



Comisiynydd y  
Gymraeg  
Welsh Language  
Commissioner

# Effective practice case study

## Ofcom raising their employees' awareness of the Welsh language

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In response to the requirements of the standards to provide training courses for their employees to develop an awareness of the Welsh language, Ofcom has produced a video that has attracted praise from their staff across the UK.

They use the language awareness video internally as a means of introducing a learning and development module about the Welsh language which is mandatory training for staff through their Learning and Development department.

### Background

When Ofcom's compliance notice came into force in 2017, a video was produced to share information with staff across the UK about the new duties. By 2021, the video needed updating, to show the progress that had been made and to introduce the Welsh team that had been established in the meantime.

A key member of the team in Wales had production skills that enabled them to create the new videos in-house, and Ofcom's Senior Designer created animated videos as part of his work to create and refine the graphics. This collaboration produced professional videos that entertained and educated staff.

Most Ofcom staff work outside Wales. As a result, it is essential that the organisation ensures that these staff members do not have a poor awareness of Welsh language matters. Ofcom needs to ensure that these staff members can find important and up-to-date information about the requirements of the Welsh language standards on the intranet, and therefore video was seen as an accessible vehicle to achieve this aim.

Lockdown restrictions to prevent the spread of Covid-19 also meant that it was not possible to hold face-to-face meetings or visit the offices outside Wales to hold the usual Welsh language awareness sessions.

### Work undertaken

While planning the content of the video, it was decided that information had to be presented in an accessible and interesting way. It was also important to remember that most staff worked outside Wales, including a number of new members of staff who

would be unlikely to have any knowledge of the language or the statutory duties to provide services through the medium of Welsh.

Welsh Language Commissioner officers shared guidance on effective practices regarding what to include in internal videos to increase staff awareness. This guidance helped to prioritise the purpose of the video:

- 1) Provide the historical background of the Welsh language and its official status in Wales
- 2) Information on the scope of Ofcom's work in Welsh
- 3) Duties in relation to the Welsh language standards
- 4) How to seek advice from the Welsh Language Officers

After drafting a script, the practical work was discussed with the Senior Designer in the Digital section. It was decided which graphics would be required and feedback was received with regards to the content from the perspective of someone new to the organisation working from their Edinburgh office, which proved very useful. The availability and costs of archive film were investigated by contacting the Getty, S4C, BBC and National Library archives, and then they looked for suitable clips. There was a budget of £400 to pay for these clips as they significantly enriched the film. To facilitate the creation of Welsh language videos, investment was made for the Senior Welsh Language Adviser to undertake training on an Adobe Premiere Pro editing course. They also took advantage of the free archive on [Internet Archive](#) which further enriched the film.

Support was given by the Director of Ofcom Wales and other leaders in the organisation to create the work and the films were launched on the intranet with a news piece promoting the new Welsh Corner on St David's Day.

The chosen medium to share information about the translation process was an animated video which highlights scheduling and design considerations. The 'Welsh language' character in it was further developed for an external video for the public which was shared in September 2021. You can watch this video on the [Ofcom website](#). It is designed to show the public what is on offer to Welsh speakers.

## Results to date

Ofcom reports that they have received a fantastic response from staff across the organisation. They say the videos also helped to gain the support of the Learning and Development department in London to create the training module about the Welsh language. Showing the history of the Welsh language helps an audience that is primarily monolingual in English to appreciate the importance of providing services bilingually. Ofcom says that it is also important to note the growth of the language, the purpose of the Welsh language standards and the aim of reaching a million speakers to show the context and value of their work as a contribution towards that.

"We have found that many of our colleagues have loved the Welsh language video – it approaches the topic with a lightness of touch that really makes it clear and meaningful, while being fun to watch. Our team in Wales are a creative, high energy and

communicative group and they work hard to keep the Welsh language front of mind in our broader communications team."

Julia Clayworth, Head of Internal Communications and Events, Ofcom

### How can this work for other organisations?

It is worth checking what archive material is available early in the process before sticking too rigidly to an initial idea or script in case a suitable clip is not available due to copyright problems and Ofcom noted that archive clips can be very expensive.

Ofcom believes the entertainment aspect needs to be considered if it needs to appeal to an audience or staff outside Wales who have little if any awareness of the Welsh language. A video that is overloaded with facts will likely be confusing and boring for the audience, but it can contain signposting to further information. Ofcom's advice is to stick to core messages and information.

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### The Welsh Language Commissioner's View

The standard that includes the duty to raise awareness of the Welsh language among employees (standard 128 of the Welsh Language Standards (No. 2) Regulations 2016) does not detail the medium by which that training should be provided.

Ofcom has considered the resources at hand and the requirements of their target audience and invested in a medium that suits their requirements with the memorable video produced.

Please note: Due to copyright rules, the Welsh Language Commissioner cannot share the video publicly but a direct request can be made to Ofcom to view it on an individual basis for the purposes of learning and sharing information.