

# ALoud

## **WELSH LANGUAGE POLICY**

Reviewed and approved by Board December 2019

For Review December 2020

As an arts organisation based in Wales The Aloud Charity seeks to make an important contribution to the cultural life of the country and to make its work accessible and relevant to the people who live and work here.

As part of that mission Aloud understands and celebrates the bi-lingual nature of the culture of Wales and the desire of many people across the country to access and participate in cultural provision through the medium of Welsh. Aloud is committed to responding positively both to public policy in relation to the recognition and use of the Welsh language and to the needs of its Welsh-speaking participants, friends and supporters. We are committed to developing our capacity in this area.

As an organisation engaging on a regular basis with the general public:

- We welcome correspondence in both Welsh and English.
- We aim that those wish to have face-to-face contact with a Welsh speaking representative of the company will be able to do so. We will encourage Welsh speaking staff and volunteers to make the most of their skills in order to provide as full a service as possible.
- Where a Welsh-speaking member of staff is not available to respond, we will commit to using translation services of a high standard to ensure that relevant material is translated quickly and reliably.
- We will ensure that business cards and email signatures are fully bi-lingual
- The use of both Welsh and English will be encouraged on our website news feed and on other social media such as twitter and facebook.
- We will continue to explore ways to extend the use of Welsh in the Charity's performances and published and online materials
- Our new website (launched October 2016) is fully bilingual

And as an employer:

- We will support and facilitate the use of Welsh and English in the workplace
- We will consider what level of Welsh language skills are required to perform all new roles in the organisation
- All recruitment materials will be presented bilingually – for new staff members, for team captains, community leaders and new members of the Aloud family of choirs (Only Boys Aloud and Only Kids Aloud)
- The Charity will encourage and support staff who wish to learn or improve their Welsh and encourage Welsh speakers to use the language whenever practical

We seek to give a prominent place to the Welsh language in our performances and in our publicity material. As a minimum we will ensure that

- Posters and flyers for performances promoted by the Charity will be presented bilingually
- The cover of any programme for such performances will be presented bilingually

- Any print advertising for such performances will be bilingual or in Welsh only in Welsh medium publications
- Press releases will be produced in both languages and targeted accordingly
- Wherever possible performances will include both Welsh and English repertoire
- We will encourage staff who can speak Welsh to make bilingual announcements at concerts and other events as appropriate

We will ensure that this policy is supported at the highest level in our organisation. Responsibility for overseeing Aloud's practice in this area will be delegated to a Welsh-speaking member of staff who will work in partnership with the Chief Executive. Every member of staff will receive a copy of this policy and direction on its requirements. The policy will be reviewed annually.

RD/Aloud/25/11/19