



Comisiynydd y
Gymraeg
Welsh Language
Commissioner



Promoting the use of Welsh language services

Good practice advice document

Published in accordance with section 4(2)(j) of the Welsh Language (Wales) Measure 2011
Date: 10 March 2026

The Welsh Language Commissioner implements a proactive ‘co-regulation’ approach to ensure that regulating compliance is set out in the context of the national vision to increase the number of Welsh speakers and increase the use of Welsh. As such, we have developed regulatory outcomes with the intention that they represent the overarching aims and objectives of the Welsh Language Commissioner, public organisations and Welsh language users, and that we all take ownership of them.



Outcome 1: Organisations with the capacity to deliver high-quality Welsh language services at all times



Outcome 2: Welsh language users have an understanding and awareness of the Welsh language services available to them



Outcome 3: Organisations give due regard to the potential impacts of their policy decisions on the Welsh language



Outcome 4: Organisations increase the use of Welsh in their workplace, enabling staff to work in Welsh on a day-to-day basis



Outcome 5: Organisations promote the Welsh language so that people can use the language naturally in their daily lives



Outcome 6: Organisations protect and promote the interests of Welsh language users by having effective governance and complaints arrangements





We have a series of good practice advice documents to offer practical ideas on how to meet the requirements of the Welsh language standards and promote the use of the language.

This advice is based on the Welsh language standards, but if you are an organisation implementing a language scheme, you may apply the principles and the examples to your situation. The information applies to all public bodies operating in Wales, and organisations are encouraged to adopt this good practice when offering and promoting their Welsh language services.

We encourage organisations to consider the contents of this document when implementing standards. However, the advice is not legally binding. This document does not offer legal advice that may be relied upon nor is it a statutory code of practice for using the Welsh language, therefore there is no requirement to refer to it when considering the interpretation of the standards.

This document was designed to promote services and provide guidance on how to deliver Welsh language services and should not be treated as a legal document or as justification for choosing your approach to implementing and delivering services.

It should be noted that the contents of the Commissioner's statutory codes of practice on the Welsh language standards take precedence over this advice.



Contents

1	Background	3
2	Designing services so that people are more likely to use Welsh	7
3	Providing information about Welsh language services	16
4	Learning about user behaviour	28

Checklist

The ideas and practices in the advice are summarised in this checklist. Remember that some of the points below are requirements in the standards, and others are good practice.

Action	Being taken?
Designing services	
Consider which services may be provided in Welsh as default	
Deliver the active offer to use Welsh (when the service is not provided in Welsh as default)	
Include a logo or positive message when offering language choice, to encourage people to use Welsh	
Greet in Welsh at all times	
Ensure that the Welsh language can be seen and heard in all service delivery environments	
Ensure that the style and vocabulary used in Welsh are user-friendly by: <ul style="list-style-type: none"> ○ reviewing materials and testing them with users ○ encourage bilingual drafting. 	
Offer bilingual materials where possible	
Train staff how to behave in a way that encourages people to use Welsh	
Be inclusive, putting the Welsh language at the centre of service planning	
Providing information about Welsh language services	
Information about your organisation's Welsh language services on the Welsh Language Commissioner's website, and update this information as required.	
Comply with the requirements to promote any Welsh language service and advertise it in Welsh	
Comply with the requirements to set out that any English language service that is being promoted, is also available in Welsh	
Comply with the specific requirements to provide information that services are available in Welsh, including: <ul style="list-style-type: none"> ○ statement in correspondence inviting contact in Welsh 	

<ul style="list-style-type: none"> ○ inform people at the start of telephone calls / on answering machine messages that they can use Welsh ○ state clearly that web pages are available in Welsh ○ state that Welsh may be used when advertising meetings ○ state that Welsh versions of documents and forms are available ○ display Working Welsh signs and badges in reception areas. 	
--	--

Using Working Welsh merchandise	
Order Working Welsh merchandise from the Welsh Language Commissioner's website or the National Centre for Learning Welsh	
Ensure an adequate supply of Working Welsh merchandise, posters, badges and lanyards are available for staff	
Undertake a general campaign to promote and advertise all of the organisation's Welsh language services	
Undertake thorough promotional work for key services	
Identify specific audiences to target when promoting the organisation's Welsh language services	
Learning about user behaviour	
Collect local data on the use of Welsh language services	
Monitor any change in data on use when changing service design or when promoting the service differently	
Set achievable and specific targets for increasing the use of Welsh language services	
Undertake research locally to user habits and needs, for example: <ul style="list-style-type: none"> ○ discussion groups ○ role play ○ observation ○ direct questions ○ user survey ○ quantitative research. 	

1 Background

What is meant by promoting the use of Welsh language services?

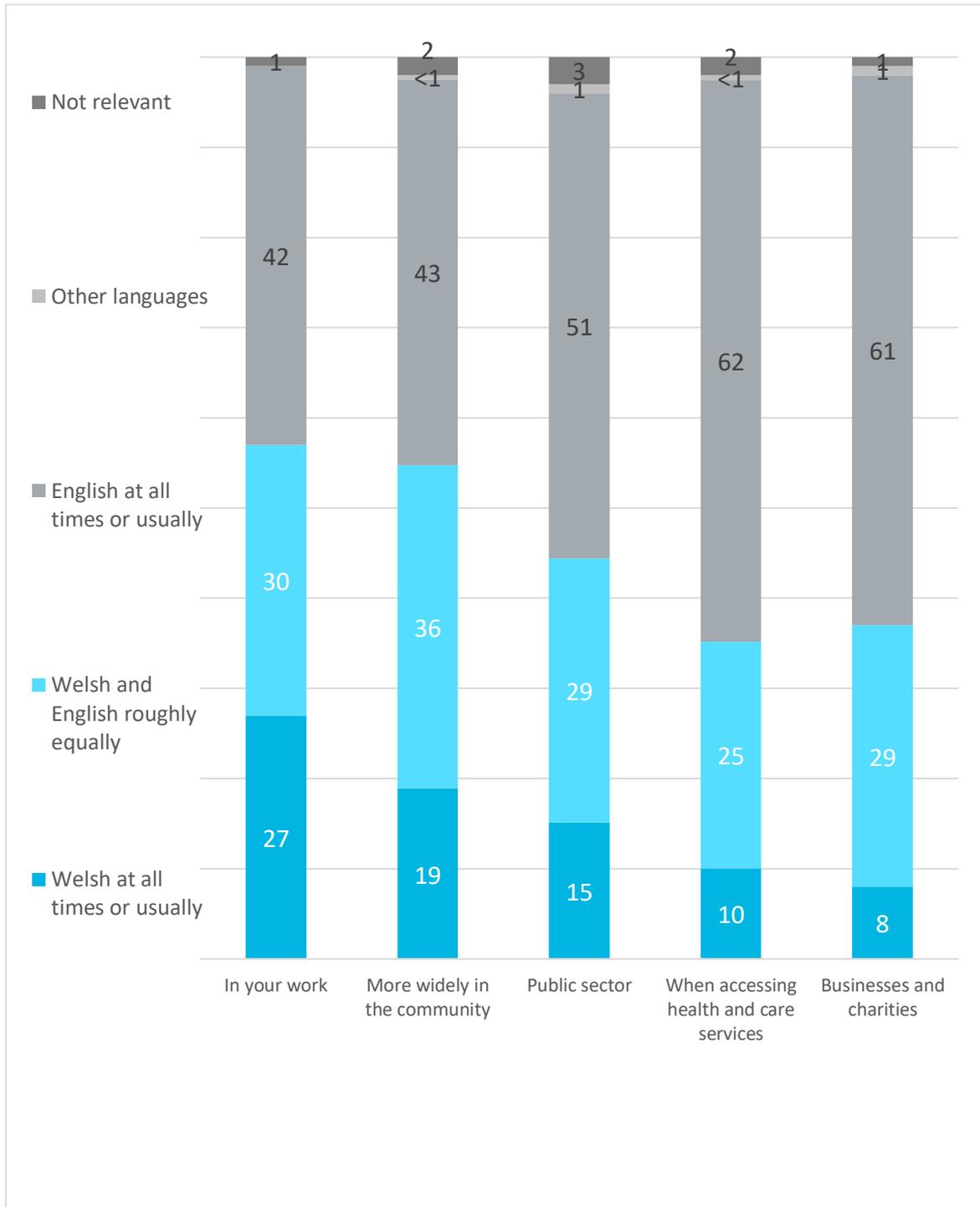
- 1.1 Promoting the use of Welsh language services involves any efforts made by organisations to increase the use of Welsh language services. This advice focuses on service design, raising user awareness, and setting targets and collecting data.
- 1.2 People's rights to receive services in Welsh are not dependent on the use made of those services, but increasing use may strengthen rights in practical terms by enabling organisations to invest more in their Welsh language provision and develop it further.
- 1.3 “Increasing the use of Welsh language services” is one of the aims of Welsh Government's Cymraeg 2050 strategy. The strategy sets out the need for:
 - o Intelligent marketing
 - o A customer-focused approach
 - o An understanding of what would encourage more people to use Welsh language services
- 1.4 “Promoting or facilitating the use of Welsh” is also one of the objectives of the Welsh language standards. Furthermore, our regulatory outcomes set out the expectation that organisations will actively promote the Welsh language so that people can use the language naturally in their everyday lives.
- 1.5 The aim and purpose of this document is to provide guidance on how your organisation can promote and encourage the use of Welsh language services, so that more users are aware of these services and use them every day. The document will make a number of recommendations and examples of good practice to showcase how organisations have innovated and created accessible, effective and successful services placing the Welsh language at the heart of their service delivery.

Why do we need to promote use?

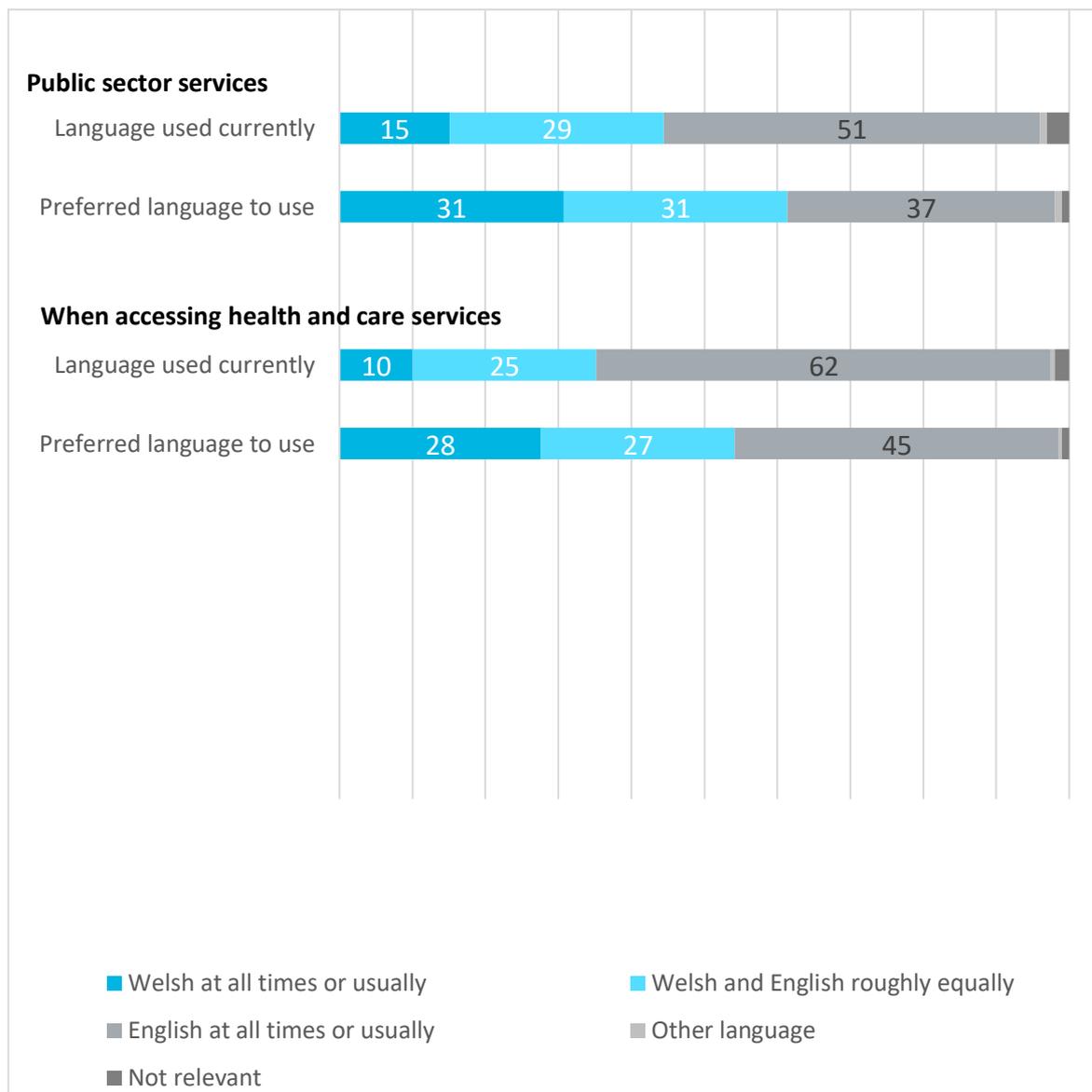
- 1.6 At present, the information available on how many people use Welsh-language services is limited and fragmented. Organisations are not under any duty to collect or publish this data. However, there is a consistent impression that the number of people using these services does not correspond to the number of people who are able to speak Welsh.
- 1.7 For many years, we have asked in opinion surveys which language people would prefer to use when dealing with public organisations, in order to gain a clearer understanding of service users' linguistic preferences.

1.8 Our most recent survey (2025) revealed a significant gap between how often Welsh-speakers use Welsh language services, and how often they would like to use them. A higher percentage of respondents wished to use Welsh more frequently than they do at present when using public services.

Thinking about the last year, which language have you usually used in the following situations?



Thinking about the last year, which language have you used most frequently in the following situations? / Which language would you prefer to use in the following situations?



What influences the language that people use?

- 1.9 User behaviour is complex, based on years of assumptions and previous experiences, and follows psychological patterns that are difficult to change.
- 1.10 It is understood that, in order to change their patterns of use, Welsh speakers need:
 - o assurance that a Welsh language service is available
 - o a Welsh language service that is at least as easy, quick and seamless as the English service
 - o contact initiated in Welsh or offered proactively

- assurance that using Welsh will not disadvantage them in terms of the outcome or speed of the process
 - language that's easy to understand.
- 1.11 Our survey this year showed that 81% of respondents would be more likely to use Welsh language services if organisations made it clear that those services are available by, for example, greeting or initiating a conversation in Welsh or ensuring that the Welsh language can be seen clearly in public places.
- 1.12 Similarly, more than 82% agreed that they are more likely to use Welsh language services if they are available easily and effortlessly.
- 1.13 The proposals in this advice are based on:
- our wide-ranging research – by conducting surveys, shadowing users, and discussion groups, we have seen that Welsh speakers are less likely to use Welsh language services if they believe that doing so would lead to any delay, annoyance or additional bother.
 - behavioural theory – the [MINDSPACE: Influencing behaviour through public policy](#) framework, published by the Cabinet Office and the Institute for Government in 2010, summarises the most common influences on decisions, and appendix 1 to this advice document shows how the framework can be applied to promote Welsh language services.
 - Quality of experiences – if the Welsh language service is correct, comprehensive and prompt, people are more likely to use it.
 - Digital accessibility – if the Welsh option is clearly visible on a website or app, this increases use.
 - Social norms – if people see that others are using Welsh, they are more likely to do the same.
 - Personal confidence – a lack of confidence in their language skills may prevent use, even if the service is available.

2 Designing services so that people are more likely to use Welsh

- 2.1 Users tend to follow the norm and accept the default selection. As a result, organisations should design services so that no additional effort or decision is needed in order to use Welsh.

“It's really, really important that something is available in Welsh. I'm personally the type of person who would never ask. If they offered it in English, I would assume that the service is an English one.”

“I feel like a nuisance when I have to ask for a Welsh service.”

“I don't like making a fuss, I tend to just accept what's offered to me.”

“I don't think I've considered that I have a right to ask someone to change to Welsh, and it's probably because I don't want to upset people.”

Comments made in discussion groups [translated]

Providing services in Welsh as default

- 2.2 This means that the Welsh service is offered automatically as first choice, without the user having to ask for it.
- 2.3 Organisations should consider what services can provided in Welsh from the outset, so that the user does not need to make any choice to use Welsh.
- 2.4 Examples of how this may work:
- **Websites** - when an individual visits a website, the Welsh language page should appear first, with the option to change to English if needed.
 - **Self-service machines** - the start screen should be in Welsh with the option to change languages.
 - **Telephone and reception** - the member of staff answering the call or greeting the user should start the conversation in Welsh.

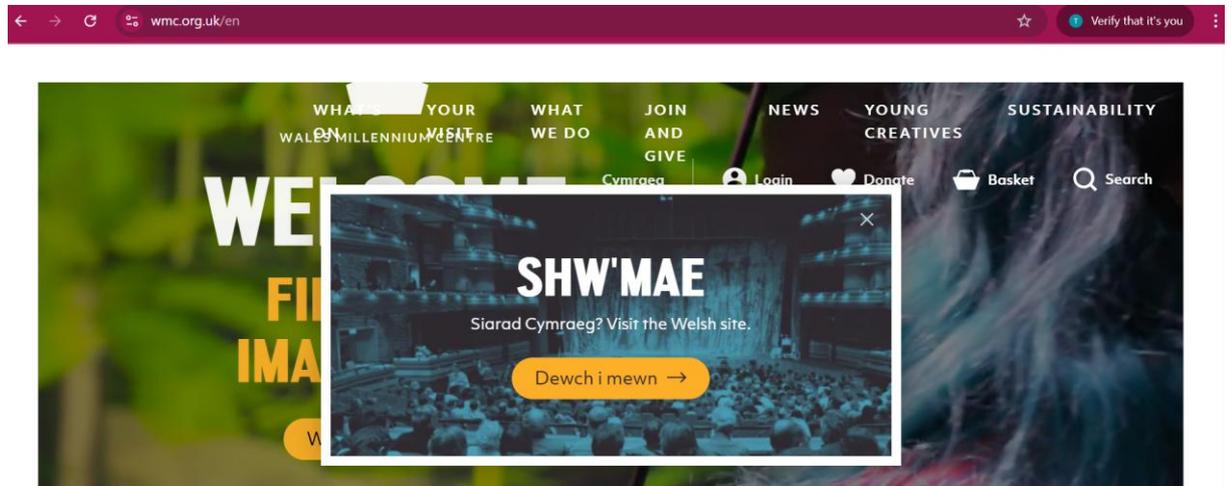
- **Correspondence and documents** - documents should be produced and distributed in Welsh or bilingually, ensuring that the Welsh language is given at least equal prominence as English.
- **Mobile apps** - set Welsh as the default language on public service apps with the option to change languages.
- **Online forms** - show the Welsh version first with a prominent button to change languages.
- **Notifications and text messages** - send in Welsh or bilingually as a matter of routine.

Active offer to use Welsh

2.5 If the service is not provided in Welsh as default, you should ask users at the start of the process if they wish to receive a Welsh language service. This is how this can work for different services:

- **Websites** - display a page or ‘pop-up’ each time an individual visits the website, offering the option to navigate to the Welsh version.

Wales Millennium Centre



- **Self-service machines** - start screen asks which language the user wishes to use (Welsh or English).
- **Telephone** - use an automated system, e.g. “Arhoswch ar y lein i siarad Cymraeg/Am wasanaeth Cymraeg / Please hold the line to speak Welsh /For a Welsh language service” or “Pwyso 1 i siarad Saesneg / Press 1 to speak English”.

- **Correspondence** - contact users to check their language choice before sending letters or emails.
- **Mobile apps** - when an user opens an app, display a welcome message where a Welsh service is offered clearly.
- **Face to face contact** - train staff to proactively ask: “Would you like to continue in Welsh?”



- **Automated emails or text messages** - include a prominent option to change language for future communication.

2.6 It may be useful to give people the opportunity to switch to Welsh during contact when using your services.

2.7 You can encourage people to choose Welsh by adding elements that make the option more attractive and provide assurance. Here are some ideas:

- **Use the Working Welsh logo** to draw attention to Welsh services:



- **Demonstrate evidence of use** – note that an increasing number of people are using Welsh. All the better if the data is relevant and specific:

“More than 6000 people have used these services in Welsh, why don't you give it a try?!”

- **Provide assurance about service quality** – make it clear that using Welsh will not lead to delay or less favourable treatment:

“Cymraeg – gwasanaeth cyflym a didrfferth / Welsh – a quick and easy service.”

- **Use simple, positive messaging** – do not use complex language or messages that criticise people for not using Welsh. Messages such as:

*“Use Welsh today!”
“It's easy to use Welsh with us.”*

- **Use wording that creates a sense of pride or community:**
“Ymunwch â'r miloedd sy'n defnyddio'r Gymraeg gyda ni / Join the thousands that use Welsh with us.”
- **Offer additional benefits:** e.g. access to unique content or additional information when Welsh is chosen.
- **Use local examples:**

“In Aberystwyth, 70% of our customers use Welsh.”

Greet in Welsh

- 2.8 Most organisations are required to greet people in Welsh when answering telephone calls to the main number and to direct lines. Users have told us that being greeted in Welsh is important to establish the linguistic context for the call.

“If I am not greeted in Welsh, I assume that a Welsh service is not available.”

Comment made in a discussion group [translated]

- 2.9 The requirement to provide a greeting in Welsh as a matter of routine applies to the direct lines of staff who do not speak Welsh, as well as those staff who provide a full Welsh language service.

Service delivery environment

- 2.10 The environment where a service is delivered greatly influences people's behaviour. People use visual and practical clues to decide whether the organisation is likely to provide a Welsh language service. Examples include:

- **Staff conversational language** - if staff speak Welsh with each other, it gives users assurance that a Welsh language service is available and encourages them to use it.
- **Signs and posters** - use the Welsh language prominently in public places and display the Working Welsh logo to create a Welsh atmosphere and ethos.



- **Language music** – using Welsh language music in reception areas or while a telephone call is in a queue creates a Welsh ethos and persuades Welsh speakers to use the service in Welsh.
- **Badges or name cards** - show the language of staff clearly, e.g. “Siarad Cymraeg” or use the Working Welsh logo on a badge or lanyard.

- **Messages on digital screens** - e.g. reception screens or noticeboards displaying messages in Welsh.
- **Welcome messages** - e.g. “*Croeso - gallwch ddefnyddio’r Gymraeg gyda ni / Welcome - you can use Welsh with us*” at reception or in appointment confirmation emails.
- **Audio or public announcements** - use Welsh first in announcements in public places.

2.11 [This video demonstrates](#) how Welsh Government has set about making the Welsh language visible in its main reception area.

2.12 You can create a context that encourages people to use Welsh by highlighting how visible and audible the Welsh language is to users. This may include displaying materials highlighting Welsh language services, as mentioned in section 3.

Using simple language

2.13 Users often tell us that the style and vocabulary used by organisations mean that Welsh is more difficult to understand than English. People in discussion groups have made references to “formal” and “stiff” diction, and the use of “complex words”.

2.14 Language should be kept as simple as possible. Ways of doing this include:

- using shorter sentences rather than long sentences with multiple clauses, and using headings and bullet points rather than long paragraphs;

Byddai bwrw ymlaen â’r prosiect hwn, sy’n ddibynnol ar gymeradwyaeth yr UDRh (y cynhelir y cyfarfod nesaf ohono – fel y rhagwelir ar hyn o bryd – ar XX/XX/202X), yn cael effaith gadarnhaol ar yr economi, yn ogystal â chreu cyfleoedd cyflogaeth, gyda’r nod o leihau allyriadau carbon.

Effaith

Byddai’r prosiect hwn yn:

- cryfhau’r economi
- creu swyddi
- defnyddio llai o garbon.

Camau nesaf

Bydd yr uwch dim rheoli’n cwrdd ar XX/XX/202X i benderfynu a fydd yn bwrw ymlaen â’r prosiect.

- use active rather than passive verbs

Asesir y cais gennym

Byddwn yn asesu’r cais

- avoid unnecessary jargon and acronyms

Mae'r angen am gymeradwyaeth yr UDRh yn amser-gritigol

Mae angen i'r uwch dim rheoli basio'r cynnig yn fuan

- use 'chi' and 'ni'

Dylai ymgeiswyr ddychwelyd eu ffurflenni cais at y sefydliad erbyn XX/XX/202X

Anfonwch eich ffurflen gais atom erbyn XX/XX/202X

- 2.15 It may be helpful to encourage more Welsh-speaking staff to draft their written work in Welsh first, or bilingually. This may minimise the risk of translations that are too slavish and literal. Guidance on this can be found in our [bilingual drafting guide](#).
- 2.16 User testing is also effective in ensuring that language is clear and easy to understand. Some organisations do this successfully by listening to feedback and refining vocabulary.

Examples of good practice:

- **Trio writing** - [Trio writing](#) is a way of collaborating to develop content in two languages with the aim of ensuring that content is of equal standard and equally natural in both languages. This approach involves the translator in the process of developing material from the outset, adding a third person to produce it bilingually. More information about this can be found in our [case study](#).
- **Food Standards Agency** - the Food Standards Agency has developed and refined a glossary of food safety terms, which has since been standardised externally and added to the Welsh National Terminology Portal. It will be added to the website in due course, and the Agency has committed to continue to refine the terminology to ensure that it remains useful to those who use the terms from day to day
- **HM Courts and Tribunals Service (HMCTS)** - as part of its work to digitise forms for legal processes such as divorce, HMCTS held test sessions with users to ensure that the wording of the forms was understood by ordinary people, and several terms and sentences in the forms were changed as a result of this feedback. For example, '*cael perthynas y tu allan i briodas*' is used instead of the dated term '*godinebu*'.
- Use [BydTermCymru](#) - for all official documents, to avoid discrepancies or errors in terminology.

- **Test messages on websites and apps** - before launching, ask Welsh users to provide feedback on how clear and natural the website or app is.
- **Create a Welsh users panel** - to review new documents and forms.
- Use resources such as **Cysgliad** or **Ap Geiriaduron** - to ensure accuracy when drafting. Further details on the provision and resources available can be found on the website of Canolfan Bedwyr, Bangor University
<https://www.cysgliad.com/en/>

Operate bilingually where possible

- 2.17 Users have told us that they are keen to use Welsh materials but want to be able to check their understanding by referring to the English version.
- 2.18 As well as providing assurance for users, bilingual materials can also increase the prominence of Welsh and encourage people who would otherwise use English to try using Welsh.
- 2.19 Of course, not all kinds of materials will be suitable to produce bilingually, for example, lengthy documents. With websites, the language toggle can be used to switch back and forth between Welsh and English language pages. Some materials that work better when produced bilingually rather than in separate languages include:
- forms
 - posters
 - leaflets
 - letters.
- 2.20 Sending standard information to users bilingually saves money and effort as language choice does not need to be established each time. For example, some health boards send correspondence such as appointment letters bilingually as a matter of routine.
- 2.21 Our [bilingual design guide](#) includes suggestions on how to include the Welsh and English language in materials.

Staff training

- 2.22 Although systems and processes are important, staff are the public face of every organisation and have a direct influence on the language used by people. Good training is crucial to ensure that staff encourage the use of Welsh confidently and naturally.

Why is this important?

- The personal experiences of users are shaped by how staff greet them and respond to them.
- Positive staff behaviour may help to make Welsh feel like an easy and normal choice.

Elements to include in training:

Greet in Welsh and offer a Welsh language service	How to start a conversation in Welsh, and how to offer a Welsh service as default or proactively.
Support users if staff do not speak Welsh	Provide guidance for staff on the arrangements to follow when a Welsh speaker is unavailable e.g. transferring the call to a Welsh-speaking colleague or using a translation service.
Facilitate use amongst specific groups	Learners, people with simpler language needs, or digital users.
Use official resources	Provide spell-checking resources for staff and provide training on the use of Banc Termau Cymru (TermCymru) to ensure linguistic consistency in forms, correspondence and systems
Use the Working Welsh logo	Ensure that staff know how to use the Working Welsh logo e.g. on name badges or emails
Role-play sessions	Opportunities to practise real situations, e.g. receiving telephone calls or welcoming visitors.
Language awareness	Provide specific training on language awareness or use digital resources and e-learning modules
Internal mentoring	Use experienced staff to support others to use Welsh at work.

3 Providing information about Welsh language services

- 3.1 Users have told us that they are keen to see Welsh language services being celebrated and promoted more prominently by organisations across Wales.

“When there's some kind of event in college, everyone knows about it because there are posters everywhere. Welsh language services should be promoted in the same way.”

“I think we need to celebrate the services which are now available in Welsh and share successes.”

Comments made in discussion groups [translated]

- 3.2 Research commissioned by us shows that 81% of survey respondents say that they are more likely to use Welsh language services if organisations make it clear that such services are available. This highlights the potential for organisations to increase use by raising awareness. This can be achieved effectively by:

Websites

- Create a specific section within the organisation's website promoting Welsh language services, with clear information on how to use them.
- Use the [Promoting the Services of Public Organisations](#) page on the Welsh Language Commissioner's website. This is a dedicated page promoting the Welsh language services of organisations operating in Wales.

Social media

- Ensure that all of the organisation's social media accounts are available in Welsh, and that Welsh language content is not treated less favourably than English language content.
- Include a link from an English account to the corresponding Welsh account.
- Post positive messages about Welsh language services, using relevant hashtags (#DefnyddiadyGymraeg).
- Share success stories or the experiences of Welsh language service users.

Automated messages

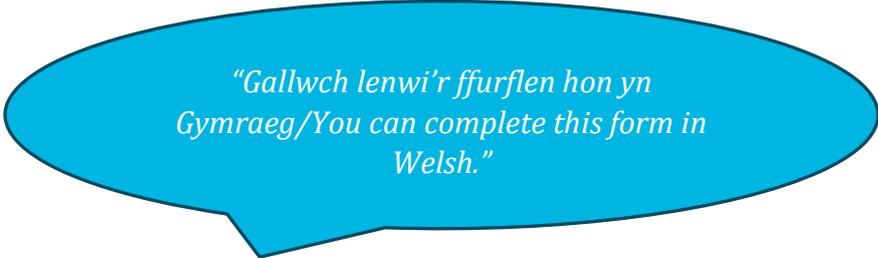
- Add a simple line to emails or text messages: “*Mae croeso i chi ddefnyddio'r Gymraeg gyda ni/You are welcome to use Welsh with us.*”

Signs and posters

- Display the Working Welsh logo in reception areas, on service desks and staff badges.
- Use prominent bilingual signs in public places.

Documents and correspondence

- Ensure that all written material shows clearly that Welsh may be used to communicate with the organisation.



*“Gallwch lenwi'r ffurflen hon yn
Gymraeg/You can complete this form in
Welsh.”*

Relevant standards – providing information about Welsh language services

- 3.3 One of the standards requires organisations to promote all the Welsh language services provided:

You must promote any Welsh language service that you provide and advertise that service in Welsh.

Welsh Language Standards

- 3.4 Organisations are required to inform people that services provided in English are also available in Welsh. This standard applies to all services, regardless of any specific standard relating to that service:

If you provide a service in Welsh that corresponds to a service you provide in English, any publicity or document that you produce, or website that you publish, which refers to the English service must also state that a corresponding service is available in Welsh.

Welsh Language Standards

- 3.5 Alongside this, a number of standards set out specific situations where people must be informed that a service is available in Welsh. You should refer to your

compliance notice to see exactly which standards apply to you. The table below includes examples of requirements and suggestions on how to meet them.

- 3.6 As with any other efforts to promote Welsh language services, the messages used should be simple, positive and engaging.
- 3.7 If you have a specific brand for promoting Welsh language services, you can use the associated brand or slogan at the point of delivery.
- 3.8 You can also use the Working Welsh logo in materials and on websites.
- 3.9 Here are suggestions on how to meet some of the service promotion requirements. (Similar requirements also apply to grant applications, tenders for contracts, and job applications.)

Promotion requirements	How to meet them
Include a statement welcoming correspondence in Welsh, and stating that corresponding in Welsh will not lead to delay, in correspondence and in materials inviting correspondence	<p>Display the statement prominently in correspondence and relevant materials, including every email signature – this requirement applies to all pieces of correspondence.</p> <p>Model statement: <i>“Mae croeso i chi ohebu â ni yn Gymraeg. Byddwn yn ateb yn Gymraeg ac yn sicrhau nad yw gohebu yn Gymraeg yn arwain at unrhyw oedi/ You are welcome to correspond with us in Welsh. We will respond in Welsh and ensure that corresponding in Welsh does not lead to any delay.”</i></p>
Inform callers to the main telephone number / helpline / call centre that a Welsh service is available	<p>This should be done at the first available opportunity. If you use an automated telephone answering service, or play pre-recorded information as people wait for their call to be answered, you can play a message informing them of the Welsh language service at that time.</p> <p>Otherwise, the individual answering the phone will have to inform them that a Welsh language service is available. This can be done through a specific statement, or by starting the conversation in Welsh.</p>
Inform callers that they can leave answer phone messages in Welsh	<p>Pre-recorded message with a statement such as <i>“Gallwch adael neges yn Gymraeg. Byddwn yn sicrhau na fydd hyn yn arwain at unrhyw oedi/ You may leave a message in Welsh. We will ensure that this will not lead to any delay.”</i></p>

<p>State clearly on English web pages that the pages in question are also available in Welsh, and provide a direct link</p>	<p>Display a language change button prominently on your website</p> <p>Statement or advertisement promoting the Welsh option</p> <p>Pop-up to encourage visitors to the English website to visit the Welsh site</p>
<p>State that Welsh may be used when advertising meetings</p>	<p>Prominent statement on agendas, invitations or advertising materials.</p> <p>Model statement: <i>“Mae croeso i chi ddefnyddio’r Gymraeg yn y cyfarfod. Byddwn yn trefnu gwasanaeth cyfieithu ar y pryd os bydd angen/ You are welcome to use Welsh in the meeting. We will arrange a simultaneous translation service if required.”</i></p>
<p>State in English documents and forms that Welsh versions are available</p>	<p>Prominent statement in the document or form, e.g. <i>“Fersiwn Cymraeg ar gael/A Welsh version is available”</i></p> <p>If the document in question is electronic, you can include a link to the Welsh version, e.g. <i>“Defnyddiwch y fersiwn Cymraeg yma!/Use the Welsh language version here!”</i></p> <p>Can the document/form be produced bilingually?</p>
<p>Display a sign welcoming the use of Welsh in reception areas, and ensure that Welsh-speaking reception staff are wearing badges</p>	<p>Prominent signs stating that people are welcome to use Welsh, e.g.</p> <p><i>“Croeso i chi ddefnyddio’r Gymraeg yma!/You are welcome to use Welsh here!”</i></p> <p><i>“Siaradwch Gymraeg gyda staff sy’n gwisgo’r bathodyn/Speak Welsh with staff wearing the badge”</i></p> <p><i>“Gwasanaeth cyflym ar gael yn Gymraeg/Prompt service available in Welsh”</i></p>

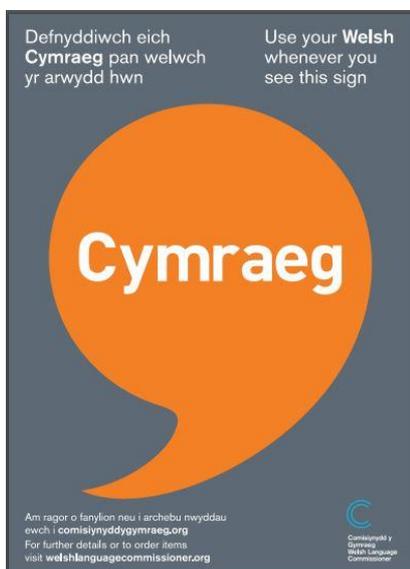
Working Welsh

“Having to ask someone to speak Welsh, and the possibility you may be refused, is awkward. If I see that they're wearing the Working Welsh badge, I'll speak Welsh immediately.”

“The logo is the easiest way to promote... Everyone recognises the logo.”

Comments made in discussion groups [translated]

- 3.10 Since its establishment in 2005, the Working Welsh brand is now recognised as one of the main ways of demonstrating that the Welsh language can be used and is a familiar symbol to users. Users have told us that seeing the orange logo gives them assurance that a Welsh language service is available, and encourages them to use Welsh with the organisation.
- 3.11 You can use the Working Welsh logo to promote Welsh language services, either as part of a campaign, or in order to draw attention to particular Welsh services.



- 3.12 You can [order posters and lanyards for free via our website](#) or by contacting the [National Centre for Learning Welsh](#). Promotional materials are also available to download on our website, such as a standard message to include in correspondence, as follows:



- 3.13 We can issue a license so that you can create your own materials using the Working Welsh logo if required. Gwent Police have introduced the logo in velcro form for staff to wear on their safety jackets, and the NHS have embroidered the logo on standard medical staff uniform across the service. Merchandise designating ‘Welsh Learner’ along with the logo is also available through the National Centre for Learning Welsh.
- 3.14 It is important not to use the logo if the service is not available. For example, we have heard of staff wearing clothing displaying the logo even though they do not speak Welsh. This can undermine people's confidence in the logo and the organisation alike.

Planning a campaign to promote Welsh language services

- 3.15 Organisations may promote all their Welsh language services through the same campaign or through a number of smaller but successful campaigns, throughout the year.
- 3.16 The following section provides guidance on how to plan your own campaign to promote some of your Welsh language services. A template action plan to promote Welsh language services can be found in Appendix 2.
- 3.17 **Identify audiences**
- You can choose to target any campaign at specific groups of people. It would be useful to carry out research to identify which types of people are not currently using Welsh-language services but who would be willing to do so with the right encouragement.
- 3.18 **Create a message**
- Effective slogans will be simple and positive, and will likely appeal to the target audience. You may choose to emphasise that:
 - ✓ improved or high-quality Welsh language services are available
 - ✓ more and more people are using Welsh language services
 - ✓ using Welsh language services is beneficial to the language.
- 3.19 **Use effective messengers**
- People are more likely to accept key messages if they are communicated by a trusted messenger. The most effective messenger will change depending on the message, for example:

- ✓ the organisation's corporate persona, to give the impression that the entire organisation is committed to delivering Welsh language services
- ✓ staff delivering the Welsh language service, to give assurance to people that staff are available to deal with them in Welsh
- ✓ role models - either someone well-known or ordinary people that users will be able to relate to - to convey the message that using Welsh language services is normal and positive.

3.20 **Choose suitable communication methods**

- For a campaign to reach as many people as possible, suitable methods must be chosen to communicate the message. This may include routine promotional methods such as:
 - ✓ social media
 - ✓ videos
 - ✓ promotion at events
 - ✓ advertisements in the press and media.
- Advertisements or brands may be included on the service's own materials too, for example, distributing a leaflet with letters to users, including an advertisement on forms, videos on websites, or a message with the campaign slogan on the answer phone service.

3.21 **Be interactive**

- Research suggests that efforts to change behaviour are more effective if people commit in writing or publicly to do something. An example would be encouraging people to commit to using Welsh language services on social media.
- You can also encourage people to share their experiences of using Welsh language services, so that others can see that services are available.

3.22 Although all Welsh language services need to be promoted, particular services can be prioritised for thorough promotion, or particular audiences may be targeted.

3.23 This may be particularly effective for services where there is significant potential to increase the use of Welsh language services, or where receiving Welsh language services would be beneficial to users. For example, Rhondda Cynon Taf County Borough Council have worked with the Urdd locally to highlight opportunities for children to undertake swimming lessons in Welsh.

Examples of successful service promotion campaigns

Case study: Dŵr Cymru Welsh Water

Welsh Water has undertaken a comprehensive campaign to encourage more customers to communicate with the company in Welsh and to sign up for Welsh language correspondence. The aim was to make Welsh language services more visible and appealing, ensuring that customers know that they can receive the same level of service in Welsh as in English. This included promoting the use of Welsh through telephone calls, emails, letters and the online chat service.

Over a few months, Welsh Water undertook an extensive social media campaign, posting messages on all its digital channels highlighting the Welsh language services available.



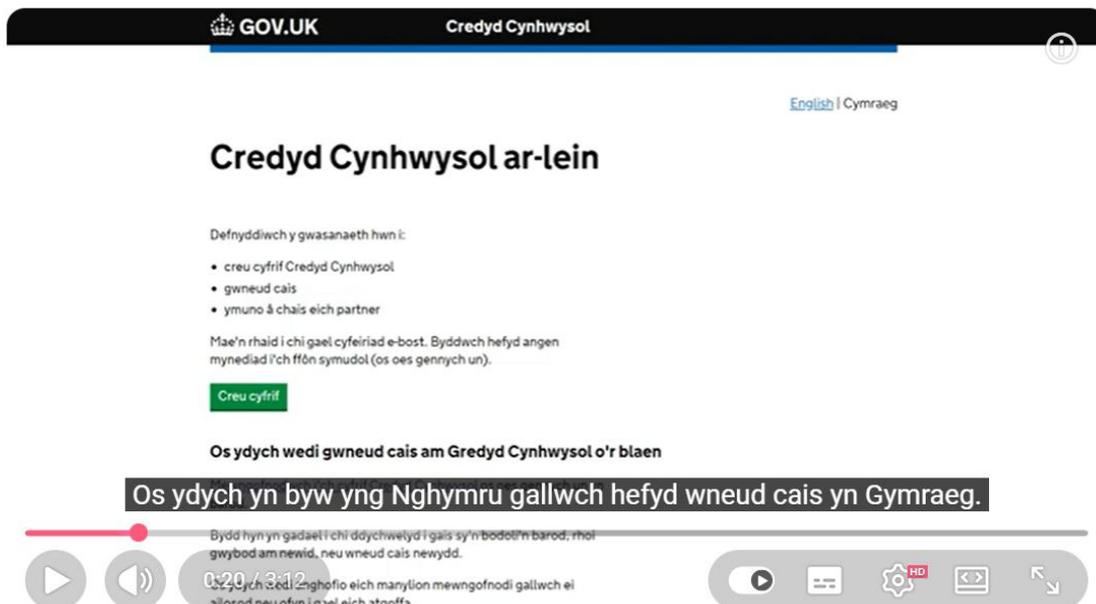
Case study: Department for Work and Pensions (DWP)

DWP undertook a comprehensive campaign to increase awareness of its Welsh language services and ensure that more claimants are aware that they can deal with the department in Welsh. Its aim was to increase the number of applications made in Welsh for Pension Credit and Universal Credit. This was done through campaigns on social media and in national events.



Two new Welsh language videos were produced as part of the Moving to Universal Credit campaign that once again showed how to submit an application in Welsh and gave assurance about the simplicity of the process.

[Cadwch bethau i fynd trwy Symud i Gredyd Cynhwysol \(youtube.com\)](https://www.youtube.com/watch?v=ZaTh50TKuRa)



Following the campaign, a 400% increase was seen in the number of applications submitted in Welsh.

Case study: Wales Millennium Centre

Wales Millennium Centre chose to promote the use of a Welsh chatbot and the Welsh language pages of its website. Its objectives were to increase the use made of the Welsh side of its website and the number of people making contact through the Welsh chatbot/webchat.

First of all, data was collected on the use of the chatbot and visits to the Welsh pages of the website from 2023/24 to establish a baseline for the number of users and frequency of use.

Identifying the shows most likely to attract a higher number of Welsh speakers, the Welsh language box office service was promoted by including a link from the English page encouraging people to go to the Welsh version.

[Want to continue your order in Welsh? Click here](#)

As part of the campaign, a number of messages were posted on the Centre's social media accounts encouraging Welsh speakers to follow the Centre's Welsh language account along with a [video](#) to promote the Welsh language chatbot service:



The data collected by the Centre also confirmed that the number of Welsh language chats on the chatbot increased during the campaign.

‘Defnyddia dy Gymraeg’ (Use your Welsh) campaign

3.24 “Defnyddia dy Gymraeg” is an annual national campaign held by the Commissioner aimed at encouraging people across Wales to use Welsh confidently and naturally in all aspects of their lives. The campaign is based on the Commissioner's vision of a Wales where everyone can live their life through the medium of Welsh, and it's one of the main ways of raising awareness of the Welsh language services available to the public. By promoting these services clearly and consistently, organisations play a crucial role in enabling people to use the language with the confidence and assurance required.

Why is the campaign important?

3.25 The Commissioner's regulatory work means that public organisations are required to provide services in Welsh in accordance with the Welsh Language Standards or Language Schemes. At the same time, the promotional work done by businesses and charities through the ‘Cynnig Cymraeg’ (Welsh Offer) ensures that more and more services are also available in the private and third sectors. However, this is about more than simply providing services - speakers must be aware of the services available and feel confident to use their Welsh when accessing these services. This is precisely the aim of the campaign: to ensure that people in Wales know where, when and how to use Welsh, and feel that they are supported to do so every day.

How can organisations take part?

3.26 “Defnyddia dy Gymraeg” provides an opportunity for all organisations - be they public bodies, businesses, charities or small local companies - to draw attention to the Welsh language services that they offer. By taking part in the campaign, organisations can showcase good practice, encourage customer use, and demonstrate their commitment to create adequate and equal experiences for all. Organisations can use campaign materials, promote opportunities to use Welsh online and face to face, and ensure that their staff are aware of the Welsh language services available and how to provide them confidently.

Positive effect of taking part

3.27 By contributing to the campaign, organisations can widen the engagement of Welsh language customers, improve user experiences, and raise the profile of their Welsh language services. The campaign helps to normalise Welsh in workplaces, businesses and public services, creating an environment where the Welsh language is visible, accessible and used naturally. Ultimately, taking part forms part of a wider investment in Welsh communities and supports the national aim of increasing daily use of the language.

Encouraging daily use

3.28 Welsh can be used in all situations - at work, at home, in the shop, over the phone, in emails, on social media and in any contact with services. By taking part in the campaign, organisations enable and encourage individuals of all ages and backgrounds to use their Welsh, regardless of confidence or fluency. The more that Welsh is seen and heard, the more naturally people will use it.

Call to action

- 3.29 3.38 The Commissioner works with organisations across Wales to draw attention to Welsh language services and to promote what can be achieved when organisations make a positive commitment to the language. If you are an organisation providing any kind of service in Wales, the “Defnyddia dy Gymraeg” campaign is an opportunity to be part of the national effort to raise awareness, expand provision and increase the use of Welsh. By taking part, you are contributing directly to ensuring that people in Wales can live their lives bilingually and confidently.
- 3.30 The campaign’s annual conference is held in the autumn term, providing an opportunity to discuss and learn about good practice in promoting and encouraging the use of the Welsh language. Further information about the conference and how to register will be available on the Commissioner’s website.

4 Learning about user behaviour

Measuring progress

- 4.1 When promoting Welsh language services, it is useful to measure the success of interventions, collecting local data on the impact of various efforts to increase use.
- 4.2 One method of doing this is to establish a baseline:
 - collect data on the level of use before the intervention
 - deliver the intervention (e.g. change service design, or promote the service differently)
 - collect data on the level of use after the intervention.
- 4.3 Another method is a controlled experiment:
 - divide users into two groups or more;
 - deliver the intervention for all groups except one;
 - measure and compare levels of use within the different groups.
- 4.4 As well as quantitative data on the number of people using Welsh language services, it may be useful to ask users for qualitative feedback to establish what is likely to compel them to change their habits.
- 4.5 It may be useful for organisations to set a target for increasing use. For example, Welsh Water have a target to increase the number of customers signing up to receive correspondence in Welsh from the company to 25,000.

Research into user needs

- 4.6 It appears from our research and observed experiences from working with organisations, that the biggest challenge for organisations is changing user behaviour.
- 4.7 Before introducing any changes, it is crucial to understand what influences individuals when deciding to use Welsh language services. Without this knowledge, it is difficult to design services that encourage people to use Welsh.
- 4.8 Organisations should consider undertaking their own research in such situations. There are several advantages to doing this on a local rather than a national level:
 - **Better value for money** – research into linguistic behaviour can be combined with wider user research.
 - **Use of real experiences** – observe users in real situations, making practical, evidence-based changes.

- **Focus on specific needs** – modify the research to the organisation's user profile.

Ideas for simple and cost-effective methods:

- **Short online survey** – ask simple questions about preferred language and barriers to using Welsh.
- **Focus groups** - discuss user experiences and collect ideas about how to improve.
- **Shadow users** – observe how people interact with services, e.g. online or in a reception area.
- **Message testing** - display language options on a website or app and ask which one is more attractive.
- **Use existing data** - analyse language use patterns in telephone calls, emails or forms.
- **Welsh users panel** - establish a group of users to provide regular feedback on services.
- **Incentives for taking part** - e.g. vouchers or small prizes to encourage people to take part in a survey or experience.

Researching user habits and needs

Discussion groups

- Gather groups of around 6-12 users
- Open invitation or target specific user groups
- Structured informal conversation facilitated by a member of staff
- Ask about experiences and views
- Prompts or resources may be used to stimulate discussion

Role play

- As discussion groups, but with more interactive elements
- Create realistic service delivery scenarios
- Ask attendees to behave as they would naturally in these situations
- Reflect on the role play exercise with attendees

Observation

- Access real service delivery situations, e.g. listen in to telephone calls in a contact centre, or contact at reception areas
- Record the behaviour of the service's real users in terms of language choice and the factors affecting this

Direct questions

- Encourage front line staff to ask specific questions to real customers, e.g. by adding a clause to service delivery scripts
- For example, users on the English telephone line could be asked whether they speak Welsh and if so, why they chose to use the English service rather than the Welsh service

User survey

- A number of organisations ask for their users' opinions via surveys, e.g. residents panel, and general /service-specific online surveys
- These exercises can be used to collect information about people's habits and needs in terms of using Welsh language services

Examples of questions which could be asked:

“Do you contact us in Welsh? If not, why?”

“Do you know which of our services are available in Welsh?”

“What would make you more likely to use services in Welsh?”

Quantitative research

The approaches identified in the previous section for measuring progress – establishing a baseline and controlled trial – can also be used to learn about user habits and needs.

They allow us to measure how people's behaviour changes as we modify stages in the service delivery process.

Appendix 1: applying the MINDSPACE framework to Welsh language services

Influence	Applications to promote Welsh language services
<p>Messenger We are heavily influenced by who is communicating information</p>	<p>It is important that messages are communicated by a trusted individual. A number of factors can lead to trust, for example, authority, affection, expertise or empathy.</p> <p>Organisations can take advantage of this by communicating that they are fully committed to delivering Welsh language services – the organisation itself is best placed to speak with authority about its own services. This can be done through general communication or through encouraging all members of staff to highlight the availability of Welsh language services.</p> <p>Organisations may also use other individuals that they trust or identify with – role models, peers, or people in similar situations – to communicate messages.</p>
<p>Incentives Our response to incentives is shaped by predictable mental shortcuts, such as loss avoidance</p>	<p>For users, losses may include losing time through delay, or being treated less favourably in terms of the process outcome. Therefore, people must be given assurances that Welsh language services are easily available and that using them will not lead to any disadvantage.</p> <p>Organisations may also consider using positive incentives, for example, stating that applications submitted in Welsh will be processed quicker.</p>
<p>Norms We are heavily influenced by what others do</p>	<p>Organisations should communicate the following:</p> <ul style="list-style-type: none"> o that delivering Welsh language services is the norm – that using Welsh is not an exceptional option that requires special arrangements. o that increasing numbers of people are using Welsh, for example, by highlighting statistics that demonstrate progress or by encouraging people to share the fact that they use Welsh. o that using Welsh is the socially-acceptable thing to do (e.g. by using emojis or other positive messages for the Welsh language options, or presenting the Welsh language using a more prominent font or position) .
<p>Defaults We go with the flow of pre-set options</p>	<p>As far as is possible, organisations should offer services in Welsh without the user having to change course or take additional steps, even if that means that the user has to change course or take additional steps in order to use English.</p>

<p>Salience</p> <p>Our attention is drawn to novel things that seem relevant to us</p>	<p>The fact that organisations have invested in their Welsh language services recently creates an opportunity to promote the improvement seen.</p> <p>Many Welsh speakers will assume, based on previous experiences, that Welsh language services are not available or are of poor quality, and therefore organisations can actively set out to show that things have changed.</p>
<p>Priming</p> <p>Our actions are often influenced by subconscious cues</p>	<p>Very minor things can influence people's assessment of the likelihood that Welsh language services are available. For example, users have referred to the language of greeting, the language of conversation between organisation staff, the language of music played while waiting for a call to be answered, signs in reception areas, which language appears first when pulling a letter from an envelope, and so on. Organisations should pay very close attention to user experience in its entirety, ensuring visual and audible cues lead people to use Welsh.</p>
<p>Affect</p> <p>Our actions can be shaped by our emotional associations</p>	<p>Messages relating to using Welsh language services can be tied to positive feelings people have about their attachment to the language.</p> <p>The language used can sometimes give people the impression that the service was not created for 'people like them', and therefore changes should be made to diction and vocabulary to make them feel more comfortable.</p>
<p>Commitments</p> <p>We seek to be consistent with our public promises and to reciprocate actions</p>	<p>Organisations can encourage users to make a commitment (to the organisation, or to each other) to use Welsh.</p> <p>People's desire for reciprocity can be capitalised upon by greeting and initiating contact in Welsh, making Welsh speakers more likely to continue with the contact in Welsh.</p>
<p>Ego</p> <p>We act in ways that make us feel better about ourselves</p>	<p>Organisations can emphasise the positive impact of using Welsh language services on the use of Welsh in general.</p>

Appendix 2: Template action plan for promoting Welsh language services

Objective A brief description of what you want to achieve	Actions Identify the actions that need to be taken	Timetable State by when actions should be completed	Who will be responsible? Identify the officers / departments / teams who will be responsible for the actions	Targets / Performance indicators Identify any data that will be collected and targets that you will work towards



Comisiynydd y
Gymraeg
Welsh Language
Commissioner

Caernarfon Office

Unit 2, Bloc

Victoria Dock

Caernarfon

LL55 1TH

0345 6033 221

post@cyg-wlc.cymru

[@welsh](https://twitter.com/welsh)

languagecommissioner.wales