



Comisiynydd y
Gymraeg
Welsh Language
Commissioner

Promoting Welsh Language services

Promoting Welsh language services provided by an organisation and advertising that service in Welsh

Date: August 2017

In March 2016, Carmarthenshire County Council launched the 'Pa bynnag ffordd...' campaign to promote the Council's Welsh language Services and to encourage members of the public to contact the Council – either via letter, telephone, e-mail, on-line or on social media – in Welsh.

BACKGROUND

In the past, Carmarthenshire County Council had conducted specific campaigns aimed at promoting certain services or raising public awareness of services or specific developments. One campaign, for example, encouraged members of the public to visit the Council's website and to use the on-line services provided. The 'Pa bynnag ffordd . . .' campaign was a natural progression from the previous campaigns.

The Council has a contact centre which provides front line services and is the first contact point for receiving and dealing with public enquiries. Officers at the centre regularly record a sample of telephone calls and enquiries noting the language medium, nature of the enquiry, geographical details etc. The sample data suggested that the number of Welsh medium enquiries was not consistent with the number of Welsh speakers in the county (according to the 2011 census). As a result of these findings, the Council agreed that there was a need to ensure that their customers were aware of the Council's Welsh medium services, and also a wider need to promote the use of the Welsh language in the community.

WELSH LANGUAGE STANDARDS

Carmarthenshire County Council are required to comply with standard 81 (The Welsh Language Standards (No. 1) Regulations 2015), which places a duty on an organisation to promote any Welsh medium service it provides and to advertise that service in Welsh.

PREPARATION AND PLANNING

In collaboration with its partners (which included the Mentrau Iaith) the Council has identified specific areas to be prioritised for Welsh language action over the coming years. A mapping exercise was conducted which targeted areas based on the 2011 census results as well as other factors including lack of language transference in the home, the need to immerse non-Welsh speakers moving into the area, lack of language progression amongst young people etc.

The campaign was supported by the Council Members' Advisory Panel chaired by the Portfolio Members responsible for the portfolio for Welsh language and contact with the town and communities councils. The campaign was also supported and approved by the Assistant Chief Executive responsible for the Welsh language standards and for the Council's marketing and promotional activities. Council partners also gave their approval via the Welsh Strategy County Forum.

THE 'Pa bynnag ffordd . . .' CAMPAIGN

A campaign was developed to encourage service users to contact the Council in Welsh based on the catchy title or strapline 'Pa bynnag ffordd . . .' (which translates to 'In whichever way . . .'). Banners based on the strapline were designed and placed in the Council's newspaper *Carmarthenshire News* which is circulated to all homes in the county, and in the county's community papers (*papurau bro*). A poster was also created to be used in bus shelters within the priority areas.

Pa bynnag ffordd...



...mae 'na groeso i chi **gysylltu** â Chyngor Sir Gâr yn **Gymraeg**



EICH CYNGOR **arleinamdani**
www.sirgar.llyw.cymru/trafodiath
YOUR COUNCIL doitonline
www.carmarthenshire.gov.wales/trafodiath

Learning the language?



...you are welcome to **contact us in Welsh**



EICH CYNGOR **arleinamdani**
www.sirgar.llyw.cymru/trafodiath
YOUR COUNCIL doitonline
www.carmarthenshire.gov.wales/trafodiath

The campaign was bilingual with the English version targeting Welsh learners, encouraging them to have a go at using Welsh when contacting the Council. The campaign therefore targeted Welsh speakers and non-Welsh speakers in slightly different ways, based on an understanding of the needs of these different audiences.

The campaign ran from February 2016 to May 2016. The advert was placed in the community papers firstly and the posters were placed in the bus shelters soon after.

CAMPAIGN COSTS

There were no additional costs in terms of staffing or training. The Council succeeded in keeping the costs minimal by using internal resources rather than outsourcing the work to a contractor. Placing the banner in the newspapers cost £300 and the printing costs were kept below £70.

MEASURING THE IMPACT

The Council continues to record the enquiries through the contact centre and will use the data to determine whether there has been an increase in the number of services users using the Welsh language.

Feedback from the county partners has been positive and a new opportunity has arisen in 2017/18 to focus more on raising awareness of Welsh language services within the priority areas.

OPPORTUNITIES TO DEVELOP THE CAMPAIGN FURTHER IN THE FUTURE

The Council have developed a Communication Scheme for 2017-18 with specific targets designed to increase the number of service users contacting the Council in Welsh, building on the achievements of this campaign. The Communication Scheme includes targets for specific project including campaigns to:

- encourage local councillors to correspond with the Council through the medium of Welsh;
- encourage local councillors to promote the Council's Welsh language services and encourage members of the public to use Welsh when contacting the Council.

The Council also hopes to conduct a further campaign in the *papurau bro* in October 2017.

The Council are also considering further promotional campaigns which include the promotion of specific Welsh medium services provided by the Council and the use of social media.

THE COMMISSIONER'S OPINION

In her 2015-16 Assurance Report 'Time to set the standard', the Commissioner stated that "In order to promote and facilitate the use of Welsh, organisations need to raise awareness to the fact that Welsh language services are available and offer those services proactively". It is important that organisations proactively promote the Welsh language services available to their service users. Not only to ensure compliance with the relevant Welsh language standard, but also to raise the Welsh speaking public's confidence that services are available and to encourage the use of those services. The Commissioner conducted discussion groups with Welsh language services users across Wales last year and one clear message was that Welsh speakers were more likely to use the Welsh language if an organisation was more proactive in promoting those services. The Commissioner believes that the '*Pa bynnag ffordd . . .*' campaign is a successful example of an organisation providing the active offer. The Commissioner feels that a campaign of this sort is achievable for many public organisations due to the fact that the campaign is simple and cost-effective. She welcomes the aim to use the data collected from the samples to measure the impact of the campaign and to steer further campaigns in the future. When considering adopting a similar practice, organisations should give due consideration to the data and methods required to enable them to measure the success of their campaigns.

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