

ALoud

Welsh Language Policy

Reviewed by the Board: September 2022

For review: September 2023

1. Purpose and scope

Wales is a bilingual nation. This policy outlines The Aloud's Charity's commitment to working bilingually and supporting those who work with us to do so in the language of their choice.

This policy acknowledges and celebrates the importance of the Welsh language in the culture of Wales, and its place in everyone's lives, whether they speak it or not.

The Aloud Charity, through this policy, is committed to supporting the Welsh Government to meet its ambition of 1 million Welsh speakers by 2050. In addition to this, The Aloud Charity is committed to furthering the ambitions of the Welsh Language Act 1993 and the Future Generations (Wales) Act 2015.

This policy applies to everyone who works for the charity whether salaried, freelance, or volunteer, as well as those who engage with our activity.

2. Principles

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.

For us, the Welsh language is more than just a tick box obligation, it is a way of life. In whatever capacity people engage with us, we are committed to making sure that we are open and accessible, able to deliver activity, work collaboratively or respond to queries in both Welsh and English.

3. Links to our Strategic Plan

The Aloud Charity's identity is fully rooted in Wales. Our vision places Wales at the centre of our activity with young people. This is followed through in our Strategic Aims, where we commit to rooting ourselves in the Land of Song through:

- Reflecting Wales in the 21st century
- Supporting connection with Wales's culture, heritage, and languages

Responding to the Future Generations (Wales) Act, we further explore this, committing to the goal of A Wales of vibrant Culture and thriving Welsh language by:

- Promoting our cultural heritage through song
- Actively producing and presenting work in the Welsh language

4. Our Commitments

We recognise that our connection to the Welsh language comes in many different forms.

As an organisation engaging on a regular basis with the public, we will:

- Welcome correspondence in both Welsh and English
- Make clear on our email signatures and on the 'Meet the Team' page on our website where staff can speak Welsh or are learners
- Answer all work telephones bilingually
- Ensure that those wish to have contact with a Welsh speaking representative of the charity are able to do so
- Encourage Welsh speaking staff and volunteers to make the most of their skills to provide as full a service as possible to our stakeholders
- Commit to using translation services of a high standard to ensure that relevant material is translated quickly and reliably where a Welsh-speaking member of staff is not available to respond
- Ensure that business cards and email signatures are fully bilingual
- Ensure that our website is fully bilingual
- Ensure that our online communication, including social media has a strong bilingual presence
- Ensure that our newsletters to supporters are available bilingually
- Ensure our pre-recorded messages on work phones and our out of office email signatures are bilingual
- Ensure our public presence at concerts and events has a strong bilingual element
- Use the name Elusen Aloud when communicating informally in Welsh and in Welsh media interviews

As a provider of activities for young people, we will:

- Include Welsh language repertoire in our rehearsals and performances
- Ensure that at least 50% of our choir leaders are Welsh speaking
- Make sure that the Welsh language is used regularly in rehearsal and activity spaces
- Support those who do not speak Welsh to learn Welsh words and phrases in a supportive environment
- Keep a record of the language preference of participants and their parents
- Where possible, respond in Welsh to any queries from parents raised in Welsh

As an employer we will:

- Support and facilitate the use of Welsh and English in the workplace
- Make sure that those who are fluent Welsh speakers have the freedom and confidence to use their language skills in their day-to-day business and communication
- Make sure that those who are learning Welsh have opportunities to practice without fear of being made fun of
- Make sure those who are not Welsh speakers do not feel discriminated against in any workspace

- Consider what level of Welsh language skills are required to perform all new roles in the organisation to ensure a representation of Welsh speakers in the wider team
- Present all recruitment materials bilingually
- Make staff aware of the potential to select a Welsh language interface on Office 365
- Encourage Welsh speaking staff to download Cysgliad on their laptops
- Ensure staff are aware of [Cysyll ar-lein](#) as a means of translating short amount of texts
- Consider each role advertised to decide whether they are Welsh Language Desirable or Essential
- Support those who wish to learn or improve their Welsh language skills to do so within their working day

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 Aloud Charity are presented bilingually
- All programmes are presented bilingually
- Any print advertising performances is bilingual or in Welsh only in Welsh medium publications
- Press releases are produced in both languages and targeted accordingly
- We actively target Welsh language press and media to promote our work and performance opportunities
- Performances include both Welsh and English repertoire
- Staff who can speak Welsh make bilingual announcements at concerts and other events, as appropriate
- We have a Welsh speaker available for press and media interviews to promote our work

Our Ethical Fundraising Policy supports us to make decisions about accepting money from funders / donors that is in-line with this, and other policies of the organisation.

To ensure that we meet our commitments to this policy, we have a Welsh language champion at both staff and board level.

5. Areas to progress

We are aware that, while we have made significant improvements in the last 3 years, there are areas where, due to cost or time, we are not operating bilingually.

The identified areas where we currently operate in English only:

- The names of our choirs
- Internal documents, including policies and contracts
- Internal meetings

Our communication with participants and parents is bilingual on an ad hoc basis.

In addition to this, when we work with an external promoter, we have no control over bilingual content in their promotion or programme, although we raise it as an area of importance to us.

The areas where we can progress are highlighted in the Action Plan for Improvement below.

6. Staff obligations

As a minimum we expect those who work with us to be respectful of the Welsh language and be committed to nurturing supportive and inclusive working environments for other staff members, participants, and their families.

We expect those who work with us to not discriminate, victimise, or bully anyone who does or does not speak or use the Welsh language. Further detail on this is available in our Equality, Diversity, and Inclusion Policy.

Anyone who treats someone unfairly because of the language, may be subject to disciplinary action as outlined in our Disciplinary Policy.

7. Our Action Plan for Improvement

| What will we do? | How | By When |
|---|--|-------------|
| Support participants to improve their Welsh through engagement in our activity | <p>Develop mechanisms for supporting understanding and pronunciation of Welsh language songs during rehearsals and on the Portal</p> <p>Ensure all projects (Boys, Girls, Kids) have Welsh language repertoire</p> <p>Consider bilingual potential when adopting new names of choirs</p> | August 2023 |
| <p>Ensure our web presence is strongly bilingual</p> <p>Ensure our working practices are bilingual</p> | <p>Review our online Welsh language practices</p> <p>Implement changes / improvements needed</p> <p>Support Welsh language training among staff who wish to improve or update their language skills</p> <p>Integrate incidental Welsh into rehearsal rooms for every choir to support social use of the language</p> <p>Ensure each budget has a translation budget incorporated</p> | August 2024 |
| Actively promote our activities as places where the Welsh language can be learnt and utilised in a social environment | <p>Social media takeover by young people to highlight use of Welsh language in a social rather than educational environment</p> <p>Develop social media campaign that highlights the learning and speaking opportunities of engaging with our activities</p> <p>Develop repertoire choices in the Welsh language that are reflective of contemporary Wales</p> | August 2025 |
| Well-being goals (as defined by the Well-being of Future Generations (Wales) Act | A Prosperous Wales; A more Equal Wales; A Healthier Wales; A Wales of Cohesive Communities; A Wales of vibrant culture and thriving Welsh language | |