



Comisiynydd y
Gymraeg
Welsh Language
Commissioner

Website monitoring surveys: Organisations implementing Welsh Language Schemes



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1 Introduction

- 1.1 This year, we have reviewed our arrangements for monitoring and regulating public organisation compliance with their language duties, to ensure that they are in line with the aims of the Strategic Plan and the Regulatory Outcomes published in 2024-2025.
- 1.2 As part of this review, we considered what alternative changes and methods were needed to maximise the use of our resources, and to promote compliance more proactively.
- 1.3 We wanted to develop monitoring and facilitation methods that would give us more certainty regarding organisation compliance. It was decided that monitoring surveys would be carried out every quarter, with results reported back to the individual organisations within that same quarter.
- 1.4 One of the key benefits of this monitoring method is that organisations are notified of any compliance issues in a timely manner throughout the year, giving them the opportunity to promptly implement appropriate solutions.
- 1.5 For organisations implementing Welsh language schemes this year, websites have been identified as a priority area. This is because websites are generally one of the main methods for providing information and services to the public. Previous surveys by the Commissioner over the last four years have shown that, although there has been some improvement with regard to compliance, only about 50% of the web pages of organisations implementing the Welsh language schemes complied with the requirements of those schemes.
- 1.6 This report provides an overview of findings from the monitoring surveys carried out on organisations implementing Welsh Language schemes, and presents recommendations for you to consider to ensure better compliance within your organisation. Although we carried out the survey on a sample of organisations only, the findings of this report, together with the recommendations, are relevant to all organisations implementing Welsh language schemes.

2 Methodology

- 2.1 A total of 21 organisations were reviewed during October and November 2025. These organisations implemented Welsh language schemes and were identified by the Commissioner as being of high or intermediate priority for monitoring purposes.
- 2.2 Organisations' websites were checked by starting with the home page, then exploring up to 14 additional pages at random.
- 2.3 During the reviewing period, a total of 304 web pages were checked, assessing the following:
 - was the page available in Welsh?
 - were the Welsh and English languages treated equally on the page?
 - were the Welsh and English languages treated equally on the home page?
 - did the organisation's corporate identity treat the Welsh and English languages equally across its pages?
 - did page links lead users to information in Welsh?

3 Findings

- 3.1 18 of the organisations that were reviewed had specific clauses relating to websites in their language schemes. Some of these language schemes have been revised relatively recently, with specific targets included in the action plans to increase the amount and scope of Welsh content on organisations' websites over the period of the current scheme.
- 3.2 The other three organisations did not have specific clauses relating to websites in their language schemes.
- 3.3 Some language schemes confirm that organisations will use scoring systems or priority criteria to determine what content will be available in Welsh. Other language schemes note that a specific section or page on the website will relate to the Welsh language and provide Welsh content.
- 3.4 Because content and language scheme commitments vary between organisations, the findings of the reviews do not necessarily reflect the level of compliance with those commitments. Instead, they reflect user experience of attempting to access information and services in Welsh on the organisations' websites.
- 3.5 The websites of 13 of the reviewed organisations (62%) were housed by the GOV.UK website platform. These organisations account for 193 of the pages checked as part of the survey. The other eight organisations (38%) had their own independent websites, and 111 pages were reviewed.

Web pages available in Welsh

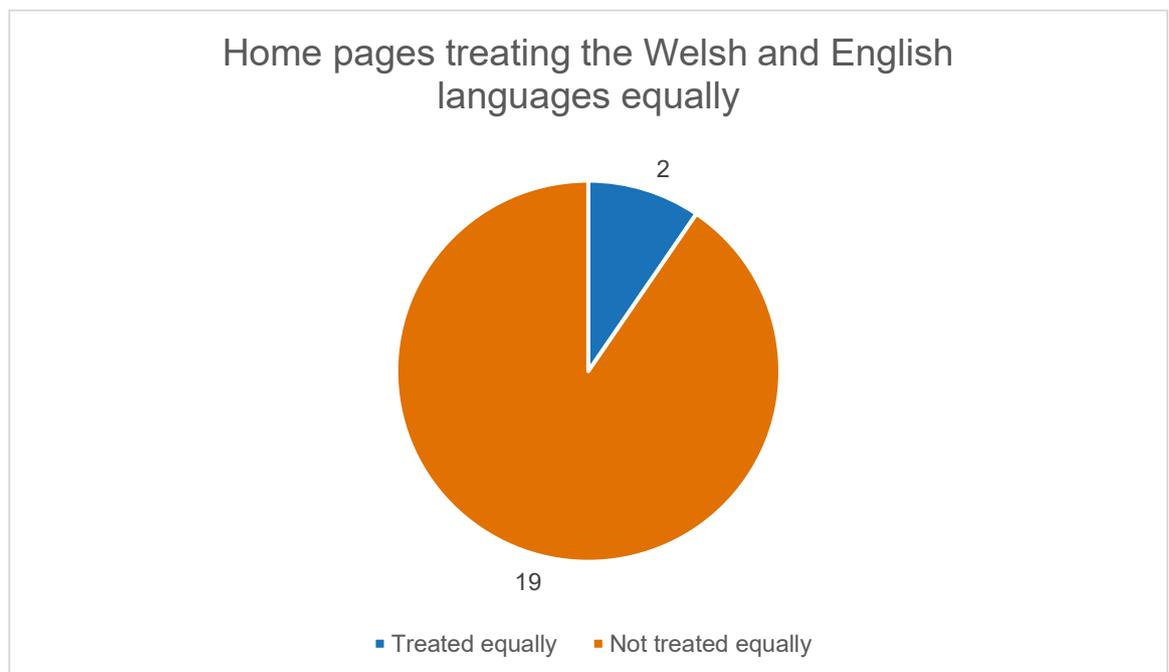
- 3.6 Of the 304 pages that were reviewed, 210 (69%) were available in Welsh. With regard to organisations with websites on GOV.UK, 154 were available in Welsh (80%). In contrast, only 56 pages were available in Welsh (50%) on the organisations' independent websites.

Treating the Welsh and English languages equally on web pages

- 3.7 Although there is an increase in the number and percentage of pages available in Welsh compared to previous years (54% in 2023-24 and 50% in 2024-25), this survey shows that the percentage decreases when assessing whether the Welsh and English languages are treated equally. Of the 210 pages available in Welsh, only 121 of them (58%) treated the Welsh and English languages equally. This means that the Welsh language was not treated equally on 42% of the pages where the Welsh language was available.
- 3.8 When considering the type of platform, 87 of the pages on GOV.UK (56%) treated the Welsh and English languages equally. This means 44% of the pages failed to ensure equal treatment. With regard to the independent websites, the Welsh and English languages were treated equally on 34 pages (61%).
- 3.9 The main reasons for failing to treat the Welsh and English languages equally was that some pages were English-only, or that links on Welsh language pages led to information in English. There were also other cases of supplementary content – such as videos, attachments, documents, and forms – being only available in English, undermining Welsh medium user experience.

Home pages treating the Welsh and English languages equally

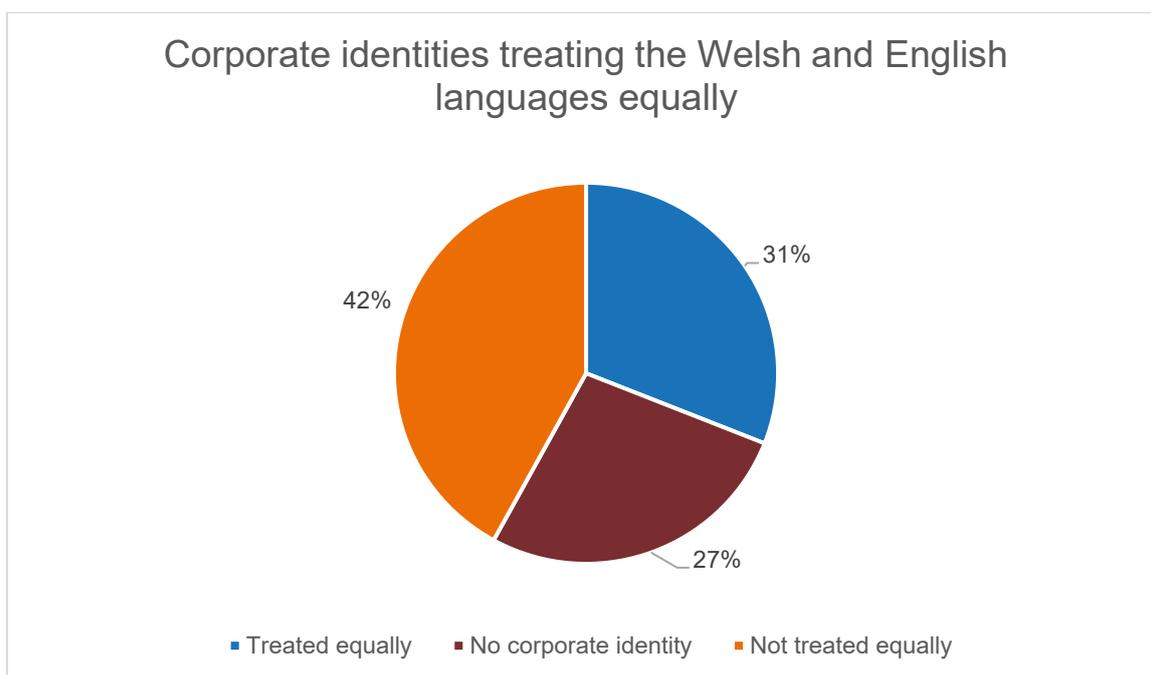
- 3.10 Of the 21 websites that were reviewed, only two home pages treated the Welsh and English languages equally. Both websites were those of organisations with independent websites.
- 3.11 The other 19 home pages did not treat the Welsh language equally with the English language. The variety seen was substantial, with 12 pages displaying a large amount of Welsh content. However, some amount of English content on those pages meant that both languages were not treated equally. It was noted that 11 of the 12 home pages with a large amount of Welsh content were found on GOV.UK, while the other was an independent website.
- 3.12 The other seven organisations had English-only home pages, two of which were on GOV.UK and another five on independent websites.
- 3.13 The main reason the home pages on GOV.UK did not treat the Welsh and English languages equally was that much of the information in the 'Y diweddaraf gennym' (Latest from ...) and 'Dogfennau' (Documents) sections was in English-only.



Corporate identities treating the Welsh and English languages equally

- 3.14 Of the 304 web pages that were reviewed, only 96 (31%) had a corporate identity (be that the organisation's logo or name) that treated the Welsh and English languages equally.
- 3.15 Another 81 pages (27%) of those reviewed on GOV.UK did not have any corporate identity at all. This is potentially a weakness with regard to GOV.UK, as so many pages, within a relatively small sample, did not have an element of organisational identification. This could potentially create uncertainty among users, whatever their language, if there is no clarity regarding whether they are progressing on the same organisation's website, or whether they have moved to another organisation's content within GOV.UK, without this being apparent.

3.16 As a result, 127 of all reviewed pages (42%) failed to treat the Welsh and English languages equally with regard to corporate identity. The main reason for this was that the organisation's logo or name was English-only.



Links on pages leading users to information in Welsh

3.17 Ensuring language continuation as users access pages and information on websites is crucial to ensure a complete Welsh medium experience. To this end, links on Welsh pages were checked to see if they led users to information in Welsh. 104 of the reviewed pages (34%) included links that led users to information in Welsh. A further 57 pages (19%) consisted of a mixture of links, some leading to information in Welsh and others to information in English.

3.18 This means that 120 of the reviewed pages included links to English-only information. In addition, 23 pages did not have any links.

4 Trends

4.1 Findings from previous Commissioner reviews, between 2021-22 and 2024-25, showed that website compliance has remained relatively consistent — around 50%. The table below confirms the percentages of web pages that complied with Welsh language scheme requirements over the last four years.

| 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|---------|---------|---------|---------|
| 52% | 37% | 54% | 50% |

4.2 As previously noted, the contents and commitments of the 21 language schemes that were surveyed vary significantly between organisations. Three organisations do not have a specific clause relating to websites in their language schemes. Although there is a relatively high number of pages available in Welsh, the figures decrease significantly when assessed regarding treating the Welsh and English languages equally. There appears to be a systematic issue with ensuring consistency within

Welsh pages and services. This can lead to a lack of confidence among Welsh speakers regarding using these services or pages in Welsh, and possibly Welsh websites more broadly.

- 4.3 The Food Standards Agency and Money and Pensions Service websites were seen to offer the most complete service in Welsh. Every reviewed page was available in Welsh for both organisations, and the Welsh and English languages were treated equally on every page, including the home page. Both organisations' corporate identities were seen to treat the Welsh and English languages equally, and every link on the reviewed pages led to information in Welsh. It should be noted that both organisations run their own independent websites.
- 4.4 Recently, the Money and Pensions Service has added a 'Iaith Gwaith' (Working Welsh) logo next to the 'Cymraeg' (Welsh) link on its main site, as well as to the HelpwrArian (MoneyHelper) sub-site. As a result, the 'Cymraeg' link is now more visible as the 'Iaith Gwaith' logo is widely recognised.
- [Money and Pensions Service](#)
[MoneyHelper](#)

Organisations with websites on GOV.UK

- 4.5 The most recent Commissioner report on organisations' performance, [Empowering the Welsh language through strong governance](#), confirms that many organisations whose websites are on GOV.UK noted that ensuring accessible Welsh content and that it's treated equally with English content continues to be a significant challenge. Although the number and amount of Welsh content available on GOV.UK has improved, the recent review work confirms that this challenge continues.
- 4.6 Among the organisations whose websites are on GOV.UK, the Department for Work and Pensions performed best, with 15 pages available in Welsh, 14 of which treated the Welsh and English languages equally. Many other organisations, including the Driver and Vehicle Licensing Agency, HM Land Registry, HM Revenue and Customs, the Wales Office, and the Office of the Public Guardian, also had a high number of pages available in Welsh. This demonstrates the work recently done by organisations to increase the Welsh language provision on their websites.
- 4.7 However, although a number of organisations whose websites are on GOV.UK were seen to have a high percentage of pages available in Welsh, that percentage decreases significantly when considering whether the Welsh and English languages are treated equally. The Commissioner is aware that many of these organisations have ensured direct access to the platform in order to add and modify their Welsh content. Management of some pages, however, is beyond the control of individual organisations and is the responsibility of the Government Digital Service (GDS).
- 4.8 With regard to home pages on GOV.UK, although many pages have a language choice option, the information and links in the 'Y diweddaraf gennym' (Latest from ...) and 'Dogfennau' (Documents) sections were in English-only. This could potentially give Welsh language users the impression that the Welsh version of the information on the website is not as up-to-date as the English version. In turn, this can lead to Welsh medium users switching to the English version.

4.9 Many links on Welsh language pages lead users to English text, despite there being a Welsh version of the text available in many cases by clicking a further link. Organisations should ensure, where a Welsh version of content exists, that Welsh links and pages lead directly to that content.

5 Conclusions and recommendations

- 5.1 The findings vary substantially across the different websites. Some organisations perform well, while others have many Welsh pages but with specific flaws that mean the Welsh language isn't treated equally with the English language in all cases. Overcoming these problems would lead to significant improvement in the Welsh medium user's experience and journey whilst using these websites.
- 5.2 It appears that a large amount of Welsh language content has recently been added to various websites. Despite this increase, organisations need to make sure that this content is presented in a way that ensures a clear and simple language continuation for Welsh users.
- 5.3 The Commissioner is aware that some limitations to the GOV.UK platform mean that some websites cannot currently be completely bilingual. The Commissioner will continue to work with the Government Digital Service (GDS) to try to tackle these limitations.
- 5.4 Based on the survey's findings, we present the following recommendations to organisations implementing Welsh language schemes:

Recommendation 1: Corporate identity

Organisations should carry out a comprehensive audit of their website pages to ensure their corporate identity treats the Welsh and English languages equally, including the organisation's name and logo. Where the organisation's name or logo isn't currently present on the page, organisations should take steps to ensure an appropriate element of corporate identity is included in the relevant language.

Recommendation 2: Links on Welsh pages

As part of the above audit, organisations should also check that links on Welsh pages lead users to information or services in Welsh, where that content is available. They should also ensure that any new pages created in Welsh, and which include links, lead users to information in Welsh.

Recommendation 3: GOV.UK and the Government Digital Service

The GDS needs to work with the relevant organisations that implement Welsh language schemes and have websites on GOV.UK to identify and tackle the main barriers to providing a completely bilingual service on the platform. This collaborative work should include specific consideration to issues such as ensuring that the 'Rhestr o wasanaethau Cymraeg' (List of Welsh services) link is in a prominent place on the GOV.UK home page, and making sure that the language choice option is consistently maintained as Welsh language users browse through GOV.UK pages.

Recommendation 4: Home pages on GOV.UK

The survey has brought a specific problem to light regarding the 'Y diweddaraaf gennym' (Latest from ...) and 'Dogfennau' (Documents) sections on GOV.UK. The content of these sections is primarily English, even on Welsh home pages. The content in these sections should appear in Welsh to ensure consistency with the rest of the Welsh home page.

Recommendation 5: New and amended Welsh language schemes

New and amended Welsh language schemes should include a specific section on increasing and strengthening the Welsh content on websites over the period of the scheme. Clear implementation steps, with a specific timetable within the language scheme's action plan, should be included to ensure these improvements are put to work effectively and in a measured way.

6 Appendices

Appendix A: Survey data

| | Total | Treating Welsh and English equally | Partially treating Welsh and English equally | Not treating Welsh and English equally |
|--|--|------------------------------------|--|--|
| Total of surveyed pages | 304 | | | |
| Web pages available in Welsh | 210 (69% of total) | | | |
| Web pages on GOV.UK available in Welsh | 154 of the 193 surveyed pages (80%) | | | |
| Independent website pages available in Welsh | 56 of the 111 surveyed pages (50%) | | | |
| Pages available in Welsh | | | | |
| Pages treating Welsh and English equally | 210 | 121 (58%) | | 89 (42%) |
| Pages on GOV.UK treating Welsh and English equally | 154 | 87 (56%) | | 67 (44%) |
| Independent website pages treating Welsh and English equally | 56 | 34 (61%) | | 22 (39%) |
| Home pages treating Welsh and English equally | 21 | 2 (10%) | 0 | 19 (90%) |
| Home pages on GOV.UK | 13 | 0 | 0 | 13 (100%) |

| | | | | |
|---|-----|--------------|---|--------------|
| treating Welsh and English equally | | | | |
| Home pages of independent websites treating Welsh and English equally | 8 | 2 (25%) | 0 | 6 (75%) |
| Corporate identities treating Welsh and English equally | 304 | 96 (31%) | 81 (27%) No corporate identity at all | 127 (42%) |
| Corporate identities on GOV.UK treating the Welsh and English equally | 193 | 66 (34%) | 81 (42%) No corporate identity at all | 46 (24%) |
| Corporate identities of independent websites treating Welsh and English equally | 111 | 30 (27%) | | 81 (73%) |
| Links leading users to information in Welsh | 304 | 104 (34%) | 57 (19%) | 143 (47%) |
| Links on GOV.UK leading users to information in Welsh | 193 | 67 (35%) | 47 (24%) | 79 (41%) |
| Links on independent websites leading users to information in Welsh | 111 | 37 (33%) | 10 (9%) | 64 (58%) |

Appendix B: Organisations involved in the survey

Department for Work and Pensions
Animal and Plant Health Agency
Food Standards Agency
Driver and Vehicle Licensing Agency
Valuation Office Agency
Health & Safety Executive
HM Land Registry
College of Policing
Judicial Appointments Commission
Charity Commission
Law Commission
National Savings and Investments
HM Revenue and Customs
Money and Pensions Service
Prison and Probation Service
Crown Prosecution Service
HM Courts and Tribunals Service
HM Prison and Probation Service
Wales Office
Office of the Public Guardian
Companies House