

## ANIMAL HEALTH

Welsh Language Scheme: 2008



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## **ANIMAL HEALTH WELSH LANGUAGE SCHEME 2007**

### **Introduction**

1. Under the Welsh Language Act 1993 every public body providing services to the public in Wales has to prepare a scheme setting out how it will provide those services in Welsh. Crown bodies have agreed to support and work within the spirit of the Act. This is our scheme.
2. It describes how we will give effect, so far as is both appropriate in the circumstances and reasonably practicable, to the principle established by the Welsh Language Act that, in the conduct of public business and the administration of justice in Wales, the Welsh and English languages should be treated on a basis of equality.
3. The scheme covers the services that we provide to the public in Wales.
4. In this scheme, the term **public** means individuals, legal persons and corporate bodies. It includes the public as a whole, or a section of the public, as well as individual members of the public. The term includes voluntary organisations and charities. Directors and others representing limited companies are also within the meaning of the term 'public'. It does not, however, include persons who are acting in a capacity which is representative of the Crown, Government or the State. Consequently, persons who fulfil official functions of a public nature, even though they are legal persons, do not come within the meaning of the word *public* when they are fulfilling those official functions.
5. Further information about the scope and purpose of Welsh language schemes can be found in the Welsh Language Board's guidelines ([www.Welsh-language-board.org.uk](http://www.Welsh-language-board.org.uk)).
6. This scheme was prepared under Section 21 of the Act - and in accordance with guidelines issued by the Welsh Language Board (the Board), under Section 9 of the Act. It came into effect on xxxxx.

### **Background to the organisation**

7. Animal Health employs some 1650 staff and operates from twenty-five offices and other outstations throughout Great Britain, with its Head Office in Worcester. Its sponsor Department is the Department for Environment Food and Rural Affairs ('Defra'). Animal Health is a key delivery agent for the Animal Health and Welfare Strategy for Great Britain. We implement and enforce specific national and European Union legislation and regulations relating to animal

welfare, the control and eradication of animal diseases and the facilitation of international trade, as agreed with Defra and the Devolved Administrations, working together to deliver one of Government's strategic priorities, a sustainable food and farming sector.

8. Animal Health has three main offices in Wales, in Caernarfon, Carmarthen and Cardiff. Contact details for Animal Health Head Office in Worcester and the three main offices in Wales can be found at the end of this document (Annex A). Further information about Animal Health can be found on our website at [www.animalhealth.gov.uk](http://www.animalhealth.gov.uk).

## **Service planning and delivery**

### **Operational Policies, initiatives and services**

9. Our policies, initiatives and services will be consistent with this scheme. They will support the use of Welsh and help the public in Wales use Welsh as part of their day to day lives.

10. When we contribute to the development or delivery of policies, initiatives, services or new legislation led by other organisations, we will do so in a way which is consistent with this scheme.

### **Delivering services**

11. Our normal practice will be to ensure that our services are available to the public in Welsh.

12. We will let the public know when services are available in Welsh.

### **Our regulatory functions – and services undertaken on our behalf by third parties**

13. Any agreements or arrangements which we make with third parties will be consistent with the relevant parts of this scheme, when those agreements or arrangements relate to the provision of services to the public in Wales. This will ensure that third parties provide those services in accordance with this scheme.

### **Standards of quality**

14. Animal Health is committed to providing a responsive and efficient, high quality service that is valued by our customers. We will ensure that services provided in Welsh and English will be of equal quality and our aim will be to provide both within the same timescale.

15. In developing this scheme, Animal Health has completed an Equality Impact Assessment and will work to the principles of equality and diversity. We will have particular regard to the needs of disabled persons and will provide services in alternative formats by request.

## **Dealing with the Welsh speaking public**

### **Correspondence**

16. Our normal practice will be as follows:

When someone writes to us in Welsh we will issue a reply in Welsh (if a reply is required). Our target time for replying will be the same as for replying to letters written in English (i.e. within 15 working days), in accordance with Animal Health Customers Service Standards.

17. When initiating correspondence we shall write in the preferred language of the recipient, where this is known. Where the preference is not known, we shall write bilingually, and continue any subsequent correspondence in the language of the reply.

18. Subject to the scoring system referred to below, when we send standard or circular correspondence to several recipients in Wales, it will be bilingual unless we know that all recipients would prefer to receive it in Welsh or English only.

19. We will use a scoring system, to be agreed with the Board, to identify objectively any standard or circular correspondence which need not be published in Welsh, or bilingually (for instance, when the correspondence is very technical or lengthy).

20. If the Welsh and English versions of any correspondence have to be published separately, our aim will be to ensure that both versions are available at the same time.

21. Enclosures sent with bilingual letters will be bilingual, when available.

22. Enclosures sent with Welsh letters will be Welsh or bilingual, when available.

23. The above will apply to e-mail correspondence as well as paper correspondence.

24. All Welsh e-mail correspondence that we issue from Wales will bear a bilingual electronic signature.

### **Telephone communications**

25. We will ensure that the public can speak in Welsh or English when dealing with our offices in Wales by telephone.

26. Our switchboard staff in Wales will answer with a bilingual greeting.

27. Our main switchboard in offices in Wales will use a bilingual message on its answer phone. We will encourage the rest of our staff in Wales to answer the telephone with a bilingual greeting.

28. If the caller wishes to speak Welsh, our switchboard will try to connect the call to a Welsh speaker qualified to deal with the enquiry. If a caller rings one of our direct lines and wishes to speak Welsh, but the person taking the call cannot do so, they will try to transfer the call to a Welsh speaking colleague qualified to deal with the enquiry. If no Welsh speaker qualified to deal with the enquiry is available, the caller will be given the choice, as appropriate, of having a Welsh speaker phone back as soon as possible, continuing the call in English or submitting their query in Welsh, by letter or e-mail.

29. When we set up telephone help-lines, call centres, or similar facilities, to give information, services or support to the public, we will provide a Welsh language service wherever appropriate and possible. This will be advertised alongside the English language service. Both services will share the same telephone number.

30. Because of their location it would not generally be practicable for staff in our offices outside Wales to conduct telephone conversations in Welsh unless this service is specifically offered.

### **Public meetings in Wales**

31. Invitations and advertisements for public meetings in Wales will be bilingual and either note that translation facilities will be available or invite the public to let us know in advance in which language they wish to speak. We will encourage contributions in Welsh.

32. Wherever practicable we will provide papers and other information for public meetings in Welsh and English and ensure that reports and papers produced following public meetings will be published in Welsh and English. When selecting staff to attend public meetings, we will ensure that competent Welsh speakers attend, as necessary.

### **Other meetings with the public in Wales**

33. When we arrange or attend face-to-face meetings with the public in Wales, we will establish their language preference at the earliest opportunity and ensure that a suitably qualified Welsh speaking member of staff deals with those whose preferred language is Welsh. If no suitably qualified Welsh speaker is available, we will offer the choice of continuing the meeting in English, or dealing with the subject by corresponding in Welsh.

34. The above will also apply to meetings held using videoconferencing and similar equipment.

35. Because of their location it would not be practicable for staff in our offices outside Wales to conduct face-to-face meetings with the public through the medium of Welsh.

### **Other dealings with the public in Wales**

36. When we undertake **public surveys** in Wales, we will ensure that all aspects of communication with the public will be bilingual.

37. Respondents will be asked if they wish to respond to the survey in Welsh or English.

38. When we arrange **seminars, training courses** or similar events for the public in Wales, we will assess the need to provide them in Welsh. In conducting this assessment, we will consider the preferred language of those attending and the availability of Welsh speaking trainers.

39. We will ensure that announcements made over **public address systems** in Wales are made in Welsh and English. This requirement is not aimed at internal office systems.

## **Our public face**

### **Publicity campaigns, exhibitions and advertising**

40. Our aim will be that all of the publicity, public information, exhibition and advertising material we use in Wales (in order to target the general public) will be produced bilingually, or as separate Welsh and English versions. If the Welsh and English versions have to be published separately, both versions will be equal with regard to size, prominence and quality - and both versions will be available simultaneously and will be equally accessible.

41. Exceptions to the above will be material aimed at a limited and specialised audience. We will consider the need to produce this bilingually in each case, whilst bearing in mind the nature of the audience and the subject being dealt with.

42. Any advertisements placed in English language newspapers (or similar material) distributed mainly or wholly in Wales, will be bilingual, or will appear as separate Welsh and English versions (with both versions appearing simultaneously, and being equal with regard to size, prominence and quality).

43. In Welsh language publications advertisements will be in Welsh only.

44. When staffing exhibitions stands and displays, we will ensure that fluent Welsh speakers attend, as necessary.

### **Publications**

45. We will publish material made available to the public bilingually, subject to the scoring system referred to below, with the Welsh and English versions together in one document wherever possible.

46. If the Welsh and English versions have to be published separately (for instance, where a single document would be too lengthy or bulky), both versions will be of equal size and quality - and our normal practice will be to ensure that both versions are available at the same time and are equally accessible. Each version will note clearly that the material is available in the other language.

47. . We will use a scoring system, to be agreed with the Board, to identify objectively when material should be published as separate Welsh and English versions or as bilingual documents

48. If not available free of charge, the price of a bilingual document will not be greater than that of a single language publication - and the price of separate, Welsh and English versions will be the same.

49. The above will also apply to material made available electronically on our website, on CD Rom or otherwise.

50. We will prepare a programme, to be agreed with the Welsh Language Board, setting out how we will increase the availability of bilingual publications, over time.

### **Our Public website**

51. Static pages on our public website will contain information in both Welsh and English. We will, where possible, provide Welsh versions of the interactive pages on our websites.

52. We will prepare a programme, to be agreed with the Welsh Language Board, setting out how we will increase the Welsh language content of our website, over time.

53. When designing new websites, or redeveloping our existing websites, we will take into account the Welsh Language Board's *Bilingual Software Guidelines and Standards* and any other guidance issued by the Board with regard to developing websites.

54. Whenever we post English language publications on our websites, the Welsh versions will be posted at the same time, if available.

### **Forms and associated explanatory material**

55. We will ensure that all forms and associated explanatory material for use by the public in Wales will be fully bilingual, subject to the scoring system referred to below, with the Welsh and English versions together in one document. This will include interactive forms published on our websites.

56. If the Welsh and English versions have to be published separately (for instance, where a single document would be too lengthy or bulky), both versions will be of equal size and quality - and we will ensure that both versions are available at the same time and are equally accessible. Each version will note clearly that the material is available in the other language.

57. We will use a scoring system, to be agreed with the Board, to identify objectively when forms and associated explanatory material should be published as separate Welsh and English versions or as bilingual documents.

58. When we enter information on Welsh versions of forms that are sent to the public, we will do so in Welsh.

59. When we enter information on bilingual forms that are sent to the public, we will do so bilingually unless we know that the recipients would prefer to receive the information in Welsh or English only.

60. When other organisations distribute forms on our behalf, we will ensure that they do so in accordance with the above.

61. We will prepare a programme, to be agreed with the Welsh Language Board, to increase the number of forms available bilingually, or as separate Welsh and English versions.

### **Corporate identity**

62. Our normal practice will be for our name, contact details, logo, slogans and other standard information to appear in Welsh and English on material which displays our corporate identity in Wales. This includes our stationery and material such as business cards, compliment slips and invitations.

### **Signs in Wales**

63. We will ensure that all of our permanent and temporary signs, which give information to the public, will be bilingual with the Welsh and English text being treated equally with regard to size, legibility and prominence. We will adhere to this practice whenever signs are being installed for the first time, or whenever we are replacing signs.

64. If separate Welsh and English signs are provided, they will be equal in terms of format, size, quality and prominence.

65. The above will apply to all types of signs, including electronic signs.

### **Official notices, public notices and staff recruitment notices**

66. Official notices, public notices and staff recruitment notices placed in English language newspapers (or similar media) distributed mainly or wholly in Wales, will be bilingual, or appear as separate Welsh and English versions. Notices will be in Welsh in Welsh language publications.

67. The Welsh and English versions will be equal in terms of format, size, quality and prominence – whether produced as a single bilingual version, or as separate Welsh and English notices.

68. In the English language media, posts where the ability to speak Welsh is essential will be advertised in Welsh, with a brief description in English.

69. Recruitment notices placed in English language journals (and other publications) with a UK-wide distribution may be in English, unless the post is one where the ability to speak Welsh is essential, in which case the notice may be fully bilingual, or in Welsh with a brief explanation in English.

70. Any official notices, public notices or staff recruitment notices placed elsewhere in Wales will be bilingual.

## **Press releases and contact with the media**

71. Press releases, having implications for the public in Wales and issued to the Welsh language press and broadcasting media in Wales will be issued in Welsh where deadlines permit.

72. When we post press releases (as detailed in paragraph 71), on our website, our normal practice will be to post them in Welsh and English.

73. We will ensure that Welsh speakers are available to undertake interviews with the Welsh language press and broadcasting media. Animal Health will work collaboratively with the Welsh Assembly Government to provide, as required, mutual support to each other in areas of Welsh communication in Wales.

## **Implementing the scheme**

### **Staffing**

74. All of our workplaces that have contact with the public in Wales need access to sufficient and appropriately skilled Welsh speaking staff to enable those workplaces to deliver a full service in Welsh. The following procedures will be implemented accordingly.

75. We will identify those workplaces and jobs where the ability to speak Welsh is desirable or essential. This requirement may be defined as a component of a workplace or team, or it may be attached to a particular job.

76. From time to time, we will undertake audits to establish the number, ability level and location of staff that can speak, read and write Welsh (including staff that are learning Welsh). We will also identify staff who wish to learn Welsh.

77. The results of these two exercises will be compared to identify workplaces where there is a shortage of Welsh speaking staff. (We may take into account the services offered by any help-line, call centre or similar facilities as we do so).

78. We will respond to any shortages through our recruitment and training activities. We will also consider the possibility of offering existing Welsh speaking staff the opportunity to fill those posts where the ability to speak Welsh is desirable or essential.

79. We will ensure that our reception areas and main switchboards in our offices in Wales, are always able to offer a service in Welsh.

## **Recruitment**

80. When recruiting staff we will be guided by the information gathered by following the procedures described under “Staffing” above.

81. When fluency in Welsh is considered to be desirable or essential this will be stated in job competencies and advertisements.

82. Where no suitable Welsh speaking candidates can be found for a post where Welsh is desirable, the person appointed will be encouraged to learn Welsh.

83. A candidate unable to speak Welsh may be appointed to a post for which Welsh is considered essential, but where time can be allowed to learn the language. In these cases, learning the language to the required level of competence, within a reasonable agreed period, will be a condition of employment.

84. When no suitable Welsh speaking candidates can be found for a post where Welsh is essential (or whilst a candidate unable to speak Welsh has been appointed and is learning the language) we will make temporary arrangements under which the Welsh language service can be provided (by using, for example, Welsh speaking staff from elsewhere in our organisation to deliver parts of the service).

85. Information packs and application forms will be provided in Welsh and English for all of our jobs where fluency in Welsh is considered to be desirable or essential. For all other jobs, information packs and application forms will be provided in Welsh when requested by a job applicant.

86. For our offices outside Wales, for any posts having extensive and regular contact with the public in Wales we will consider whether fluency in Welsh should be a desirable or essential skill – and this will be stated in job competencies and advertisements.

## **Language training**

87. Staff, who regularly deal with Welsh speakers as part of their work, will have the opportunity to learn or improve their Welsh – and we will consider how we can support those who wish to do so. Priority will be given to those who have extensive and regular contact with the public in Wales and who wish to learn Welsh, or improve their Welsh.

88. For our offices outside Wales, we will consider how we can support training for staff that, as part of their duties, have extensive and regular contact with the public in Wales.

### **Vocational training**

89. We will offer vocational training in Welsh where managers consider it necessary and justifiable.

### **Information and Communications Technology**

90. The need to provide information and services in Welsh, and operate in accordance with this scheme, will be catered for as we develop, design and purchase information and communications technology products and services.

91. As we develop or procure ICT systems we will take into account the Board's Bilingual Software Guidelines and Standards.

### **Partnership working**

92. When we are the strategic and financial leader within a formal partnership, we will ensure that any public service aspects comply with this scheme.

93. When we join a formal partnership which another organisation is leading, our input to the partnership will comply with this scheme and we will encourage the other partners to comply.

94. The above refers only to formal partnerships dealing with services available to the public in Wales.

### **Internal arrangements**

95. The measures in this scheme carry the full authority, support and approval of our organisation.

96. Managers will have the responsibility of implementing those aspects of the scheme relevant to their work.

97. We will appoint a senior member of staff to coordinate the work required to deliver, monitor and review this scheme.

98. We will prepare, and continuously update, a detailed **action plan** to be agreed with the Board, setting out how we will ensure that we will operate in accordance with this scheme. The action plan will come into effect on the date on which the scheme comes into effect, or as soon as possible thereafter. The plan will include targets, deadlines and a report on progress against each target. The overall aim of the action plan will be to ensure that we deliver the commitments set out in this scheme as soon as possible.

99. We will ensure that only competent Welsh speakers are used as translators or interpreters for translation of electronic and printed material – and for simultaneous translation. Existing translation arrangements working through Defra Communications Unit will continue and be used where appropriate. We may also look to use the services of other organisations and to internal means, to assist in translation and other communication services.

100. The scheme will be publicised to our staff, and to the public in Wales. It will be published on our website in a prominent place.

101. We will produce desk instructions, or similar guidance, for our staff to ensure that they know how to implement the measures contained in this scheme. Any existing desk instructions, or similar guidance used by our staff, will be amended to reflect the measures contained in this scheme.

102. We will arrange briefing and training sessions for our staff in Wales to increase awareness of this scheme - and to explain how it will affect their day to day work. Any form of contact with the public in Wales, which is not specifically dealt with by this scheme, will be undertaken in a manner which is consistent with the general principles enshrined in this scheme.

### **Monitoring**

103. We will monitor our progress in delivering this scheme against the targets set out in its accompanying action plan. We will report to our senior management on that progress.

104. Our existing monitoring and reporting procedures will include reference to progress in delivering this scheme, as appropriate.

105. We will report to the Welsh Language Board on our progress in delivering this scheme, when requested by them.

106. Our target is to ensure that we act in accordance with this scheme within four years of its coming into effect. We will use a self-assessment procedure, to be agreed with the Board, in order to monitor progress against this target.

### **Reviewing and amending the scheme**

107. We will review this scheme within four years of its coming into effect. We may also need to re-assess or propose amendments to this scheme from time to time, because of changes to our functions, or to the circumstances in which we undertake those functions, or for any other reason.

108. No changes will be made to this scheme without the Welsh Language Board's approval.

**Complaints and suggestions for improvement**

109. Complaints related to this scheme, or suggestions for improvement, should be directed to the Animal Health Welsh Language Monitoring and Advisory Group with responsibility for the scheme. Written correspondence should be addressed to “Welsh Language Monitoring and Advisory Group representative “ and sent to your appropriate Welsh Animal Health Divisional Office. Contact details are given at Annex A to this document.

110. All E-mail correspondence relating to this scheme should be sent to the following dedicated Animal Health Welsh Language mail box :-  
[welsh.language@animalhealth.gsi.gov.uk](mailto:welsh.language@animalhealth.gsi.gov.uk)

111. We will co-operate with the Board in order to resolve complaints - and during any investigations held under Section 17 of the Welsh Language Act.

## ANNEX A

### Animal Health Headquarters

Animal Health  
Block C, Government Buildings, Whittington Road, Worcester WR5 2LQ

Tel: 01905 767111 Out of Hours: 01905 767111 (Answering machine)

Fax: 01905 768851

E - mail: [ah.corporatecentre@animalhealth.gsi.gov.uk](mailto:ah.corporatecentre@animalhealth.gsi.gov.uk)

### Animal Health Divisional Offices in Wales

#### CAERNARFON

Unitary Authorities of Isle of Anglesey, Gwynedd, Conwy, Denbighshire, Flintshire, Wrexham, Powys (Montgomeryshire).

Animal Health Divisional Office  
Crown Building, Penrallt, Caernarfon, Gwynedd LL55 1EP

Tel: 01286 674144 Out of Hours: 01286 674144

Fax: 01286 674626

E - mail: [ah.caernarfon@animalhealth.gsi.gov.uk](mailto:ah.caernarfon@animalhealth.gsi.gov.uk)

#### CARMARTHEN

Unitary Authorities of Pembrokeshire, Ceredigion and Carmarthenshire.

Animal Health Divisional Office  
Ty Merlin, Heol Glasdwr, Parc Pensarn, Carmarthen SA31 2NF

Tel: 01267 245400 Out of Hours: 07000 780144

Fax: 01267 245500

E - mail: [aho.carmarthen@animalhealth.gsi.gov.uk](mailto:aho.carmarthen@animalhealth.gsi.gov.uk)

#### CARDIFF

Unitary authorities of Swansea, Neath and Port Talbot, Bridgend, Vale of Glamorgan, Cardiff, Merthyr Tydfil, Rhondda Cynon Taff, Caerphilly, Blaenau Gwent, Torfaen, Newport, Monmouthshire, Southern Powys.

Animal Health Divisional Office  
Government Buildings, 66 Ty Glas Road, Llanishen, Cardiff CF14 5ZB  
Tel: 02920 768500 Out of Hours: 02920 768500 (Answering machine)

Fax: 02920 768510

E – mail: [aho.cardiff@animalhealth.gsi.gov.uk](mailto:aho.cardiff@animalhealth.gsi.gov.uk)