines and Standards for Bilingual Software and any similar guidelines published by the Board about designing websites.
- 5.3.3 The Board has introduced an accreditation system to assist information technology officers in preparing and designing bilingual websites. S4C will give appropriate consideration to such an accreditation system.

## **5.4 Corporate Forms and associated explanatory material**

- 5.4.1 Our standard practice will be to ensure that every corporate form and all associated explanatory material used by the public in Wales will be completely bilingual, with the Welsh and English versions together in a single document. This will include interactive forms published on our websites.
- 5.4.2 If it is necessary to publish the Welsh and English versions separately, (for example, if a single document would be too long or too bulky), the two versions will be equal in terms of size and quality - and we will ensure that both versions are available at the same time and are equally accessible. Both versions will clearly state that the material is available in the other language.

## **5.5 Corporate identity**

- 5.5.1 We will use a bilingual corporate identity in Wales. Our name, our contact details, our logo, our slogans, and other standard information will appear in Welsh or bilingually on all material which shows our corporate identity. This includes our office stationery - and materials such as business cards, identity badges, access cards, and invitations. All printed documents relating to the financial transactions of S4C will be bilingual. These include invoices, payment slips, cheque documents, and salary documents.
- 5.5.2 We will use Welsh language branding material only for some initiatives.

## **5.6 Signs in Wales**

- 5.6.1 Any signs prepared by S4C will be in Welsh only or bilingual.
- 5.6.2 If any signs need to distinguish the two languages, the two versions will be equal in terms of format, size, quality, and clarity with the Welsh first or side-by-side with the English.
- 5.6.3 In permanent or temporary exhibitions, all of the health and safety signs will be bilingual. However, the exhibitions will be either in Welsh only or bilingually according to the needs of the occasion.
- 5.6.4 The above will apply to all types of signs, including electronic signs.

## **5.7 Official notices, public notices, and staff recruitment advertisements**

- 5.7.1 Any official notices and public corporate notices published in English language newspapers, (or similar media) distributed primarily or entirely in Wales, will be bilingual, or will appear as separate English and Welsh versions. Notices in Welsh language publications will be in Welsh.
- 5.7.2 In the case of staff recruitment advertisements, (and subject to clause 5.7.5 below) we will advertise jobs where the ability to speak Welsh is essential in Welsh, with a brief explanation in English. Where it is not necessary to speak Welsh in order to perform a job, we will advertise bilingually.
- 5.7.3 The Welsh and English versions will be equal in terms of format, size, quality, and prominence - whether they are published as a single bilingual version, or as separate Welsh and English advertisements.
- 5.7.4 In using English language media, we will advertise jobs where the ability to speak Welsh is essential in Welsh, with a brief explanation in English.
- 5.7.5 Recruitment advertisements which appear in English language periodicals (and other publications) distributed throughout the UK may be published in English, unless it is essential for the job holder to be able to speak Welsh, and if so, the advertisement may be completely bilingual, or in Welsh with a brief explanation in English.
- 5.7.6 Any official notices or corporate public notices which appear anywhere else in Wales will be bilingual.

## **5.8 Press releases and links with the media**

- 5.8.1 Corporate press statements and statements to the broadcast media in Wales will be published in Welsh and English - or according to the language choice of the media organisation or publication which is receiving them.
- 5.8.2 We will ensure that Welsh speakers are available to conduct interviews with the press and the Welsh language broadcast media.
- 5.8.3 When we add press statements to our website, our practice is to add them in Welsh and English.

## **5.9 Other Corporate Activity**

- 5.9.1 From time to time S4C holds or takes part in other corporate activities to further or promote S4C corporately, and in order to build goodwill, e.g. competitions, scholarships and sponsorship of events or external services.

5.9.2 Where S4C holds any competition or offers a scholarship, any material published to accompany that will be in Welsh only or bilingual, (depending on the nature and subject of the competition/scholarship).

5.9.3 Where S4C contributes to any activities or events organised or held by external bodies, e.g. offering prizes for a competition run by an external body or sponsoring an event organised by an external body or organisation, any material published by S4C directly in connection with the activity will be bilingual and, where it is reasonably practicable, S4C will urge the organiser of the event to recognise the contribution of S4C and the nature of its services, but S4C will not have any control over the language of the activity itself or attempt to influence that.

## **6. Implementing the Scheme**

### **6.1 Staff**

6.1.2 S4C will ensure that Welsh speakers with the appropriate skills are available to communicate with the public through the medium of Welsh.

6.1.3 S4C will identify those jobs where the ability to speak Welsh is essential or desirable, and this will be noted in the relevant job advertisements.

6.1.4 S4C will ensure that every person who is responsible for appointing staff in S4C is aware of the requirements of this Scheme, and assesses the need for fluency in Welsh before appointing to any job in S4C.

### **6.2 Recruitment**

6.2.1 Because of the nature of S4C and its aims, it is obvious that S4C will consider linguistic ability as one of a number of relevant skills when appointing staff. This will be identified in the advertisements and in the job descriptions. S4C's application forms will be bilingual, and all communication with candidates after that will be in the language used to complete the forms.

6.2.2 Where S4C considers that the ability to speak Welsh is essential for a particular job but has failed to attract a qualified candidate who speaks Welsh, then S4C will consider offering the job to a non-Welsh speaking candidate but on the condition that he or she reaches an acceptable level of fluency in a specified period.

6.2.3 S4C will use a recognised assessment system to measure fluency where necessary.

### **6.3 Language training**

6.3.1 S4C will urge and support its staff to learn Welsh and will ensure that Welsh classes are available to those members of staff who wish to learn from scratch or to improve their language skills, whether or not their jobs call for knowledge of the Welsh language.

### **6.4 Vocational training**

6.4.1 We will develop the ability of our Welsh speaking staff to work through the medium of Welsh by providing vocational training in Welsh, wherever that is practicable.

### **6.5 Information and Communication Technology**

6.5.1 The need to provide information and services in Welsh, and to operate in accordance with this Scheme, will be reflected as we develop, design, and purchase information and communication technology goods and services.

6.5.2 In designing new websites, or in redeveloping existing websites, we will consider the Welsh Language Board's Bilingual Software Guidelines and Standards as well as their accreditation system to assist information technology officers.

## **6.6 Partnership Working**

- 6.6.1 When we work in partnership, we will try to ensure that any public service aspects conform to this Scheme.
- 6.6.2 When we join a partnership led by another organisation, wherever possible our input will conform to this Scheme, and we will urge the other partners to conform with this Scheme.

## **7. Internal arrangements**

- 7.1 This Scheme has been approved by the S4C Authority, which has given full authority to the Chief Executive and Board of Directors of S4C to implement it. The Authority will monitor the operation of this Scheme.
- 7.2 The Chair and Chief Executive of S4C give their full support to the Scheme and intend to stress to the staff that they wish to see it implemented.
- 7.3 S4C will ensure that all of the principles of this Scheme are communicated to S4C staff.
- 7.4 Managers will be responsible for implementing those aspects of the Scheme which are relevant to their work.
- 7.5 This Scheme will be published to the staff and the public. It will be published in a prominent position on our website. The address is [www.s4c.co.uk](http://www.s4c.co.uk)
- 7.6 We will advise representatives of our suppliers in order to raise awareness of this Scheme.
- 7.7 We will undertake any other contact with the public in Wales, which has not been specifically described in this Scheme, in a way which is consistent with the general principles incorporated in this Scheme.

## **8. These services which are excluded from this Scheme - explanatory note**

- 8.1 In order to avoid any misunderstanding or doubts, this Scheme does not apply to the content of the television programmes broadcast by S4C and/or any services, goods, or applications which are supplementary to programmes and which are provided by S4C, such as (but not restricted to):
- programme websites;
  - broadband or on-line services or wireless services;
  - books, magazines, and/ or audio products (e.g. CDs or sound tapes) which incorporate material from, or elements of, programmes or are based on them;
  - copies of programmes or programme material in the form of videotapes or multimedia digital discs; and
  - interactive applications.

## **9. Monitoring**

- 9.1 Our current monitoring and recording procedures will include a reference to progress on the implementation of this Scheme, as appropriate.
- 9.2 We will send monitoring reports to the Welsh Language Board, at their request, outlining progress in implementing this Scheme.

## **10. Reviewing and revising the Scheme**

- 10.1 We will review this Scheme within four years of its implementation. Additionally, from time to time, there may be a need to review this Scheme, or propose revisions to the Scheme, because of changes to our duties, or the circumstances under which we perform those duties, or for any other reason.
- 10.2 No changes will be made to this Scheme without the approval of the Welsh Language Board.

## **11. Complaints and suggestions for improvement**

- 11.1 Any complaints relating to this Scheme, or suggestions for improving it, should be sent to the senior member of staff who is responsible for the Scheme, at the following address:

Tim Hartley  
Head of Corporate Affairs  
Parc Tŷ Glas  
Llanishen  
Cardiff  
CF14 5DU  
Telephone: 029 2074 1408

Or e-mail: [tim.hartley@s4c.co.uk](mailto:tim.hartley@s4c.co.uk)

## S4C Language Scheme Implementation Plan

Target	Responsibility	Completion Date
<b>Policies, initiatives, and services</b>		
Provide guidelines to S4C staff about the need to consider the implications of the Welsh language.	Human Resources	August 2010
Write to those who deal with the public in the name of S4C.	Chief Executive	May 2010
Revise our standard contracts and our contract templates in order to refer to the Welsh Language Scheme.	Director of Business Affairs	September 2010
Ensure that staff who award contracts are aware of this part of the Scheme.	Director of Business Affairs	September 2010
<b>Communication</b>		
Put the language Scheme on the S4C website.	Director of Communication	May 2010
Ensure that staff are aware of their responsibilities according to the language Scheme.	Head of Human Resources	May 2010
Prepare guidelines to ensure that staff know how to deal with correspondence.	Head of Human Resources	An ongoing part of the annual appraisal cycle
Ensure a completely bilingual service on the switchboard and the Gwifren Gwylwyr.	Administration and resources coordinator Director of Communication	Ongoing
Offer translation equipment in all public meetings.	Secretary to the Authority	Ongoing
Language balance in our radio advertisements.	Head of Marketing	Ongoing
<b>Websites</b>		
Consideration to the Welsh Language Board's Guidelines and Standards for Bilingual Software.	Director of Broadcast and Distribution	September 2010
Consider the adoption of an accreditation system to assist information technology officers in preparing and designing bilingual websites.	Director of Broadcast and Distribution	Under consideration
<b>Staff recruitment advertisements</b>		
Ensure that Human Resources follow the guidelines for such advertisements.	Head of Human Resources	Part of the appraisal process - May 2010
<b>Language training</b>		
Offer Welsh lessons to any member of staff who wishes to have them.	Human Resources	Ongoing
<b>Monitoring</b>		
Annual report to the Board.	Head of Corporate Affairs	Every June from June 2010