



Comisiynydd y
Gymraeg
Welsh Language
Commissioner

Language Officer's support pack: Guide to conducting internal monitoring surveys



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1 Purpose of the guide

The purpose of this guide is to outline the main areas that organisations can inspect internally to ensure that services comply with the requirements of the Welsh Language Standards or commitments within Welsh Language Schemes. The guide identifies the relevant areas and explains how to conduct 'mystery shopper' style survey.

Such surveys are intended to:

- collect data on compliance levels
- ensure consistency in the way services are delivered
- assist organisations in identifying any compliance deficiencies or systemic problems, in order to be able to address them appropriately

2 How to use this guide

The following table contains a list of relevant areas or annual indicators, together with the basis for their inclusion. The areas listed focus mainly on public-facing services. However, other areas are also covered, such as advertising vacant posts.

The guide is structured into specific sections for each of the indicators listed in the table. Each section includes:

- detailed instructions on how to plan the survey;
- an explanation of what needs to be checked;
- guidance on developing a template to record results; and
- clear instructions for the individuals acting as 'mystery shoppers'.

In addition, each section provides practical advice on how to conduct the survey effectively, including general tips on the process and on the correct recording of results. Each section also sets out how to:

- report the findings;
 - analyse the data collected; and
 - draft appropriate recommendations to address any identified compliance deficiencies.
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3 Yearly indicators

These are the indicators that can be reported annually and the basis for them.

	Indicator	Basis
1	Telephone calls	5 phone calls to the organisation's main number or individual departments
2	Correspondence	10 Welsh medium e-mails and 10 English medium e-mails sent to the organisation's general enquiries account or individual departments
3	Reception Services	3 visits to the organisation's reception
	Self-service machines	Check 3 different self-service machines
4	Website	15 pages on the organisation's website / websites
5	Social media	10 posts on each social media platform used.
6	Corporate Identity	5 different examples
7	Publicity	10 examples of publicity (e.g. poster, video, advertisement)
8	Documents and forms	10 documents and 5 forms
9	Advertising vacant posts Categories of need for Welsh language skills: • Percentage of jobs with Welsh language skills essential. • Percentage of jobs with Welsh language skills desirable. • Percentage of jobs where learning Welsh is needed. • Percentage of jobs with Welsh language skills not necessary.	Up to 15 job advertisements

4 Conducting monitoring surveys

This section provides practical step-by-step guidance on conducting internal monitoring surveys within your organisation.

Example templates for recording data from these surveys can be downloaded here: [monitoring-spreadsheet-template.xlsx](#).

You may download and adapt these spreadsheets for use in your own individual surveys.



Telephone services

Planning the Survey:

Selecting the service and phone numbers

- As a starting point, the focus should be on the organisation's main telephone number(s), extending the survey to departmental hotlines over time.

Create realistic scenarios

- The scenarios should be kept simple and easy to understand, without creating an unnecessary burden on the individual.
- Try to base the scenarios on the most common queries you receive, to ensure their relevance and usefulness.

Clear instructions to the mystery shopper

- When making the call, the individual should try to speak only in Welsh, doing so in a polite and respectful manner.
- It should be noted if the person answering is unable to speak Welsh, and whether they offer to forward the call directly to someone else who can.

Templates or forms to record the results

- A simple template or form should be developed to record the relevant information.

Conducting the Survey

Calls at different times

- At least 5 calls should be made to the same number over a specific period.
- Try to make the calls at different times of the day (e.g., in the morning, lunchtime, and in the afternoon) to reflect realistic conditions.

Fill in the template or registration form

- Details such as the language of the individual, the language of any automated messages, length of waiting time, quality of service, and professionalism of staff should be noted.

Reporting and Analysis:

Data collection and analysis

- General trends and areas where improvement is needed should be identified.

Identifying Good Practice

- Details of any good practice identified should be recorded.

Identify shortcomings and recommendations

- Findings should be shared with relevant staff.
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- A summary report should also be shared with the Senior Management Team, including recommendations for action.



Correspondence

Planning the Survey:

Select the service and enter the relevant email addresses

- Start with the organisation's main public e-mail address.
- Gradually extend the survey to departmental addresses over time.

Create realistic scenarios

- The scenarios should reflect common enquiries from customers or the public.
- Keep the content concise, clear and polite.

Clear instructions to the mystery shopper

- Use a neutral or fake email address (if appropriate).
- Provide standard text for the queries, ensuring that the message is natural.
- Please send all enquiries in Welsh and English, keeping the content equal.
- Use different email addresses for both languages in order to avoid direct contact between queries.

Templates or forms to record the results

- A simple template or form should be developed to record the relevant information.

Conducting the Survey

Send emails at different times

- Send at least 10 enquiries in Welsh and 10 in English over a period of one month.
- All Welsh enquiries should have a corresponding query in English sent at about the same time.
- Keep a record of the exact emails sent.
- Use different email addresses for both languages in order to avoid contact between queries.

Fill in the template or registration form

- Record the response time, quality of service, and use of the Welsh language.
- Keep copies of the responses for analysis purposes.

Reporting and Analysis:

Data collection and analysis

- Identify trends and areas for improvement, including:
 - How often the Welsh language is used
 - How fast is the response
 - Quality of responses

Identifying Good Practice

- Details of any good practice identified should be recorded.

Identify shortcomings and recommendations

- Share the findings with relevant staff.
 - Use the data to inform training and communication policies.
 - Submit a summary report to the Senior Management Team.
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Reception services (and self-service machines)

Planning the Survey:

Select the service and enter the relevant email addresses

- Start with the organisation's main sites that have a reception service.
- Ensure that the locations represent a range of services or geographical areas.

Create realistic scenarios

- The scenarios should include common queries (e.g. asking for information, address, or using a specific service).
- The mystery shopper should behave like a member of the public, not revealing the purpose of the visit.

Clear instructions to the mystery shopper

- The individual should:
 - Speak Welsh first, politely and naturally
 - Indicate if staff are able to respond in Welsh or offer to transfer
 - Noticing bilingual signs (or lack thereof)
 - Attempt to use any self-service machines available (e.g. registration screens, ticket machines)
 - Indicate if the interface on the machine is available in Welsh and is easy to use

Templates or forms to record the results

- A simple template or form should be developed to record the relevant information.
- The template should include sections for:
 - Date and time of visit
 - Language of greeting and service
 - Courtesy and professionalism of staff
 - Presence and quality of bilingual signs
 - Accessibility and bilingualism of self-service machines
 - Additional comment.

Conducting the Survey

Conduct three visits at different times

- A minimum of 3 visits should be carried out over a period of one month.
- The visits should take place at different times of the day (morning, afternoon, lunch time).
- A detailed record of the experience should be kept on each visit.

Fill in the template or registration form

- Record the experience in detail, including any problems or positive examples.
- Keep pictures of signs or machines if possible (if appropriate and discreet).

Reporting and Analysis:

Data collection and analysis

- Identify trends and areas for improvement, including:
 - Availability and use of Welsh by staff
 - The presence of bilingual signs
 - Accessibility and usability of self-service machines
 - Courtesy and professionalism of the service
-

Identifying Good Practice

- Details of any good practice identified should be recorded.

Identify shortcomings and recommendations

- Share the findings with relevant staff.
- Use the data to improve training, signage, and digital infrastructure.
- Submit a summary report to the Senior Management Team.



Website

Planning the Survey:

Select the website and 15 pages to inspect

- Select a combination of key pages (e.g. home page, links, services, news, etc.).
- Ensure that the pages represent a range of content and functions.

Create clear assessment criteria

- The criteria should include:
 - Availability and standard of Welsh
 - Language consistency across the page
 - Translation quality (if applicable)
 - Accessibility
 - Organisation and accuracy of information
 - Links working correctly
 - Presence of key content (e.g. contact information, forms, documents)

Clear instructions for those conducting the survey

- The individual should assess each page independently using the same criteria.
- Navigate to the page through the English version of the website, then check if there is a 'change language' button available, and if the page is equal on the Welsh language side of the website.
- Any technical problems or language issues should be noted.

Templates or forms to record the results

- A simple template or form should be developed to record the relevant information.
- The template should include sections for:
 - Name and URL of the page
 - Was it possible to change the language of the page
 - The standard of the Welsh language page compared to the English
 - Accessibility
 - Comments on content, organisation and links
 - Additional comments or recommendations

Conducting the Survey

Rate the 15 pages

- The pages should be assessed on different devices if possible (e.g. computer, mobile phone).

Fill in the template or registration form

- Any language, accessibility or content issues should be noted.
- Screenshots should be kept if evidence of specific problems is required.

Reporting and Analysis:

Data collection and analysis

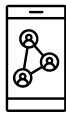
- Identify trends and areas for improvement, including:
 - How easy it is to navigate the site
 - How accessible the content is for everyone
 - Do the links work properly and go to Welsh language pages?
 - Are the interface and menus available in Welsh?

Identifying Good Practice

- Details of any good practice identified should be recorded.

Identify shortcomings and recommendations

- The findings should be shared with the communications team or digital team.
- The information can be used to improve the content, design and accessibility of the website.
- Submit a summary report to the Senior Management Team.



Social Media

Planning the Survey:

Select the accounts and 10 posts to inspect

- Select the organisation's official accounts on relevant platform(s) (e.g., X, Facebook, Instagram, TikTok etc.).
- The survey can be extended to include departmental sub-accounts with time.

Create clear assessment criteria

- The criteria should include:
 - The presence and standard of the Welsh language
 - Language compatibility (if the post is bilingual, are the two versions equal?)
 - Quality of content (clarity, usability, tone)
 - Accessibility (e.g., alternative text on images, use of emojis, contrast)
 - Accurate links or contact information

Clear instructions for those conducting the survey

- The individual should assess each post independently using the same criteria.
- It should be noted which platform is being assessed and the date of publication.
- If there are separate Welsh and English accounts, the English account should be checked and then try to find the same message on the Welsh account to ensure consistency.
- Any language, accessibility or content issues should be noted.

Templates or forms to record the results

- A simple template or form should be developed to record the relevant information
 - The form should include sections for:
 - Date and link to the post
 - Standard of Welsh
 - Accessibility and visual presentation
-

Conducting the Survey

Assess the 10 posts across a given period

- Posts of different types (e.g., video, image, link, text only) should be included.

Fill in the template or registration form

- Any language, accessibility or content issues should be noted.
- Screenshots should be kept if evidence of specific problems is required.

Reporting and Analysis:

Data collection and analysis

- Identify trends and areas for improvement, including:
 - How consistent is the use of the Welsh language
 - How accessible the content is
 - Do the links work properly and lead to Welsh language pages?
 - Are the hashtags available in Welsh?

Identifying Good Practice

- Details of any good practice identified should be recorded.

Identify shortcomings and recommendations

- The findings should be shared with the communications team or social media team.
- The information may be used to improve the content, language and accessibility of future posts.
- Submit a summary report to the Senior Management Team.



Corporate Identity

Planning the Survey:

Select the 5 examples to inspect

- Choose 5 types of material that represent the brand; e.g.:
 - Poster or printed advertisement
 - Digital use of the organisation's logo; e.g., website, social media etc
 - Official document (e.g., letter, report, information sheet)
 - Make sure the materials are varied in form and context.

Create clear assessment criteria

- The criteria should include:
 - Consistent use of logo, colours and fonts
 - Attendance and standard of Welsh (if applicable)

Clear instructions for those conducting the survey

- The type of material, date of publication (if applicable), and context should be stated.
- The use of the brand across the three examples should be compared to assess consistency.
- Any visual, language or inconsistent messaging problems should be noted.

Templates or forms to record the results

- A simple template or form should be created indicating all the information that needs to be entered.
-

Conducting the Survey

Assess the 5 examples in detail

- Materials should be selected from different channels or contexts.
- All should be assessed against the same criteria to ensure consistency.

Fill in the registration form

- Any problems or examples of good practice should be identified.
- A copy or screenshot of the items should be kept for analysis purposes.

Reporting and Analysis:

Data collection and analysis

- Trends and areas for improvement should be identified, including:
 - Visual consistency
 - Quality of the Welsh language

Identifying Good Practice

- Details of any good practice identified should be recorded.

Identify shortcomings and recommendations

- The findings should be shared with the communications or marketing team.
- The information can be used to update brand guidelines or improve training.
- Submit a summary report to the Senior Management Team.



Publicity Materials

Planning the Survey:

Select the 10 examples to inspect

- Choose 10 examples of publicity material that represent the organisation, such as:
 - Poster or printed advertisement
 - Information leaflet or flyer
 - Digital banner or online graphic
 - Advertising material and video and audio clips on a website, app or social media
- Ensure that the materials represent different channels or purposes (e.g., event promotion, service advertising, awareness campaign).

Create clear assessment criteria

- The criteria should include:
 - the material's language order
 - the standard and quality of the material
 - clarity and accuracy of the material
 - content of the material

Clear instructions for survey takers

- The type of material, the date of publication (if applicable), and the context (e.g., where it was viewed or distributed) should be indicated.
- The use of Welsh and English should be compared if the material is bilingual.
- Any language, accessibility or inconsistent messaging problems should be noted.

Templates or forms to record the results

- A simple template or form should be created indicating all the information that needs to be entered.
-

Conducting the Survey

Assess the 10 examples in detail

- Materials should be selected from different channels or contexts.
- All should be assessed against the same criteria to ensure consistency.

Fill in the registration form

- Any problems or examples of good practice should be identified.
- A copy or screenshot of the items should be kept for analysis purposes.

Reporting and Analysis:

Data collection and analysis

- Trends and areas for improvement should be identified, including:
 - Visual consistency
 - Quality of the Welsh language

Identifying Good Practice

- Details of any good practice identified should be recorded.

Identify shortcomings and recommendations

- The findings should be shared with the communications or marketing team.
- The information can be used to improve the quality of materials in the future.
- Submit a summary report to the Senior Management Team.



Documents and Forms

Planning the Survey:

Select 10 documents and 5 forms to inspect

- Select 10 documents and 5 regularly used form such as: contact form or registers, or documents such as annual reports.
- Make sure the materials represent different forms of interaction with the public or customers and aligns with what you are required to provide.

Create clear assessment criteria

- The criteria should include:
 - The presence and standard of the Welsh language
 - Consistency with corporate identity (logo, colours, fonts)
 - Accuracy and organisation of information
 - Accessibility
 - Easy to fill in or understand by the user

Clear instructions for survey takers

- The individual should assess each page independently using the same criteria.
- The type of document, its purpose, and the context of use should be indicated.
- The Welsh and English versions should be compared if available.
- Any language, accessibility or brand consistency issues should be noted.

Templates or forms to record the results

- A simple template or form should be created indicating all the information that needs to be entered.
 - The form should include sections for:
 - Description of item
 - Page name and URL (if applicable)
-

- Was it possible to change the language of the page if it was an online form or document?
- Does the English version include a statement saying that the document/form is also available in Welsh?
- The standard of the Welsh language page compared to the English
- Accessibility
- Additional comments or recommendations

Conducting the Survey

Assess the 10 documents and 5 forms

- Documents/forms should be selected from different contexts or sections.

Fill in the template or registration form

- Any problems or examples of good practice should be identified.
- A copy of the items should be kept for analysis purposes.

Reporting and Analysis:

Data collection and analysis

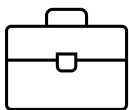
- Identify trends and areas for improvement, including:
 - Quality of the Welsh Language
 - How accessible the content is for everyone
 - Do the links work properly and lead to Welsh language pages?
 - Are the interface and menus available in Welsh?
 - Does the English version include a statement saying that the document/form is also available in Welsh?

Identifying Good Practice

- Details of any good practice identified should be recorded.

Identify shortcomings and recommendations

- The findings should be shared with the relevant teams.
- The information can be used to improve templates, translations and document presentation.
- Submit a summary report to the Senior Management Team.



Job advertisements

Planning the Survey:

Choose 15 job advertisements to inspect

- Select 15 job advertisements representing different levels or areas of work (e.g., administrative, management, executive positions).

Create clear assessment criteria

- The criteria should include:
 - Is the job advertised in Welsh?
 - Are the supporting documents available in Welsh?
 - Are the language requirements clearly stated on the advertisement and in supporting documents?
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- Does the advert and supporting documents state that the organisation welcomes applications in Welsh?
- Is the application form available in Welsh?
- Does the application enable a candidate to state in which language they would prefer the interview / assessment to be conducted in?

Clear instructions for those conducting the survey

- The individual should assess each advert independently using the same criteria.
- It should be noted where the job was found (e.g., on the organisation's website, recruitment platform, social media).
- The Welsh and English versions should be compared if available.
- Any language, accessibility or quality issues should be noted.

Templates or forms to record the results

- A simple template or form should be created indicating all the information that needs to be entered.
- The form should include sections for:
 - Title and reference of the job and the URL or location of the job
 - Recording any linguistic requirements (if any) including the level of Welsh language skills required
 - Does the advert contain a statement that you welcome to applications in Welsh?
 - The standard of the Welsh language materials should be compared to the English in terms of quality, accuracy and accessibility.
 - Additional comments or recommendations

Conducting the Survey

Assess the adverts

- Jobs should be selected from different areas or departments.

Fill in the template or registration form

- Any problems or examples of good practice should be identified.
- A copy or screenshot of the ads should be kept for analysis purposes.

Reporting and Analysis:

Data collection and analysis

- Identify trends and areas for improvement, including:
 - Quality of the Welsh language
 - How accessible the content is for everyone
 - Are the language requirements clearly stated

Identifying Good Practice

- Details of any good practice identified should be recorded.

Identify shortcomings and recommendations

- The findings should be shared with the HR or recruitment team.
 - The information can be used to improve job templates, translations and information presentation.
 - Submit a summary report to the Senior Management Team.
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5 Acting on the findings

Once the surveys have been completed and the results analysed, the findings should be considered as a whole in order to identify any trends, compliance gaps, or areas where good practice is evident. The data gathered should be used to inform decisions about any improvements that may be required and to support continuous improvement across the organisation.

Reviewing and Sharing the Findings

- A summary of the key findings should be prepared and shared with relevant staff, managers and officers.
- Examples of good practice should be highlighted alongside any areas of concern.
- Where recurring issues are identified across multiple service areas, consideration should be given to whether there are any underlying systemic or organisational factors contributing to the shortcomings.

Identifying and Promoting Good Practice

The purpose of these surveys is not solely to identify weaknesses or instances of non-compliance. They also provide an opportunity to recognise examples of good practice and areas where Welsh language services are being delivered to a particularly high standard. Organisations should consider how successful approaches can be shared and adopted more widely across other teams and departments. This may include:

- sharing examples of good practice through staff meetings, internal networks or communication channels;
- encouraging other teams to adopt approaches that have proven successful;
- using examples of good practice within training materials and internal guidance;
- building on existing strengths and developing them further to support continuous improvement.

Addressing Gaps and Areas of Non-Compliance

Where surveys identify compliance issues or gaps in service provision, appropriate action should be agreed to address them. Such actions may include:

- holding meetings with relevant teams or departments;
- providing training or additional support for staff;
- reviewing policies, procedures or internal guidance;
- making changes to systems, processes or communication materials;
- strengthening monitoring and quality assurance arrangements.

Developing an Action Plan

For any significant issues identified, an action plan should be prepared which clearly sets out:

- the actions to be taken;
 - who is responsible for delivering them;
 - timescales for implementation; and
 - how progress will be monitored and reviewed.
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Action plans should be reviewed regularly to ensure that agreed actions are completed and that measurable improvements are achieved.

Monitoring Progress

Future surveys should be used to assess whether the actions taken have had the desired impact. Ongoing monitoring helps to ensure continued compliance, supports the sharing of good practice, and contributes to a culture that actively promotes and supports the Welsh language throughout the organisation.

Key message: The purpose of these surveys is to provide evidence that supports continuous improvement. By identifying and sharing good practice, as well as addressing failures in compliance and areas of weakness, organisations can strengthen their Welsh language provision and improve the experience of service users.