Promoting the use of Welsh language services

Good practice advice document

The Commissioner's good practice advice documents offer practical ideas for complying with statutory duties and promoting use of the Welsh language.

The advice documents refer to the requirements of specific statutory duties, but please note:

o Organisations that are not subject to the duties specified can apply the principles and examples to their own situation
o The advice documents do not legally bind organisations. Organisations must depend on their own legal advice in interpreting and implementing language duties
o The advice documents are not standards codes of practice under section 68 of the Welsh Language Measure. Therefore, it is not required to refer to the advice documents when considering the interpretation of the Welsh language standards. The Commissioner's codes of practice for Welsh language standards regulations are on the website (see section 1 of the codes of practice for the legal status of the codes).

Contents

Checklist

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

Step	In action?
Service design	
Consider what services can be offered in Welsh by default	
Make a proactive offer to use Welsh (when the service is not in Welsh by default)	
Include a positive message or logo when giving a language choice, to encourage people to use Welsh	
Always greet in Welsh	
Ensure that the Welsh language is visible and audible in all service delivery environments	
Ensure that style and terms make Welsh easy to understand, by: o reviewing materials and test them with users o encouraging staff to draft bilingually.	
Offer materials bilingually if possible	
Train staff on how to behave in a way that encourages people to use Welsh	
Let people know about Welsh language services	
Comply with the requirements to promote any Welsh language service, and advertise it in Welsh	
Comply with the requirements to state that any English language service promoted is also available in Welsh	
Comply with the specific requirements to inform people that services are available in Welsh, including: o statement in correspondence inviting contact in Welsh o informing people at the beginning of phone calls / in answer phone messages that they can use Welsh o clearly state that web pages are available in Welsh o state that Welsh can be used when advertising meetings o state that a Welsh version of documents and forms is available o display signs and badges in reception areas.	

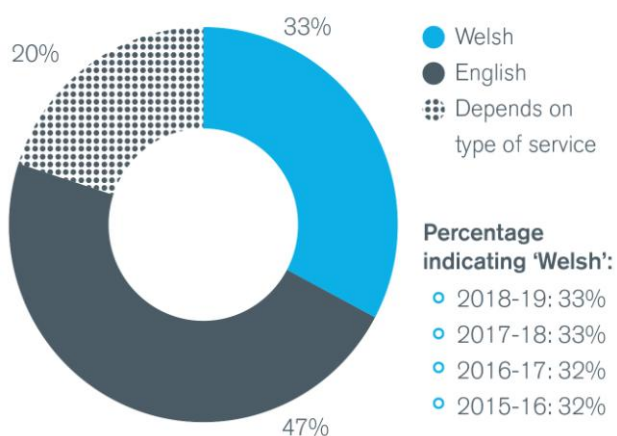| **Use Iaith Gwaith products**	
Conduct a general campaign to promote all of the organisation's Welsh language services	
Doing thorough promotion work for selected key services	
Identify specific audiences to target for promoting the organisation's Welsh language services	
Learn about user behaviour	
Collect local data on use of Welsh language services	
Monitor any change in usage data when changing the service design or promoting it in a different way	
Set specific achievable targets for increasing the use of Welsh language services	
Undertake local research into user habits and needs, for example: o discussion groups o role play o observation o direct questions o user survey o quantitative research.	

1 Background

What does it mean to promote the use of Welsh language services?

1.1 Promoting the use of Welsh language services means any efforts made by organisations to increase the use of Welsh language services. This advice document focuses on service design, raising user awareness, setting targets and collecting data.[1]

1.2 People's rights to receive Welsh language services are not dependent on the use made of those services, but increasing use can strengthen rights by enabling organisations to invest more in their Welsh language provision.

1.3 "Increasing the use of Welsh language services" is one of the aims of the Welsh Government's Cymraeg 2050 strategy, which states the need for "intelligent marketing", "a customer-centered approach", and an understanding of what would make more people use Welsh language services. "Promoting or facilitating the use of Welsh" is one of the objectives of the Welsh language standards.

Why do we need to promote use?

1.4 The information we currently have on usage levels is limited and fragmented, and there is no duty to collect or report the data. But there is a clear impression that the number of people choosing to use Welsh language services does not match the number who can speak Welsh.

1.5 For years we have been asking opinion poll respondents which language they would like to deal with public organisations, and the percentage stating 'Welsh' has always been a third.

Opinion survey: "What language would you prefer to use when dealing with public organisations?"

- ● Welsh
- ● English
- ▦ Depends on type of service

33%
20%
47%

Percentage indicating 'Welsh':
- 2018-19: 33%
- 2017-18: 33%
- 2016-17: 32%
- 2015-16: 32%

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[1]This advice doesn't deal with other important issues, such as ensuring that good Welsh language services are available, acting in accordance with language preference, and publishing required documents to give assurance that Welsh language services are available.

What influences the language people use?

1.6   User behaviour is complex – based on a lifetime of assumptions and past experiences, and following psychological patterns that are difficult to change. The suggestions offered in this advice are based on:

   o   our various research – through opinion polling, user shadowing, and discussion groups, we have found that Welsh speakers are less likely to use Welsh language services if they believe it will lead to any additional delay, annoyance or difficulty

   o   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 annex 2 to this advice document shows how the framework can be applied to promoting Welsh language services.

1.7   More information on the reasons why we are keen to see the use of Welsh language services rise, and our research into what affects user habits, can be found in Rights in Use, the 2018-19 assurance report.

Requirements of the standards

1.8   Section 3 below discusses some of the standards' requirements for promoting Welsh language services. Alongside these requirements, the standards also require organisations to publish arrangements for promoting Welsh language services and facilitating their use. When you have adopted the practices in this document, the arrangements document can refer to this. The same standard requires organisations to have arrangements for overseeing compliance with the standards, and we have a separate advice document about overseeing compliance.

1.9   All the relevant standards are listed in annex 1.

2 Designing services to make people more likely to use Welsh

2.1 Users tend to follow the norm, and accept the default choice. This means that we would like to see organisations designing their services so that no additional effort or decision is required in order to use Welsh.

"It's important to know that something is available through the medium of Welsh. I'm the kind of person who'd never ask. If they offer it in English, I take for granted that it's only provided in English."

"I feel like a nuisance when I have to ask for a Welsh language service."

"I don't like making a fuss, I just tend to accept what is offered to me."

"I don't think I've ever considered that I have the right to ask to change to a Welsh speaker, and I probably don't want to upset people."

Comments in discussion groups

Providing services in Welsh by default

2.2 Ideally, providing the service in Welsh by default means that the Welsh language service is automatically offered first.

2.3 We want organisations to consider what services can be offered in Welsh in the first place, without users having to make a choice to use Welsh at all.

2.4 This is how this can work with different services:

- o websites – all visits to the organisation's website go to the Welsh page first, with an option to switch to English if necessary
- o self-service machines – screen appears initially in Welsh, with an option to switch to English if necessary
- o telephone and reception – ensure that the staff member greeting the user is speaks Welsh and begins the conversation in Welsh only
- o correspondence, materials and documents – producing and sending in Welsh or bilingually, with Welsh at least as prominent as English.

Proactive offer to use Welsh

2.5   If the service is not in Welsh by default, the next best thing is to ask users before starting the process whether they wish to receive a Welsh language service. Here's how this can work with different services:

- o websites – a page or pop-up appears each time someone visits the organisation's website, giving the choice to visit the Welsh version
- o self-service machines – initial screen giving option to use either English or Welsh
- o telephone – using an automated system (e.g. hold the line to speak Welsh, press 1 to speak English) to offer the opportunity to speak Welsh
- o correspondence – contacting users to check their preferred language before sending correspondence.

2.6   It may be beneficial to give people the opportunity to switch to using Welsh during contact.

When people go to the English home page of the Wales Millennium Centre website, a pop-up appears, prompting the user to go to the Welsh language site if they speak Welsh. The wording promotes the Welsh version rather than presenting the English and Welsh options as equal.
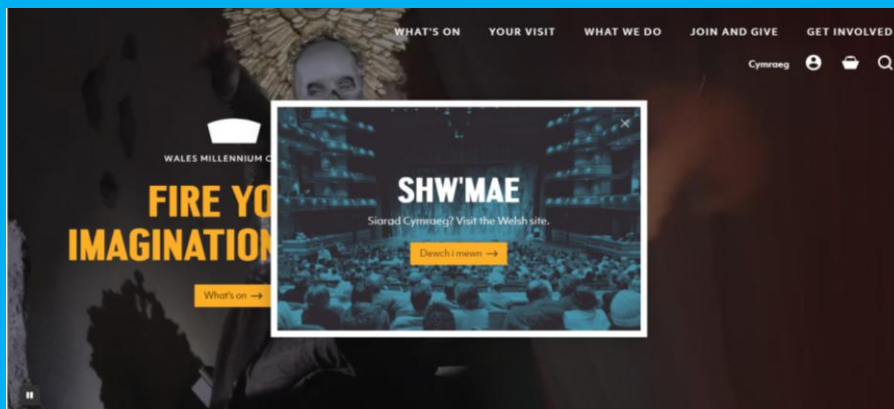
2.7   You can give people additional encouragement to use Welsh, for example by including a logo or message when giving a language choice. For example, you can try:

- o stating that an increasing number of people use the Welsh language – all the better if it can be specific, by including real data about local people
        12,345 people have used this site in Welsh!
- o reassuring users that using the Welsh language will not mean less favourable treatment.
        Welsh – fast and easy service

2.8   Simple, positive messages work best – users do not respond well to complex messages, or messages that criticise or reprimand them for not using Welsh.

Greet in Welsh

2.9   Most organisations are required to greet callers in Welsh – on the main number, and on direct lines. Users have told us that being greeted in Welsh is important in establishing the context for the call.

> "If I'm not greeted in Welsh, I assume the Welsh language service is not available."
>
> **Comment in a discussion group**

2.10   The requirement to greet in Welsh usually applies to the direct lines of non-Welsh speaking staff, as well as those staff who provide a full Welsh language service.

Service delivery environment

2.11   When we did user shadowing work – observing and discussing people's behaviour at receptions and during actual telephone calls – it became apparent that people are paying close attention to details that they can see and hear. They use these clues to assess how likely the organisation is to be able to offer a Welsh language service. Examples include:

- o   language of reception staff's conversations amongst themselves
- o   visual cues about being able to use Welsh, for example the language of posters and signs, and whether the Iaith Gwaith logo was displayed
- o   language of the hold music playing while a phone call was in a queue.

2.12   This video shows how the Welsh Government has made Welsh visible in its main reception area.

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

Use understandable language

2.14 Users often tell us that the style and terms that organisations use make Welsh more difficult to understand than English. People in discussion groups talked about "formal" and "stiff" language, and about the use of "complex words".

2.15 Language needs to be as clear and simple as possible. Ways to do this are:

o using shorter sentences, rather than long ones with several 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 25/08/2020), 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: o cryfhau'r economi o creu swyddi o defnyddio llai o garbon. **Camau nesaf** Bydd yr uwch dim rheoli'n cwrdd ar 25/08/2020 i benderfynu a fydd yn bwrw ymlaen â'r prosiect.
Whether or not to proceed with this project, which is subject to SMT approval (the next meeting of which – as currently envisaged – will take place on 25/08/2020), will have a positive impact on the economy, as well as creating employment opportunities, with the aim of reducing carbon emissions.	*Impact* *This project would:* o *strengthen the economy* o *create jobs* o *use less carbon.* *Next steps* *The senior management team will meet on 25/08/2020 to decide if we will carry on with the project.*

o using active verbs instead of passive ones

Asesir y cais gennym	Byddwn yn asesu'r cais
The application will be assessed by us	*We will assess the application*

o getting rid of 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
The need for SMT approval is time critical	*The senior management team needs to pass the proposal soon*

o using 'you' and 'us'

Dylai ymgeiswyr ddychwelyd eu ffurflenni cais at y sefydliad erbyn 31/08/2020	Anfonwch eich ffurflen gais atom erbyn 31/08/2020
Applicants should return their application forms to the organisation by 31/08/2020	*Send us your application form by 31/08/2020*

2.16 It may be helpful to encourage more Welsh speaking staff to draft their written work in Welsh first, or bilingually. This can reduce the risk of slavish and literal translation. There is more on this in our guidance on bilingual drafting. If you

need to use a professional translator to produce bilingual texts, it is important that you discuss matters regarding tone, language and style in detail with them in advance, providing information about your target audience etc. There is further practical advice on matters to consider when commissioning translation work in our guidance on text translation.

2.17   Testing with users is a good way of ensuring that the language is understandable. Some organisations have made efforts to ensure that they use suitable terms, including listening carefully to users' views, for example:

o   the Food Standards Agency has developed and refined a glossary of food safety terms, which has now been externally moderated and added to the National Terminology Portal. It will be added to the website in due course, and the Agency is committed to continuing to refine the terminology to ensure that it remains useful to the people who use the terms from day to day

o   as part of its work to digitise forms for legal processes such as divorce, HM Courts and Tribunals Service conducted user testing sessions to make sure the wording of the forms was understandable to ordinary people, and several terms and sentences will be changed as a result of the feedback. For example, the Welsh language equivalent of 'having a relationship outside marriage' is used instead of the equivalent of 'adultery' ('godineb').

Operate bilingually if possible

2.18   Users have told us that they are keen to use Welsh language materials, but want to be able to check that they have understood properly by referring to the English version.

2.19   As well as providing reassurance to users, bilingual materials can also increase the visibility of the Welsh language, and encourage people who would otherwise use English to give using Welsh a go.

2.20   Of course, not all types of materials, such as longer documents, will be suitable for bilingual production. With websites, the language toggle can be used to switch back and forth between Welsh and English pages. Some materials that work better bilingually rather than with separate languages are:

o   forms
o   posters
o   leaflets
o   letters.

2.21   Sending standard information to users bilingually is a way of saving costs and effort by not always having to establish language choice. For example, some health boards routinely send correspondence such as appointment letters bilingually.

2.22   Our bilingual design guidance offers suggestions on how to include Welsh and English in materials.

Staff training

2.23   Although systems and processes are important, staff are a key part of every organisation's public image, and staff have a major influence over the language people use with the organisation. Therefore, it is important that staff are trained and instructed to behave in a way that encourages people to use Welsh. This may include:

- o   how to greet people in Welsh and offer a Welsh language service by default or proactively
- o   how non-Welsh speaking staff can ensure that people can use Welsh if they wish
- o   how to facilitate the use of Welsh by groups of users with specific needs, for example people who are learning Welsh.

3   Letting people know about Welsh language services

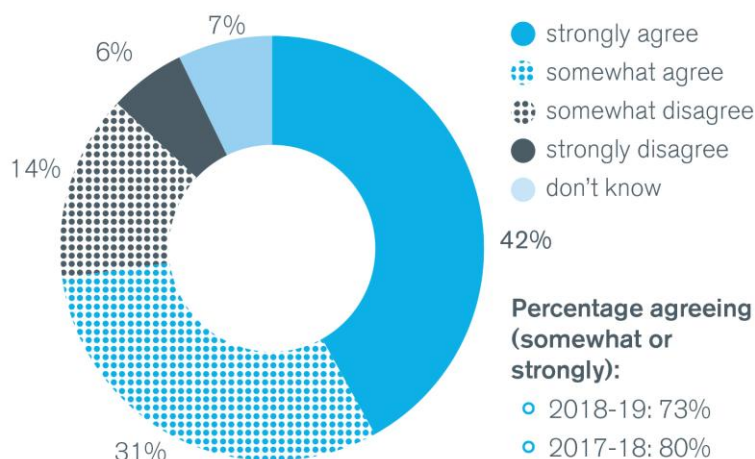3.1   Users have told us that they are keen to see Welsh language services celebrated and promoted more prominently.

"When there's some kind of event at the college, everyone knows about it because there are posters everywhere. Welsh language services should be promoted just as prominently."

"I think we need to celebrate the services that are now available in Welsh and share successes."

Comments in discussion groups

3.2   Nearly three quarters of survey respondents said that they are more likely to use Welsh language services if organisations make it clear that they are available. This highlights the potential for organisations to increase usage through raising awareness.

Opinion survey: "I am more likely to use Welsh language services if organisations make it clear to me that they are available"

7%
6%
14%
31%
42%

- strongly agree
- somewhat agree
- somewhat disagree
- strongly disagree
- don't know

Percentage agreeing (somewhat or strongly):
- 2018-19: 73%
- 2017-18: 80%

Relevant standards – notifying of Welsh language services

3.3   There is a standard that requires all Welsh language services you offer to be promoted and advertised:

> You must promote any Welsh language service that you provide, and advertise that service in Welsh.
>
> **Welsh Language Standards**

3.4   It's required to inform people that English language services are also available in Welsh. This standard requiring this applies to all services, regardless of whether there is a 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 that, there are a number of standards that specify certain situations where it is necessary to indicate that a service is available in Welsh. A list of those standards is in annex 1. You can check your compliance notice to see exactly what standards apply to you. In the table below, there are some examples of requirements, and suggestions on how to go about complying.

3.6   As with any other efforts to promote Welsh language services, the best messages will be simple, positive and attractive.

3.7   If you have a specific brand for promoting Welsh language services, that brand or slogan can be used at the point when the service is offered.

3.8   You can also use the Iaith Gwaith logo in materials and on websites.

3.9   Here are suggestions on how to go about complying with some of the requirements to promote services. (Similar requirements also apply to grant applications, tendering for contracts, and job applications.)

Promotion requirements	How to go about it
Including a statement welcoming correspondence in Welsh, and stating that corresponding in Welsh will not lead to delay, both in correspondence and in materials inviting correspondence	A prominent statement on correspondence and relevant materials, including in the signature of each email – the requirement applies to all correspondence. Example statement: "You are welcome to correspond with us in Welsh. We will reply in Welsh and ensure that corresponding in Welsh does not lead to any delay. "
Informing callers to the main telephone number / helpline / call centre of the availability of a Welsh language service	At the earliest opportunity. If you use an automated system to answer the phone, or play recorded information while people are waiting for their call to be answered, you can play a message informing about the Welsh language service at that time Otherwise the telephone handler will need to inform the caller that a Welsh language service is available. This can be done through a specific statement, or by opening the conversation in Welsh
Stating that a Welsh message can be left on a telephone answer machine	Recorded message including statement, e.g. "You can leave a message in Welsh. We will ensure that this does not lead to any delay."
Making it clear on English web pages that the page is also available in Welsh, and link directly	o Language switch button in a prominent position on the website o Statement or advertisement promoting the Welsh language option o Pop-up encouraging visitors to the English version to switch to the Welsh side
Stating that Welsh can be used when advertising meetings	o A prominent statement on the agenda, invitation or advertising materials. o Example statement: "You are welcome to use Welsh at the meeting. We will arrange simultaneous translation if necessary."
Stating in English language documents and forms that a Welsh version is available	o A statement in a prominent place on the document or form, e.g. "Welsh version available" o If the document is electronic, you can include a link to the Welsh version, e.g. "Use the Welsh version here!" o Is it possible to make the document / form bilingual?
Displaying a sign welcoming the use of Welsh in reception areas, and ensuring that Welsh speaking reception staff wear a badge	Prominent signs stating that people are welcome to use Welsh, e.g.: o "You are welcome to use Welsh here!" o "Speak Welsh with staff wearing the badge" o "Quick service available in Welsh"

Iaith Gwaith

3.10 The Iaith Gwaith brand is well-established and familiar to users. Users have told us that seeing the orange logo reassures them that a Welsh language service is available, and encourages them to use Welsh with the organisation.

"Having to ask someone to speak Welsh, and the possibility of being rejected, is awkward. If I see they are wearing a Iaith Gwaith badge, I'll speak Welsh to them straight away."

"The logo is the easiest way to promote... Everyone knows the logo."

Comments in discussion groups

3.11 You can use the Iaith Gwaith logo to promote Welsh language services – either as part of a campaign, or to highlight specific Welsh language services.

3.12 You can order posters and lanyards free of charge through our website, and there are materials to download too. We can provide you with a license to create your own materials if required. 'Dysgwr' ('Learner') products with the logo are available through the Centre for Learning Welsh.

3.13 It's important not to use the logo if the service is not available – for example, we have heard of staff wearing clothing with the logo on them even though they do not speak Welsh. This can undermine people's confidence in both the logo and the organisation.

Defnyddiwch eich **Cymraeg** pan welwch yr arwydd hwn

Use your **Welsh** whenever you see this sign

Cymraeg

Am ragor o fanylion neu i archebu nwyddau ewch i **comisiynyddygymraeg.org**
For further details or to order items visit **welshlanguagecommissioner.org**

Comisiynydd y Gymraeg Welsh Language Commissioner

General campaign

3.14   Organisations can choose to promote all their Welsh language services
through a single campaign.

An example of such a campaign is Carmarthenshire County Council's
'Whichever way...' campaign – full details of the campaign are in the case study
on our website. The council:

- o created a slogan that would encourage people to use services in
  Welsh (the Welsh slogan focused on the choice available to users, and the
  English slogan specifically targeted Welsh learners)
- o designed a brand and banners for the campaign
- o published adverts with the brand and slogan in appropriate locations, e.g.
  Council newspaper, community newspapers, and bus stops.

As part of the campaign, the Council has also created a video of a real person
using Welsh within the Council, so that members of the public can see how easy
it is.

3.15   When planning a campaign, organisations will need to take a number of steps.

Producing a campaign to promote Welsh language services

Identify audiences

You can choose to target any campaign at specific people. It would make sense to do some research to establish what types of people do not currently use Welsh language services, but would be willing to do so with encouragement.

Form a message

Effective slogans will be simple and positive, and will be likely to appeal to the target audience. You could choose to emphasise that:

o Welsh language services are available and of good quality – or have improved
o more and more people are using Welsh language services
o using Welsh language services benefits the language.

Use effective messengers

The MINDSPACE framework states that people are more likely to accept messages if they are conveyed by a trusted messenger. The most effective messenger will vary according to the message, for example:

o the corporate persona of the organisation, to give the impression that the whole organisation is committed to providing Welsh language services
o staff providing the Welsh language service, to reassure people that staff are available to deal with them in Welsh
o role models – either a well-known person, or ordinary people with whom users will identify – to get the message across that using Welsh language services is a normal and positive thing to do.

Select suitable communication methods

For any campaign to reach as many people as possible, it is necessary to choose suitable methods to communicate the message. This may include normal promotional methods, such as:

o social media
o videos
o promotion at events
o press and media advertising.

It is also possible to include advertisements or a brand on service materials – for example including a flyer with a letter to users, advertising on forms, videos on websites, or a message with the campaign slogan on a telephone answering service.

Be interactive

Research suggests that efforts to change people's behaviour are more effective if people make a written or public commitment to do something. An example of this would be to encourage people to commit on social media to use Welsh language services.

You can also encourage people to share their experiences of using Welsh language services, so that others see that the service is available.

Promoting specific services

3.16 Although all Welsh language services need to be promoted, specific services can be prioritised for thorough promotion, or specific audiences can be targeted.

3.17 This can be particularly effective for services where there is considerable potential to increase the use of Welsh language services, or where receiving the service in Welsh would benefit users. For example, some councils have worked with local organisations such as the Urdd and Menter Iaith to highlight opportunities for children to receive swimming lessons in Welsh.

3.18 Some organisations will have direct contact with specific audiences, and reliable means of reaching that audience. Many educational organisations promote Welsh language services to their students.

> o Holding induction sessions for students about the Welsh-medium support, activities and opportunities available to them during their time at college, and the Welsh Language Activity Co-ordinators share ifnormation on a Twitter account (Coleg Ceredigion and Coleg Sir Gâr)
>
> o Providing all students with a bilingual booklet about college life, which includes a section on opportunities to use Welsh, and which explains the 10 most relevant rights for Welsh speaking students, highlighted in the Commissioner's 'Mae gen i hawl' campaign (Bridgend College)
>
> o Open days including a specific session that promotes opportunities to use Welsh at college, including a visit to the Welsh hall of residence, aiming to ensure that visitors will see that the language is a natural part of student life, both in terms of their academic studies and leisure time (Bangor University)
>
> o Collecting data to establish which students speak Welsh and have received pre-16 Welsh education, and then contacting the learners individually to inform them of opportunities to submit written work in Welsh, complete parts of their courses in Welsh, do work experience in a Welsh environment, receive bilingual notes, and have assessments, access interviews, tutorials and mentoring in Welsh (Coleg Cambria)

Welsh Language Rights Day

3.19 Alongside key individual campaigns throughout the year, we at the Commissioner have established a 'Welsh Language Rights Day' – a day when all organisations subject to duties can promote their Welsh language services. It is held around 6 December (depending on weekend dates), and is a way of promoting rights with a strong united voice. It can also be a way of promoting rights internally and remind staff of the organisation's obligations.

3.20 We have created a package of resources that organisations can use to promote rights in a clear and simple way. You can contact us for a copy of the pack – post@welshlanguagecommissioner.wales

3.21 Of course, the Rights Day should be one element within a promotion plan, and you are welcome to use the materials in the pack all year or plan your own campaigns as above.

4   Learning about user behaviour

Measuring progress

4.1   As you take steps to promote Welsh language services, it makes sense to measure to what extent the interventions are working, by collecting local data on the impact of the various efforts to increase use.

4.2   One way of doing this is to establish a baseline:

o   collecting data on the level of use before the intervention
o   intervene (e.g. changing the design of the service, or promoting the service in a different way)
o   collecting data on the level of use after the intervention.

4.3   Another method is a controlled trial:

o   dividing users into two or more groups
o   not interfere with one group, and interfere with the other groups
o   measure and compare usage levels within the different groups.

4.4   In addition to quantitative data on take-up of Welsh language services, it may be useful to ask users for qualitative feedback in order to establish what is likely to make them change their habits.

4.5   It may be useful for organisations to set a target for increasing use.

> Welsh Water has set a target to increase the number of its customers who sign up to receive Welsh correspondence from the company to 25,000 by 2025.

Research into user needs

4.6   As the challenge for organisations is to change user behaviour, understanding what influences their behaviour is key.

4.7   As mentioned in paragraph 1.6, we and other organisations have carried out extensive research to identify what are the most effective steps organisations can take to motivate people to use Welsh language services. Findings of that work are in the Rights in Use (2018-19) and A Measure of Success (2017-18) assurance reports.

4.8   However, we are keen to see organisations actively undertake their own research. There are a number of strengths to doing research at a local rather than a national level, for example:

o   research into user behaviour relating to the Welsh language can be combined with other user research, to achieve better value for money / sharing the cost
o   real services and users can be used as a basis for the research, making the findings more reliable, and real changes can be made
o   the specific needs of the organisation's user profile can be considered.

4.9   Here are some ideas on how you can go about researching user needs cheaply and simply. These methods reflect those used by the Commissioner or other organisations.

Researching user habits and needs

Discussion groups

o Convene groups of about 6-12 users
o Open invitation or target specific user groups
o Informal structured conversation, facilitated by a member of staff
o Ask about experiences and opinions
o Prompts or resources can be used to stimulate discussion

Role play

o Like discussion groups, but with more interactive elements
o Create realistic service delivery scenarios
o Get attendees to behave the way they would naturally in these situations
o Reflect on the role play with attendees

Observation

o Have access to real service delivery situations, e.g. listen in on phone calls in a contact centre, or reception contact
o Record the behaviour of the actual service users in terms of language choice, and what factors affect that

Direct questions

o Encourage front line staff to ask specific questions to real customers, e.g. by adding a section to service delivery scripts
o For example, users who call an English telephone line could be asked if they speak Welsh, and if so why did they choose to use English rather than Welsh

User survey

o Many organisations seek the views of users through surveys, such as a residents' panel and online surveys seeking general feedback or feedback on a particular service
o These exercises can be used to gather information about people's habits and needs when using Welsh language services
o Examples of questions that can be asked:

"Do you contact us in Welsh? If not, why not?"

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

"What would make you more likely to use our services in Welsh?"

Quantitative research

The methods set out in the previous section on measuring progress – establishing a baseline and a controlled trial – are also ways of learning about user habits and needs

They allow us to measure how people's behaviour changes as make variations to the service delivery process

Annex 1: relevant standards

Standard number (regulations)	Standard wording
7 (1); 7 (2); 7 (4); 7 (5); 7 (6); 7 (7)	You must state— (a) in correspondence, and (b) in publications and official notices that invite persons to respond to you or to correspond with you, that you welcome receiving correspondence in Welsh, that you will respond to correspondence in Welsh, and that corresponding in Welsh will not lead to delay.
9 (1); 9 (2); 9 (4); 9 (5); 9 (6); 9 (7)	When a person contacts you on your main telephone number (or numbers), or on any helpline numbers or call centre numbers, you must inform the person that a Welsh language service is available.
16 (1); 16 (2); 16 (4); 16 (5); 16 (6); 15 (7)	Your main telephone call answering service (or services) must inform persons calling, in Welsh, that they can leave a message in Welsh.
30 (1); 26 (2); 26 (4); 28 (5); 30 (6); 26 (7)	If you arrange a meeting that is open to the public you must state on any material advertising it, and on any invitation to it, that anyone attending is welcome to use the Welsh language at the meeting.
33 (1); 29 (2); 29 (4); 31 (5); 33 (6); 29 (7)	If you arrange a meeting that is open to the public, you must ensure that a simultaneous translation service from Welsh to English is available at the meeting, and you must orally inform those present in Welsh— (a) that they are welcome to use the Welsh language, and (b) that a simultaneous translation service is available.
49 (1); 45 (2); 45 (4); 47 (5); 52 (6); 38 (7)	If you produce a Welsh language version and a separate English language version of a document, you must ensure that the English language version clearly states that the document is also available in Welsh.
50A (1); 46A (2); 46A (4); 47A (5); 52A (6); 38A (7)	If you produce a Welsh language version and a separate English language version of a form, you must ensure that the English language version clearly states that the form is also available in Welsh.
81 (1); 77 (2); 76 (4); 78 (5); 85 (6); 60 (7)	You must promote any Welsh language service that you provide, and advertise that service in Welsh.
82 (1); 79 (2); 78 (4); 80 (5); 87 (6); 62 (7)	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.
157 (1); 151 (2); 151 (4); 154 (5); 165 (6)	You must— (a) ensure that you have arrangements for— (i) overseeing the way you comply with the service delivery standards with which you are under a duty to comply, (ii) promoting the services that you offer in accordance with those

	standards, and
	(iii) facilitating the use of those services,
	(b) publish a document that records those arrangements on your website, and
	(c) ensure that a copy of that document is available in each of your offices that are open to the public.

Annex 2: applying the MINDSPACE framework to Welsh language services

Influence	Ways of applying to promotion of Welsh language services
Messenger We are heavily influenced by who communicates information	It is important that messages are conveyed by someone people trust. Trust can be caused by a number of factors, for example authority, affection, expertise or empathy Organisations can take advantage of this by conveying that they are fully committed to providing Welsh language services – the organisation best placed to talk authoritively about its own services. This may be through general communication or by encouraging all staff to highlight the availability of Welsh language services Organisations could also use people that others trust or relate to – role models, peers, or people in a similar position – to get messages across
Incentives Our response to incentives is shaped by predictable mental 'shortcuts', such as avoiding losses	'Losses' for users may include time lost through delay, or being treated less favourably in terms of the outcome of the process. So people need to be reassured that Welsh language services are readily available, and that using them will not lead to any disadvantage Organisations could also consider using positive incentives, for example stating that applications made in Welsh will be processed more quickly
Norms We are heavily influenced by what other people do	Communicate that: o providing a service in Welsh is routine – using Welsh is not an exceptional option for which special arrangements are required o increasing numbers of people are using Welsh, for example by sharing statistics showing an increase, or by encouraging people to share the fact that they use Welsh o using Welsh is the socially acceptable thing to do (e.g. by using smileys or other positive messages for the Welsh option, or putting the Welsh language in a more prominent font or placement)
Defaults We go with a flow of options already set	As far as possible, offer services in Welsh without the user having to change course or take an extra step – even if that means that have to change course or take an extra step in order to use English
Salience Our attention is drawn to what seems new and relevant to us	The fact that organisations have recently invested in their Welsh language services creates an opportunity to promote the improvement seen Many Welsh speakers will have an assumption, based on past experiences, that Welsh language services are not available or good, so organisations can deliberately show that things have changed

Priming What we do is often affected by subconscious cues	Very small things influence people's assessment of the likelihood of a Welsh language service being available. For example, users have mentioned the language of greeting, the language the organisation's staff us ein conversation, the language of phone hold music, signs in reception areas, which language appears first when removing a letter from an envelope, etc. Organisations can pay close attention to the user experience as a whole, ensuring that all visual and audio cues lead people to use Welsh
Affect Our emotional attachments can shape what we do	Messages about using Welsh language services can be linked to people's positive feelings of attachment to the language The language used can sometimes give people the impression that the service is not created for 'people like them', and therefore it could be advantageous to change language and terms to make them feel more comfortable
Commitments We want to be consistent with promises we make public, and reciprocate (i.e. behave towards people the way they behave to us)	Organisations could encourage users to commit (to the organisation, or to other users) to use the Welsh language People's desire for reciprocation can be exploited by greeting and initiating contact in Welsh, making Welsh speakers more likely to continue contact in Welsh
Ego We act in ways that make us feel better about ourselves	Organisations could emphasise the positive impact of using Welsh language services on the use of Welsh in general

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