

***SummitSkills
Welsh Language
Scheme***

***Prepared in accordance with the
1993 Welsh Language Act
by SummitSkills Cyfyngedig***

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Opening Statement

The Scheme received the Welsh Language Board's full approval under Section 14 (1) of the Act on [date of approval].

SummitSkills 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 SummitSkills will implement that principle in the provision of services to the public in Wales.

SummitSkills 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. SummitSkills 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.

1. Introduction to SummitSkills

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

Welsh Context

Mission

A sector in which investment in workforce development and lifelong learning is made by employers and businesses of all sizes and its contribution to improved productivity and business performance is recognised throughout.

Background

SummitSkills was granted a five year licence to operate as the Sector Skills Council for the building services engineering sector on December 1st 2003. The sector covers the following industries: electro technical, heating, ventilating, air conditioning, refrigeration and plumbing. The range of skills needed in each of these industries is extensive and includes design, installation and maintenance. The main purpose of the organisation is to champion opportunities for individuals and organisations to succeed.

SummitSkills has a full time operations manager based in Wales, who forms part of a team of 30 full time staff. The current operations manager lives in the Cardiff area and works from home. SummitSkills does not have a separate office in Wales. The operations manager in Wales reports to the Operations Director who is a member of the Executive team. There are currently no Welsh speaking staff employed in SummitSkills.

Strategic Objectives

SummitSkills has identified five areas of strategic priority:

✓ **Encourage New Entrants to the Sector.**

The historical reliance of the sector on school leavers as a supply of future skilled labour can no longer be assured. To curtail potential skills shortages, measures need to be put in place. These include:

- Improving the image of the sector
- Widening the gender and ethnicity of entrants to the sector.

- Developing a wider range of entrants
- Simplifying the funding system and extending funding to adult learners.
- Improving labour market intelligence.

✓ **Competence, Standards and Qualifications**

As well as having the right people in the sector, SummitSkills will work to ensure that the right competencies, standards and qualifications are in place. These will also be kept up to date to reflect employers' requirements. To do this, it will:

- Regularly review and update standards
- Review and compare qualifications awarded in Europe and elsewhere, and work to develop bridges between them and UK qualifications.
- Argue for flexibility in qualifications.
- Incorporate technology and legislative changes into its suites of qualifications.
- Streamline the assessment process.
- Review the need for multi-skilling.
- Identify and validate qualifications and training offered by, amongst others, manufacturers.

✓ **Career Structure & Progression**

SummitSkills will develop and promote a career structure to maximise the opportunities for entrants and participants at all levels.

SummitSkills will do this by:

- Mapping opportunities across all the industries in the sector.
- Removing artificial barriers between craft and technician level.
- Identifying career paths from entry to chartered engineer
- Addressing business skills training
- Integrating vocational training with higher education.
- Certifying skills development and advocate lifelong learning.

✓ **Productivity**

One of the UK Governments objectives in setting up Sector Skills Councils is to improve productivity across the UK. SummitSkills will address this objective by:

- Developing a definition of productivity acceptable to the sector.
- Identifying criteria that can be used to measure productivity.
- Identifying issues that affect productivity and sensitivity to changes.
- Tracking productivity measures to identify trends.
- Measuring and reporting increases in productivity.

✓ **Political Influence and Lobbying**

Much of the planned activity of SummitSkills will be more effective if a supportive environment can be achieved. Key items to be explored with government on behalf of employers include:

- Ensuring government and the devolved administrations understand the sector and its requirements.
- The implications of major projects leading to localised skills shortages and the movement of labour from other areas.
- The simplification of funding systems and the extension of funding to adult entrants.
- The potential conflict between the Government's 50% higher education participation target and apprenticeships.
- Health and safety implications for young people and the constraints they bring to the sector.
- The implementation of a UK wide qualification and assessment system.

SummitSkills is part of the Skills for Business Network (covering all Sector Skills Councils) and in particular works closely with five other Sector Skills Councils –

Construction Skills, Energy& Utility Skills, AssetSkills., Lantra, Semta

Future Developments

SummitSkills strategic aims are UK-wide and the Business plan operates across all countries within the UK though issues within individual countries and/or regions are also addressed. Future developments for Wales will become clearer as work on the Sector Skills Agreement for the Building Services Engineering sector progresses.

Some of the issues already identified are the poor level of basic skills among the workforce, the lack of diversity within the BSE sector, the lack of adequate training provision to meet future demands, the paucity of research, the underutilisation of benchmarking, the need to embrace renewable technologies and competition from abroad. SummitSkills will work with partners and with the WAG to address these issues as they become clearer and to propose solutions which will improve the productivity and competitiveness of the sector in Wales.

Regarding the SummitSkills' Welsh language scheme the Operations Manager based in Wales will be responsible in conjunction with the Executive Directors for implementing the Welsh Language Scheme and for ensuring that all staff are aware of the Scheme and of their responsibility for operating it. SummitSkills will treat English and Welsh languages on the basis of equality.

2. Operational Strategy in Wales

- ✓ SummitSkills will ensure the same objectives and standards in providing a service in Welsh and English to the public.
- ✓ Promote the bilingual SummitSkills image and corporate identity.
- ✓ Create an awareness and understanding of the scheme among all SummitSkills staff, and its associated providers and business partners.
- ✓ Agree not to change the Welsh Language Scheme without the permission and prior consultation of the Welsh Language Board.

3. Service Planning and Delivery

3.1. New Policies and Initiatives

3.1.1. In devising new policies and initiatives, SummitSkills 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 SummitSkills' 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 all staff, including all those involved in formulating policy both in and outside Wales are made aware of the Scheme and of SummitSkills' responsibilities under the Welsh Language Act 1993.

SummitSkills has only one member of staff in Wales at present who will raise awareness of the Scheme and of language sensitivity within SummitSkills by:-

- i) Giving regular (at least twice a year) feedback to the Executive Directors as to how the Scheme will affect their work.
- ii) Communicating to all staff in both the Development and Operations Directorates (via bi-monthly joint meetings) that the Scheme will be implemented and the implications for their work.
- iii). Conducting an annual update and revision of the Scheme with the Senior Management team to ensure that they understand what is required and monitor effectiveness of the implementation of the Scheme.
- iv). Including the Welsh Language Scheme as part of the induction training for each new member of staff appointed to SummitSkills which may be based in Wales or may have direct or indirect dealings with the public in Wales.
- v) Devising an electronic briefing on the Scheme and disseminating it to all staff in and outside Wales
- vi). Publishing the Scheme on the organisation's intranet and website

3.2 Standards of quality.

- Services provided in English or Welsh will be of an equally high standard and provided in an equally prompt manner. When assessing and measuring the standards and effectiveness of its service in Welsh, SummitSkills will employ exactly the same “performance indicators” as those utilised with regard to its services in English.
- These standards and their implementation will be monitored as outlined in section 3.1.1
- The implementation of the Scheme and SummitSkills commitment to linguistic equality will be published in the organisation's Corporate plans, promotional materials, newsletter and website (www.summitskills.org.uk)
- SummitSkills will ensure consistency in the standards of services in Welsh provided by the organisation in different localities by using approved translators and sharing services with similar organisations.

3.3 Provision of bilingual services.

- SummitSkills 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. Although currently unable to offer this fair and reasonable choice at all times to the public, SummitSkills is committed to putting in place arrangements which will eventually enable it to provide every service to the public equally, effectively, conveniently and comprehensively in Welsh and English.
- SummitSkills 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 language equality. It will accord initial priority to the need to ensure that 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 offering a strategic approach to meet the sector's skills, workforce development and business needs, the Sector Skills Council's role in ensuring appropriate training opportunities is paramount. This role will involve liaising between employers within the sector and education and training providers across the UK. The Sector Skills Council's role can be summarised as follows:

Research, Information and Guidance

- identifying and improving education and training opportunities to meet the needs of the 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, learning pathways and qualifications frameworks.
- 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 SummitSkills in Wales

In developing the sector's skills, workforce and business needs within Wales, SummitSkills 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. SummitSkills 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 Building Services Engineering 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 role of the Sector Skills Councils 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. Provision

SummitSkills will actively research and react to the Welsh language skills needs of the Building Services Engineering sector and 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 **and by the end of 2007** 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 learners, trainees and employers.
- Offer practical advice and guidance to employers on skills and training practices needed to respond to changing needs.
- Make available accurate information on sources of training, advice and guidance on skills issues in the sector.

ACTION

- A careers advice and guidance service for the sector will be developed and made available in both languages by end of **2008**.
- An advice and guidance service for individual firms will be developed. The service will be made available in both languages by 2009/10. 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 by end of **2008**

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 Welsh Assembly Government.
- Promoting such investment in skills and talent as will help meet the sector's needs and encourage competitiveness.

ACTION

- By **2006**, SummitSkills 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 SummitSkills Sector Development Plan examines the Welsh Language Skills needs of the Building Services Engineering sector and will also be translated into Welsh. Targets will be set for developing bilingual provision based upon rationale and findings.
- SummitSkills will work closely with the Department for Education, Lifelong Learning and Skills in agreeing the sector's bilingual skills needs priorities. By **2007**, partnerships will be formalised through meetings held on a 6 monthly basis.
- Bilingual skills priorities will be disseminated to relevant bodies including Welsh Assembly Government.
- SummitSkills will actively promote the development of bilingual training opportunities 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 market information in each nation and region.

ACTION

- Standards and Qualifications, which will include Welsh versions, in this field will be actively promoted.

- SummitSkills will actively promote the advantages of bilingual skills within the Building Services Engineering sector and provide guidance to employers and employees on bilingual skills and training practices.
- Through working closely with the Department for Education, Lifelong learning and Skills, SummitSkills will regularly prioritise industry standards and qualifications for translation into Welsh, according to most recent research findings.
- Through regular consultation with Department for Education, Lifelong learning and Skills, SummitSkills 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. This matrix will be published as an appendix to the scheme by mid **2008**.
- In identifying, prioritising and promoting bilingual training and assessment opportunities, SummitSkills will encourage and support collaborative networks at national and regional level.

5. Dealing with the Welsh Speaking Public

5.1. Written Communication

- 5.1.1. SummitSkills will welcome correspondence in either English or Welsh. SummitSkills 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 **10 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.
- 5.1.6. All circular, standard letters and other general correspondence distributed by SummitSkills to the public in Wales 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. SummitSkills will send all material which will need to be translated to a translator who is approved by the Association of Welsh Translators and Interpreters or an experienced and established translator agreed with the Welsh Language Board who will subsequently comply with the timescales agreed.

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 SummitSkills 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. As SummitSkills current Manager in Wales cannot speak Welsh, the organisation cannot deal with telephone calls in Welsh. However, all telephone calls will be greeted bilingually, and when a member of the public wishes to speak Welsh, the person taking the call will politely explain the situation and offer the individual the choice of submitting their enquiry in written form in Welsh in order that they can receive a written response in Welsh; or of explaining the enquiry fully in English and receiving a written reply in Welsh; or of continuing the call in English.

In accordance with section 7.1., when the post of Operations manager for Wales becomes vacant, it will be advertised confirming that bilingual skills will be *desirable* so that the organisation can offer a bilingual service to the public.

5.3.2 It will be the duty of those who respond to telephone calls on behalf of SummitSkills 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 set at **10 working days** 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 SummitSkills 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 meetings 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 is 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 SummitSkills' meetings in Wales will be bilingual.
- 5.4.4 When publicising meetings in Wales, all literature will include a footnote stating that SummitSkills welcomes contributions in Welsh or English. But those proposing to attend will be asked to inform SummitSkills 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 SummitSkills 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.

5.5. Non-public Meetings

- 5.5.1 Any person who wishes to conduct private or one-to-one meetings with SummitSkills is welcome to do so in either Welsh or English.
- 5.5.2 But SummitSkills does not have any Welsh speaking staff at present. However, with the implementation of this Welsh Language Scheme, our *intended* aim, within the next 3 years is that we will be able to offer such a service in Welsh or English.
- 5.5.3 As an interim measure, SummitSkills will ensure that when arranging the meeting and offering a language choice, the attendee will be offered:
- I. the opportunity to discuss the matter in English
 - II. to send in their query in written form in Welsh in order that they can receive a written response in Welsh
 - III. the use of a simultaneous translator
- 5.5.4. By offering a language choice, SummitSkills 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
- 5.5.5 The above measures are applicable to all kinds of non-public meetings.

6. SummitSkills Public Face

6.1. Corporate Identity

- 6.1.1 SummitSkills will adopt a fully bilingual corporate identity in Wales.
- 6.1.2 This includes SummitSkills 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 Members of the public will be able to access information via SummitSkills' website in both English and Welsh. Although SummitSkills' UK homepage will not be bilingual, it will clearly include a link to the pages specifically relevant to Wales.
- 6.2.2. The Welsh section 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 SummitSkills 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. Within 3 years of the implementation of this Scheme, the following will be available bilingually: *careers literature, SummitSkills' promotional materials, newsletters, information leaflets, fact sheets and annual reports.*
- 6.2.5. All materials and provision in Welsh and English will be consistent in terms of their updating, accuracy, prominence, legibility and quality. Both language versions will be as easy available as one another to download
- 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. SummitSkills will ensure that all new and replacement information signs within the curtilage of SummitSkills 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. SummitSkills 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. At present, SummitSkills does not publish all its documents aimed at the public in Wales bilingually. However, our aim, within the next **3 years**, is to ensure that all publications distributed to the public in Wales will be issued bilingually in a single document. The versions will be printed side-by-side where possible to facilitate easy cross-reference, distribution and offer language choice.
- 6.4.2. The following publications will be bilingual: *careers literature, SummitSkills promotional materials, newsletters, information leaflets, fact sheets and annual reports*
The following publications will be issued in separate language versions: *Standards and Qualifications Frameworks, Workforce Development Plan, research reports.*
The following publications will be in English only: *Board Papers that are not for public distribution*
- 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. At present, SummitSkills does not publish all its forms and associated explanatory material documents aimed at the public in Wales bilingually. However our aim, within the next **3 years**, is to ensure that all publications distributed to the public in Wales will be issued bilingually in a single document or made available in both Welsh and English. Bilingual versions will be printed side-by-side where possible to facilitate easy cross-reference, distribution and offer language choice. eg Apprenticeship completion certificate request form.
- 6.5.2. The commitments under 6.4.3. to 6.4.8. in the **Publishing and Printed Material** section also apply to this section.

6.6 Press Releases

- 6.6.1. Every advertisement and statement by SummitSkills 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 **SummitSkills PR & Marketing Manager Vega House, Opal Drive, Fox Milne, Milton Keynes MK15 0DF**

6.7 Advertising and Publicity Activities

- 6.7.1. SummitSkills will conduct advertising and publicity activities in Wales bilingually in a manner that treats the two languages on a basis of equality. SummitSkills 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

6.8 Public Notices and Staff recruitment advertising

- 6.8.1 SummitSkills 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, SummitSkills will adhere to the following arrangements.
- (a) Advertisements for posts where 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 where fluency in Welsh is a *desirable* qualification shall be published:
 - bilingually in English language publications circulating primarily within Wales
 - in English only in publications circulating mainly through the UK
 - in Welsh only in Welsh language publications
- (c) Advertisements for posts where no linguistic requirement has been identified as part of SummitSkills Linguistic Skills Strategy shall be published:
 - bilingually in English language publications circulating primarily 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 SummitSkills 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 SummitSkills 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, SummitSkills 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, SummitSkills will identify those posts where 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 SummitSkills' Linguistic Skills Strategy of this Scheme. In doing so, SummitSkills will be conscious of the need to take every opportunity to rectify any deficiencies in Welsh language skills which will affect the delivery of SummitSkills Welsh language service provision.

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. SummitSkills 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. SummitSkills 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. SummitSkills 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 SummitSkills.
- 7.2.4. As SummitSkills only has one member of staff in Wales currently who is a non-Welsh speaker, it will adhere to the above principles to facilitate the organisation's bilingual provision. This will be achieved by
- Providing dictionaries and reference materials as required
 - Offering suitable Welsh language training opportunities
 - Providing access to web based dictionaries and thesauri
 - Setting and monitoring targets with the individual on progress in learning Welsh
 - Including consulting with learning providers on the most suitable level of learning
 - Finding a suitable course

- Monitoring achievements of study
- Providing access to web based learning tools (e.g. BBC Wales' Learn Welsh website)
- Providing financial support for study of the Welsh Language

7.3 Recruitment

7.3.1 When recruiting staff to work in Wales, SummitSkills will publicise the fact that Welsh speakers will be welcomed to join its workforce.

SummitSkills will realise this by:

- Publishing the Welsh Language scheme on the SummitSkills website bilingually
- Advertising bilingually in Welsh and English media
- Advertising the bilingual resources available within SummitSkills both published and on website
- Including a statement in job advertisements and job descriptions

7.3.2. SummitSkills 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 SummitSkills support for learning the language.

7.3.4 In all arrangements of this nature, SummitSkills 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 SummitSkills has an adequate number of Welsh speakers in post to deliver the services outlined in this Scheme.

- 7.3.5. As a result, SummitSkills 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 SummitSkills will review the standard of achievement at the end of the specified period following the appointment.
- 7.3.6 When a post becomes vacant it will be advertised confirming that bilingual skills will be – *desirable* so that the organisation can offer a bilingual service to the public.

7.4 Vocational Training

- 7.4.1 SummitSkills 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, SummitSkills 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 SummitSkills work, it will implement these commitments by ensuring that all vocational training of staff in Wales will be assessed for suitability of provision through the medium of Welsh. As the sole employee in Wales is a non Welsh speaker, there is no current need for vocational training through the medium of Welsh. This situation will be reviewed as any new staff are recruited in Wales. The present Welsh manager will receive training to develop conversation / telephone / word processing skills using the medium of Welsh.

8. Administrative Arrangements

- 8.1 Authority: SummitSkills 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: SummitSkills **Chief Executive Officer** will have the ultimate 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 Wales based operations manager.
- 8.4. Instruction and Guidance: SummitSkills 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.)
All *external* translators used by SummitSkills will be approved by the Association of Welsh Translators and Interpreters or experienced and established translators agreed with the Welsh Language Board.

9. **Services Delivered on Behalf of SummitSkills By Third Parties.**

- 9.1 SummitSkills 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 SummitSkills will also ensure through contracting arrangements that the agent, contractor or subcontractor can, will and does implement any applicable elements of SummitSkills own Scheme when providing services to the public on its behalf or under its supervision.
- 9.3. SummitSkills 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 SummitSkills Welsh Language Scheme **by** performance report or other evidence.
- 9.5 SummitSkills will issue written guidance to staff for dealing with agents and contractors and devise processes for ensuring that staff adhere to them.

10 Partnerships

10.1 SummitSkills works in partnership with many public bodies such as Welsh Assembly Government, Careers Wales and Jobcentre Plus. SummitSkills works on many levels when working with others.

- i) When SummitSkills is the strategic and financial leader within a partnership (eg the renewables project funded by the National Assembly for Wales and involving at least one other SSC) it will ensure that the public service provision is compliant with the Welsh Language Scheme.
- ii) When SummitSkills joins a partnership in which another body is leading, SummitSkills input to the partnership will comply with the Welsh Language Scheme and the organisation will encourage other parties to comply.
- iii) When SummitSkills 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.
- iv. When SummitSkills 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, SummitSkills will offer advice and support to the other partner organisations. An example would be SummitSkills' participation in the Skills for Business Network, SfBN.

11. Monitoring Implementation of the Scheme

11.1 The Chief Executive of SummitSkills will be primarily responsible for monitoring the Scheme and for constantly reviewing it as outlined in section 8.2.

11.2 SummitSkills will regularly monitor progress and will prepare an internal progress report on the Scheme's implementation to be presented to the executive team. This will be conducted, **every six months**.

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

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

In doing this, the report will deal with:

- SummitSkills administrative Welsh medium services
- assessing key themes in implementing the Scheme, including SummitSkills contribution to the development of Welsh medium/bilingual provisions
- the sufficiency of SummitSkills 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 provided by the organisation.

11.5. Monitoring of the Scheme will be a structured and continuing activity and if the report finds any weaknesses, SummitSkills 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, SummitSkills 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 SummitSkills 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, SummitSkills 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 SummitSkills to the Welsh Language Board will be 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 SummitSkills is committed to regularly publishing information comparing performance with standards and targets set out in the Scheme.

12.2 SummitSkills will realise this commitment by:

- *publishing a periodic report as outlined in 11.2 and 11.3*
- *placing the information in the Annual Report*
- *Publishing information on our website.*
- *Placing a synopsis of this information in other documents where performance is reviewed*

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. SummitSkills 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 SummitSkills are aware of its Welsh language services and provisions, and that on the other hand, SummitSkills employees, agents, contractors are also aware of the needs and requirements to operate in accordance with this Scheme.

13.2. SummitSkills will publicise its Welsh Language Scheme in Skills^{INSIGHT} the SummitSkills newsletter and will make copies of the Scheme available on request to any relevant organisations/ bodies, employees or member of the public. SummitSkills will also be producing a **web page** explaining the main elements of the Scheme and detailing the nature, location and availabilities of bilingual services. Thus information about the scheme will be available to all relevant organisations / bodies, *employees* and general public.

13.3. Any enquiries about the Scheme should be directed to:

Mr Keith Marshal

Chief Executive Officer

SummitSkills

Vega House

Fox Milne

Milton Keynes

MK15 0DF

14. Complaints/Suggestions and Contact Point

14.1. SummitSkills will adopt a complaints procedure to deal with grievances regarding the Scheme as part of SummitSkills general complaints procedure.

14.2. SummitSkills will welcome and record any complaints or suggestions for improving the bilingual service to the public. Please write to us at: SummitSkills Vega House, Opal Drive, Fox Milne, Milton Keynes MK15 0DF

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 of the Scheme is approved. The monitoring process will then follow the steps outlined in section 11.

Annex 1

Paragraph	Commitment	Timescale	Officer Responsible
3.1	To ensure that all staff are made aware of SummitSkills' Welsh language scheme.	Once scheme agreed	Operations Manager Wales
3.1	To ensure that all new policies and initiatives take account of the requirements of SummitSkills' Welsh language scheme.	From date scheme agreed.	SummitSkills' Executive / Operations Manager Wales
3.2	To provide services in Welsh to the same high quality as those provided in English.	Once scheme agreed	SummitSkills' Executive / Operations Manager Wales
3.3	To conduct an audit of services provided to determine the best way to move towards providing these in Welsh where relevant.	By end of 2006/07	Operations Manager Wales
4.3/4.4	To conduct an audit of Welsh language provision and needs within the sector.	By end of 2007	Operations Manager Wales

4.5	To provide a bilingual careers advice and guidance service.	By end of 2008	Operations Manager Wales
4.5	To develop a bilingual advice and guidance service for individual firms.	By end of 2009/10	Operations Manager Wales
4.5	To provide guidance on the availability of Welsh medium training opportunities within the sector.	By end of 2008	Operations Manager Wales
4.6	To develop a Workforce Development Plan for the sector for Wales.	By end of 2006	Operations Manager Wales/ Research Manager
4.6	To form a partnership with the Department for Education, Lifelong Learning and Skills to work towards agreeing the sector's bilingual skills needs priorities.	By mid 2007	Operations Manager Wales

4.7	To develop a matrix of qualifications available for the sector in Welsh	By mid 2008	Research Manager
5.1	To correspond in writing in Welsh where asked to do so.	Already happens.	Office Manager/ Operations Manager Wales
5.3	To ensure that the Operation Manager Wales has an ansaphone message in Welsh as well as English.	Already achieved	Operations Manager Wales
5.4	To move towards having the ability to conduct public meetings in Welsh or English.	Once scheme agreed	SummitSkills Executive
5.5.2	To offer the possibility of conducting non public meetings in Welsh.	By 2009/10	SummitSkills Executive
6.1	To adopt a fully bilingual corporate identity in Wales	By end 2007	SummitSkills Executive
6.2	Bilingual documents available on website	Starting now, complete within 3yrs	PR & Communications Manager
6.3	To provide signage in Wales in Welsh	Banner stands already in use.	Operations Manager Wales

6.4 & 6.5	To ensure that publications/forms and associated material aimed at public in Wales are published bilingually.	Within 3yrs	Operations Manager Wales/ PR & Communications Manager
6.6	To make press releases in Wales bilingually	By 2007/8	PR & Communications Manager
6.7 & 6.8	To advertise within Wales bilingually	By 2007/8	SummitSkills' Executive
7.1	To conduct an audit to identify the requirement for welsh speaking staff.	By 2007/8	SummitSkills' Executive
7.2	To support appropriate staff who wish to learn to communicate in Welsh	Once scheme agreed	SummitSkills' Executive
7.3	To welcome Welsh speaking staff when recruiting	Once scheme agreed	SummitSkills' Executive
7.4	To make available vocational training to staff through the medium of Welsh, where appropriate.	Once scheme agreed	SummitSkills' Executive
9	To ensure that third parties providing services to the public in Wales on behalf of SummitSkills do not infringe the terms of the SummitSkills Welsh language scheme.	Once scheme agreed	SummitSkills' Executive

10	To ensure that when working with partners in Wales the provisions of the SummitSkills Welsh language scheme are appropriately considered.	Once scheme agreed	SummitSkills' Executive
11	To regularly monitor implementation of the SummitSkills Welsh language scheme	Every 6 months, once scheme agree	SummitSkills' Executive/ Operations Manager Wales
11.7	Evaluation report	within 3 years of scheme being agreed.	SummitSkills' Executive
12	To publish regular information about the scheme as agreed	As agreed	SummitSkills' Executive/ PR & Communications Manager
14	To provide a complaints procedure	Once scheme agreed	Office Manager/ Operations Manager Wales
