



Comisiynydd y
Gymraeg
Welsh Language
Commissioner

Using an external platform as a convenient way to create and use QR codes with a language selection page

Amgueddfa Cymru collaborating with an independent Welsh business to provide QR codes with a language choice page for their publicity and advertising material.

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Background

As is now the case for many public and private organisations, the Museum is making increasing use of QR codes in order to expand access to information, direct people to specific sources, maximise print space and operate more sustainably.

In the past the Museum used an 'off-the-shelf', generic platform to create QR codes. This platform was expensive, limited in terms of adaptability, and inadequate in terms of the Welsh language. An internal officer would have to create a language selection page for each individual code which was a long and laborious task. In addition, it was not possible to include a Welsh and English link in a single QR code, so codes had to be created separately for the two languages.

What prompted change?

The 'QR Cymraeg' business contacted the Museum stating that they were keen to work together. QR Cymraeg offers a platform that automatically creates a language preference page for each QR code, and therefore only one code is needed for users to be able to choose their language and access the appropriate content. Since the platform automatically generates a single code and language selection page, it significantly reduces the need for internal resources compared to the previous platform.

The new platform is very easy to use. The Museum has an account so that codes can be easily generated and the branding on the language selection page can be

customised. As a result, it is faster and easier to create QR codes that are fit for purpose. The Museum also has access to *analytics data* to be able to understand more about the use of the QR codes, the number of users who choose to access the content in Welsh, and how they use the content. It is also possible for individual staff in various teams to create accounts to be able to create QR codes without the need for digital staff input. This is beneficial to the Museum as a multi-site and multidisciplinary body.

The 'public' pages that can be seen when scanning the QR codes are available in Welsh and English and therefore comply with the requirements of the Standards. The business is currently working to ensure that the internal pages that can be seen when an organisation logs into their account are also available in Welsh, with the intention that the whole platform will eventually be completely bilingual.

What training did staff need before using the platform?

The platform is easy to use and staff can get started without any training. However to raise awareness of the platform, the Museum plans to offer staff wider training which the platform's developer will be involved with.

What are the benefits of using this platform?

QR Cymraeg is a new *start-up* in Wales. The Museum was proud of the opportunity to work with a business in Wales who have seen a gap in the market and have created a quick solution while also supporting the local economy. The Museum has offered feedback to refine and tailor the system, e.g. the ability to create a link to allow anyone to view analytics for a specific code, and they are continuing to discuss further developments with the business.

Unlike some platforms where QR codes lead the user to an English page and puts the responsibility on the user to convert to Welsh (if a Welsh version exists), QR Cymraeg ensures that the Welsh language is proactively offered. As a result it facilitates compliance with Welsh language standards as well as meeting the needs of the [Future Generations Act](#).

The Museum said working with the business has been a pleasure.

What was the response of staff to the platform?

The response from the staff has been overwhelmingly positive. Amgueddfa Cymru's Digital Content Editor said, 'The QR Cymraeg platform allows users to generate and use QR codes in both Welsh and English, providing a simple and efficient solution for bilingual digital access.'

Tom Porter, founder of QR Cymraeg, said: 'It's been great to work with Amgueddfa Cymru – it's meant that the platform has evolved in line with the needs of the organisation and its visitors. It was lovely to see the codes in action on a recent trip with the family to National Museum Cardiff.'

Who else would benefit from using this platform?

QR Cymraeg is available for use by large and small organisations across Wales as it simplifies the process of creating QR codes for both Welsh and English.

Bilingual QR codes are useful for organisations in Wales hosting an event, festival or exhibition. It can also be used as part of internal or public campaigns when publishing reports, leaflets, posters or advertising specific services.

Are there any costs involved?

It is possible to use QR Cymraeg to create bilingual codes for free, without the need to register. If you wish you can create an account free of charge to access a dashboard which shows how many people have used the codes according to their preferred language.

There are also a number of paid subscription plans available offering additional features, such as editing URLs after the code has been created, adding an organization's brand to the language selection page, viewing detailed analytics data, and creating shareable links to the analytics data.

<p>Contact details</p> <p>Organisation: Amgueddfa Cymru – National Museum Wales</p> <p>E-mail: Manon.WynHumphreys@museumwales.ac.uk</p> <p>Contact Officer: Manon Humphreys</p>	<p>Contact details</p> <p>Organisation: QR Cymraeg</p> <p>E-mail: hel@qrcymraeg.com</p> <p>Contact: Tom Porter</p>
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