



Trust



Kindness



Hope

“Together, we will end poverty”

CLWYDALYN POLICY

Cynllun Iaith Gymraeg Welsh Language Scheme

**IMS/HR-POL-40
Version 3**

This document can be made available in other formats. To request an alternative format please contact document control hsqe@clwydalyn.co.uk



ClwydAlyn

ClwydAlyn Housing Limited
72 Ffordd William Morgan,
Parc Busnes Llanelwy, Llanelwy,
Sir Ddinbych, LL17 0JD

ClwydAlyn Housing Limited
72 Ffordd William Morgan,
St Asaph Business Park, St Asaph,
Denbighshire, LL17 0JD



About ClwydAlyn

Our mission is to beat poverty, and we strive to support our residents into work, training and volunteering.

How we do things



Trust



Kindness



Hope

Contact us



Customer Services

Monday to Friday 08:00 to 17:00 Freephone from a landline 0800 183 5757 or 01745 536800

Out of hours
emergency repairs

0300 1233091 or text 07786 202533 (please remember to include your name, address and telephone number in your message).



E-mail/online

help@clwydalyn.co.uk or online @ <https://www.myclwydalyn.co.uk/>



Postal address

72 Ffordd William Morgan St Asaph Business Park St Asaph Denbighshire LL17 0JD

#InfluenceUs

Do you want the chance to feedback on what is important to you as a ClwydAlyn resident? Do you want to help shape and improve the service we provide to you? Do you have anything from a few minutes to a few hours to spare each month? If the answer is Yes, then this is your chance to become an Influencer at ClwydAlyn, please follow the link [#influenceus form](#) or contact

influenceus@clwydalyn.co.uk

Equality, Diversity and Inclusion

Every care has been taken to make this document inclusive. If you have any suggestions or would like this document in an alternative format, please contact document control on hsqe@clwydalyn.co.uk

Document Information/Document Control

This document is an agreed statement which contains the set of principles acting as guidelines for achieving the goals of ClwydAlyn. This document cannot be changed unless authorised to do so.

The master copy is held by the Document Controller, the PDF version is held in ClwydAlyn's SharePoint.

For further information please contact document control hsqe@clwydalyn.co.uk

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V2	Updated to new template and company structure	E. Gilbert	10/04/2024
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1 Opening Statement

1.1 Aim of the Scheme

As a proudly Welsh organisation, ClwydAlyn is committed to promoting Welsh language and culture across our organisation and in the communities in which we work.

As part of this commitment, we will work to treat the Welsh and English languages equitably as much as possible.

The approval of the Welsh Language Standards (No.10) Regulations 2026 on 31st March requires the social housing sector to comply with a set of 133 standards covering service delivery, policy making, operational and record keeping, following a period of consultation with the Welsh Language Commissioner to understand what is reasonable and proportionate.

Subject to this consultation and our final compliance notice, which is expected to be issued in February/March 2027, we expect the Welsh Language Standards to come into effect on 1st October 2027.

Ahead of our final compliance notice, which will set out the timescales we will need to meet to achieve full compliance (timescales of compliance are still to be negotiated with the Welsh Language Commissioner), this policy sets out the commitments that we will work towards to ensure that we meet our legal responsibilities and our own commitments to enabling and promoting a culture of Welsh language.

2 Corporate Objectives and Values

2.1 Our Mission

Our mission is 'together, we will end poverty' - we want everyone in North Wales to have access to safe, well-maintained homes that are affordable to heat and where they can afford the food they need to stay healthy.

2.2 Our Values

Our work is underpinned by our values:

-  **Trust**
-  **Hope**
-  **Kindness**

2.3 Inclusion

We strive to create a sense of belonging, with diverse and inclusive working and living environments where all people feel happy, comfortable, and safe to be themselves. We provide a fully inclusive service where differences are celebrated, and our staff feel supported and valued. Our commitment to Welsh language and culture forms part of our wider equality and inclusion plan.

2.4 Services Provided by ClwydAlyn

ClwydAlyn manages around 7,000 homes across North Wales and employs around 700 people to deliver a wide range of housing management related services in Denbighshire, Flintshire, Conwy, Wrexham, Powys, Gwynedd and the Isle of Anglesey.

Our homes and services include social family housing and single person accommodation, supported living accommodation and specialist care and nursing services, low-cost home ownership, leasehold management services and intermediate and market rented housing.

2.5 The Welsh Language

In line with the Welsh Language Act 1993 and now the Welsh Language Standards (No.10), we are committed to treating the Welsh and English languages equally and equitably.

Our aim is to enable all our colleagues and residents to be able access services and information in line with their language preferences wherever reasonable and proportionate to do so.

In the development of our Welsh Language Scheme, we have engaged with heads of service from across the organisation to understand the impact to our colleagues and residents. Their feedback has informed the direction and commitment to our Welsh Language Scheme.

As part of this, we continue to gather data on communication preferences across colleagues and residents to understand their needs and enable us to respond to the commitments set out in the Welsh Language Standards and inform our approach.

3 Planning and Delivering Services

3.1 New Policies and Initiatives

In planning new and revised policies or initiatives, strategies, service changes or initiatives, ClwydAlyn will use the Inclusive Decision Making Framework to understand the impact on our Welsh language provision and ensure that Welsh language considerations are listened to and taken into account.

Staff who draw up and implement new policies and initiatives will be made aware of this Welsh Language Scheme as well as the contractual requirements placed on the organisation by working with other organisations and in accordance with applicable Welsh Language Standards and Welsh Language Regulations (No.10) 2026.

ClwydAlyn's People Committee will monitor the implementation of the Scheme through assurance reports on compliance, risks, complaints, workforce capacity and improvement actions.

This Welsh Language Scheme will be reviewed and updated in accordance with our draft compliance notice.

3.2 Delivery of Services

ClwydAlyn will work towards providing an active offer of Welsh language services without requiring individuals to request them where it's possible to do so. This will need to be phased over time as we work to overcome challenges in recruiting Welsh speaking colleagues in some of the areas in which we work.

ClwydAlyn's long term aim is to provide a consistent and reliable service for Welsh speakers. Where Standards have been set, we will aim to provide a comprehensive service of the same high standard in English and Welsh wherever possible by:

- (a) ensuring that all staff/volunteers know how to refer individuals to Welsh language services where they are available.
- (b) ensuring that service users are aware of which staff/volunteers speak Welsh by using the Working Welsh badges and posters.
- (c) providing training and guidance for staff/volunteers to facilitate the implementation of the Scheme.

- (d) Actively promoting bilingual workplaces in our offices. Resources available from the Welsh Language Commissioner to assist with this will also be used as considered necessary.
- (e) maintaining reliable translation services of a high standard to ensure that all relevant material is translated quickly and reliably. As recommended by the Welsh Language Commissioner, ClwydAlyn will use professional translators.
- (f) communication preference data will be collected, recorded and used consistently across all customer contact systems. This will be phased over the next three years as work to develop our data and systems progresses.

ClwydAlyn will carry out the commitments noted in the Scheme by implementing the following arrangements:

-  enable officers from one Team who can speak Welsh to assist another Team when the need arises at the same location or another location.
-  adopt systems or procedures which facilitate the provision of service in the chosen language of the person receiving the service where possible.
-  Use professional translators
-  raise awareness among ClwydAlyn's staff of the Welsh Language Scheme
-  consider the need to increase the availability of Welsh language skills by means of training and recruitment.

ClwydAlyn will prepare a schedule of services available fully bilingually and plans to make other services fully bilingual over the course of the policy.

3.3 Services Provided

Any contracts or arrangements made with a third party will be consistent with relevant sections of this Scheme. Our aim is to ensure that third party bodies understand the requirements and operate as necessary in order for ClwydAlyn to meet the requirements of the Welsh Language Scheme.

Welsh language requirements will be considered at pre-procurement, specification stage and will include relevant details about the

requirements of the Scheme in the tendering documents, contracts and conditions sent to the relevant agency or company.

3.4 Partnerships

ClwydAlyn works in partnership with public bodies, organisations from the voluntary sector, private sector, and other agencies. ClwydAlyn operates on many levels when working with others:

-  when ClwydAlyn is the strategic and financial leader within a Wales-based public sector partnership, it will ensure that the public service provision is compliant with the Welsh Language Scheme
-  when ClwydAlyn joins a partnership led by another body, ClwydAlyn's contribution to partnerships will comply with Welsh language requirements

3.5 Quality Standards

Services provided in Welsh and in English will be equal in quality and accessibility and they will be provided within the same timetable.

4 Dealing with the Welsh Speaking Public

4.1 Written Communication

Customers are welcome to send Welsh language correspondence to ClwydAlyn and those writing in Welsh will receive an answer in Welsh and will actively offer this.

- (a) There will be no difference in correspondence time between the English and Welsh language, all communications will be issued at the same time, unless it's related to urgent health and safety or compliance communications.
- (b) All communication received in Welsh will be answered in Welsh.
- (c) Following Welsh language contact face to face or over the phone, any subsequent correspondence will be sent in Welsh or bilingually.
- (d) If it is known that a customer prefers to receive correspondence in Welsh, wherever practical we will correspond with that person in Welsh, including automated correspondence.

- (e) ClwydAlyn will continue to collect data from our residents on their communication and language preferences and respond accordingly.
- (f) In order to facilitate communication with customers in Welsh, ClwydAlyn will maintain and provide to staff a list of colleagues who can speak Welsh.
- (g) Where an individual's preference is not known, for example in sending standard letters, we will continue to work towards improving our data for communication and language preferences. Key communications such as rent statements will be issued bilingually.
- (h) The headed paper and email signature will include a note at the bottom welcoming correspondence in English or Welsh, and that corresponding in Welsh will not lead to delay.

4.2 Communication over the telephone

Customers will be welcome to conduct telephone conversations with us in English or Welsh, and we will actively offer this. ClwydAlyn will maintain a helpline and Welsh-speaking operators will be available, with the aim of having Welsh speakers available for at least eight hours a day.

Guidelines will be issued to staff on the steps to be taken when answering the telephone. All external calls will be answered with a standard bilingual greeting:

**‘Bore da ClwydAlyn’ or
‘Prynhawn da ClwydAlyn’
‘Noswaith da ClwydAlyn’**

If a member of staff is unable to provide a bilingual service, they will explain the situation to the individual and offer a Welsh language service from another volunteer/member of staff. If no Welsh speakers are available, the caller may choose to:

- (a) have a Welsh speaker phone them back
- (b) submit the request in writing (hard copy/email); or
- (c) continue the conversation in English.

ClwydAlyn will provide an internal directory of Welsh speakers in the organisation to whom calls may be transferred.

Following a telephone conversation in Welsh, we will keep a record and all subsequent communications, whether written or verbal, will be in Welsh or bilingually at the request of the caller.

Unless the language preference of the call recipient is known, when calling for the first time, we will ask whether they wish to receive telephone calls from us in Welsh. We will keep a record all subsequent communications, whether written or verbal, will be in Welsh or bilingually at the request of the caller.

4.3 Face to Face Communication

We will display a sign in reception areas which states that visitors are welcome to use the Welsh language.

Staff at the reception who are able to provide a Welsh language service will wear a Working Welsh badge to convey that.

ClwydAlyn will endeavour to ensure that Welsh speakers are present in their offices to deal with enquiries in Welsh. If the member of staff is unable to deal with the matter fully, every effort will be made to find a suitable person, in the office or over the phone. If this is not possible, the customer will be given an opportunity to discuss the matter in English, or the enquiry will be noted and transferred to an appropriate member of staff for a written reply to the customer in Welsh.

4.4 Public Meetings and Events

For ClwydAlyn public meetings such as stakeholder events, development consultations and groundbreaking ceremonies, we will establish standard practices for bilingual provision. Notices of all public meetings, events and conferences will be bilingual and will include a statement that the right of those attending to speak English or Welsh will be respected.

Translation needs will be assessed before holding any public meeting or conferences. The appropriate translation facilities will be provided on the basis of this assessment. If translation facilities are provided prior notice will be given that anyone will be welcome to speak Welsh.

Working Welsh badges denoting Welsh speakers will be worn to show which members of staff or volunteers speak Welsh.

4.5 Meetings with members of the public

When we arrange or attend a face-to-face, virtual or hybrid meeting with one member the public, we will find out their preferred language at the first opportunity and, if their preference is to participate in Welsh, we will ensure that a qualified member of staff who speaks Welsh attends on ClwydAlyn's behalf where possible.

If no suitable Welsh speaker is available, we will offer them the option of continuing with the meeting in English or dealing with the matter by correspondence in Welsh.

4.6 Events

When ClwydAlyn organise a public event, or where we fund at least 50% of a public event, we will promote the event in Welsh and in English.

For such events, we will ensure that display material and information used in exhibitions and events will be bilingual and that any housing related services provided to attendees are available in both languages.

5 The Public Face of ClwydAlyn

5.1 Corporate Identity

ClwydAlyn and its main contractors will adopt a completely bilingual corporate image in Wales. Written material, logos and slogans will be bilingual. Headed paper, compliment slips and appointment cards will all be bilingual with both languages equal in terms of format, size, clarity and prominence.

All general and public notices and job advertisements issued to the media in Wales will be bilingual. Display material and information used in exhibitions and events in Wales will be bilingual.

5.2 Signs

ClwydAlyn is committed to providing information signage bilingually including within its offices. The signage will uphold the principle of equality, with the Welsh appearing above the English or side by side with Welsh first. This commitment extends to any temporary signage displayed. New signage in future will be completely bilingual with both languages displayed in the same way and with the same prominence.

5.3 Documents

ClwydAlyn will publish and make available documents in both Welsh and English where they are distributed to or provided for the public in general, and which:

- (a) provide information on the services of ClwydAlyn

- (b) explain and advise on ClwydAlyn's new policies, initiatives, developments and services
- (c) seek the public's opinion by consulting them

Such documents and publications will include leaflets, booklets, newsletters, corporate publications and general published material distributed to customers in Wales by ClwydAlyn or on its behalf.

Customers will be able to choose to receive information in English or Welsh and a record of such preferences will be kept. We will ensure that the Welsh text is of a high standard and in the correct format and is mindful of the target audience. If it is not possible or appropriate to produce bilingual material, separate English and Welsh versions will be produced. In this case, both versions will be of the same standard and will be published and distributed at the same time and will include a note that an English/Welsh version is available.

There may be cases where we publish documents relating to our specific funding model which are drawn through from other sites and are legal requirements therefore not possible to produce bilingually.

5.4 Press Releases

We are committed to issuing bilingual statements and notices to the press and the media in Wales whenever possible.

It is understood that occasionally, in an emergency, it will be necessary to issue press releases in English only, but in all other circumstances the translation process will be incorporated into the planning timescales.

5.5 Website and Information Technology

ClwydAlyn's websites will be fully bilingual, and all English pages will have an equivalent identical Welsh page. Both languages will appear separately, and it will be possible for the user to move from one language to the other at any time by using the prominent language switch. Material published on ClwydAlyn's websites will appear in English and Welsh and will be uploaded simultaneously.

If the English and Welsh content does not appear together at any time, then the English content will appear with a note informing the user when the Welsh page will be available, and the Welsh version will appear within 2 working days.

When planning or redeveloping websites or any other Information Technology service, we will consider the Welsh Language Commissioner's

guidelines: ‘technology, websites and software: Welsh language considerations’.

When referring to the website in public documents or emails, the Welsh language web address will be used for Welsh documents, and the English language web address will be used for English documents. Both will be used when the content is bilingual e.g. on 'pop-up' display material. This should be done in line with the website's branding guidelines.

In order to help staff and volunteers work through the medium of Welsh, IT software such as the Cysgliad dictionary and spellchecker will be available on computers. Welsh-language versions of Microsoft Windows and Office will also be available to staff and volunteers who wish to use them. Copies can be downloaded free of charge from the Commissioner's website.

5.6 Social Media

ClwydAlyn media communications will be bilingual or issued simultaneously in Welsh and English and reflect our tone of voice to ensure they are natural and organic. If a member of the public contacts us on social media in Welsh, we will reply in Welsh, if an answer is required.

5.7 Forms and Explanatory Material

All public-facing forms, including those available digitally, will be available in Welsh and English. Our standard practice will be to produce bilingual forms with both languages appearing together in the same document.

In some cases (perhaps due to the complexity of a form) production of a bilingual version will not be practical, and separate Welsh and English versions may be more appropriate. In such cases, the Welsh and English versions should:

-  be published at the same time
-  be equally as easy to obtain in offices and other distribution centres
-  be distributed together, and
-  include a message which confirms that the form is also available in the other language.

ClwydAlyn will try to establish the chosen language of members of the public by including a “language choice” question on the first form in a series. Once the chosen language of an individual is known, we will distribute material in Welsh, English, or bilingually from then on, as appropriate.

We will ensure that consistency of terms is a regular practice in the preparation of forms.

Any development to establish electronic provision for filling in forms will ensure equality for the Welsh language.

5.8 Marketing and Publicity Campaigns

In implementing advertising and publicity activities, including production of leaflets, audio and video materials, advertising campaigns and market research, we will implement the following objectives:

-  produce all publicity materials in Welsh and in English
-  conduct advertising in the press in Welsh and in English
-  advertise on posters and information boards in Welsh and in English
-  conduct public surveys bilingually, whether through the post or face to face
-  set up bilingual exhibitions and information stalls.

5.9 Official notifications, public notifications and Staff Recruitment Advertisements

Our standard practice will be to ensure that our official notifications, public notifications and staff recruitment advertisements appear bilingually with the Welsh and English versions together. They will be equal as regards form, size, quality, clarity and prominence.

Fully bilingual information packs including job descriptions and person specifications will be prepared in Welsh and in English for every post where Welsh language skills are essential.

Generic information contained in information packs, such as quality and diversity to monitoring form and application form will be prepared in Welsh and in English for all our posts.

Advertisements for posts for which Welsh language skills are essential will appear in Welsh in all publications, with an explanatory note in English for English or bilingual publications.

6 Implementation and Review of the Scheme

6.1 Staffing and Recruitment

ClwydAlyn will endeavour to ensure that staff can provide a service for Welsh speakers in all offices and projects.

All new or empty posts will be assessed to establish where the need for oral Welsh and/or written Welsh is essential or desirable. Any such requirements will be included in job descriptions and person specifications. Criteria for assessing the requirement will be established, including the nature of the post and frequency of contact with Welsh-speaking members of the public.

If there has been difficulty in recruiting an individual who speaks Welsh to a post where Welsh is essential, perhaps it will be necessary to consider appointing someone who does not speak Welsh. In this case, the practice will be to do one of the following:

-  to advertise again, stating that non-Welsh speaking applicants will be considered on condition that they commit themselves to learning Welsh to a particular standard within a specific time, with the level of competence to be tested.
-  to re-advertise after a specific period of time, wherever we can using specialist Welsh language organisations who can promote to Welsh speaking audiences.

Fully bilingual information packs including job descriptions and person specifications will be prepared in Welsh and in English for every post where Welsh language skills are essential or desirable.

Generic information contained in information packs, such as quality and diversity to monitoring form and application form will be prepared in Welsh and in English for all our posts.

Job application forms include a space for applicants to indicate that they wish an interview or other method of assessment in Welsh and if an applicant so wishes, we will conduct any interview or other method of assessment in Welsh, or, if necessary, provide a simultaneous translation service from Welsh to English for that purpose.

Support and training will be provided to staff in the use of Welsh so that they may gain new skills and improve current skills. ClwydAlyn's resources (i.e. direct funding and time during working hours) will be allocated depending on the training needs assessment and priorities regarding the benefit to service provision.

Language awareness training will be offered to all employees, directors and volunteers.

Whilst ClwydAlyn's usual internal business language is English, ClwydAlyn will look for opportunities to enable members of staff to use Welsh in the workplace.

6.2 Education Courses

Training, workshops and learning opportunities provided to residents or members of the public will be available in Welsh and English where reasonably required and possible, and language preference will be considered during planning and delivery.

6.3 HR Policies and employment related processes

ClwydAlyn will proactively make HR policies and employment-related documentation available for staff in both Welsh and English.

Staff can use Welsh in disciplinary, grievance, complaints and other investigatory processes if that is their preference, we will proactively offer facilitate this.

6.4 Learning Welsh

ClwydAlyn will encourage and support staff who wish to learn or improve their Welsh and encourage Welsh speakers to use the language whenever practical. We will assess the training needs of employees in order to identify staff who may benefit from training programmes, financial support or dedicated working hours by ClwydAlyn in order to:

- (a) Assist Welsh-speaking employees who need to develop their language skills in order to fulfil their duties
- (b) Provide Welsh-speaking staff members with the appropriate administrative, technical or operational skills to provide a Welsh language service to customers
- (c) Develop the Welsh language skills of non-Welsh speaking members of staff.

ClwydAlyn will introduce measures to monitor those who are developing and/or learning Welsh language skills.

6.5 Services Delivered by Contractors on behalf of ClwydAlyn

Through its contracting arrangements ClwydAlyn will use its best endeavours to ensure that contractors implement all relevant sections of the Scheme when dealing with customers or the public.

Provision will be made to monitor compliance by ClwydAlyn and contractors with the relevant sections of the Scheme within the standard monitoring arrangements, including regular performance reports by contractors.

Contracts or arrangements may be of short duration and for a specific task or activity where it is not practical to require full compliance with the Scheme. In such cases the fullest possible compliance under the circumstances will be sought and decisions will be documented.

6.6 Monitoring

ClwydAlyn will measure the implementation of the Scheme in accordance with the requirements of the Welsh Language Standards set on us by the Welsh Language Commissioner and compliance notice and relevant timescales.

Each year, an annual report will be presented to the People Committee.

A section on compliance with this Scheme will be included in our annual ESG report.

ClwydAlyn will review and revise the Scheme every three years to ensure that commitments reflect good practice advise and requirements of the Welsh Language Standards set on us by the Welsh Language Commissioner the in consultation with the Welsh Language Commissioner.

6.7 Complaints and Feedback

ClwydAlyn's current complaints procedure will encompass any complaints made regarding the implementation of the Scheme, our compliance with the Welsh Language Standards or Welsh language service in general.

ClwydAlyn welcomes suggestions from the public, its staff and residents for improving its Scheme and Welsh language service. Any suggestions should be sent to the Chief Executive and will be considered during the monitoring period.

6.8 Advertising the Scheme and Raising Public Awareness

Our long-term aim is to work towards enabling residents, service users and the general public to know Welsh services are available without needing to ask.

We will ensure that those dealing with ClwydAlyn are aware of the Scheme and its contents. Copies of the Scheme will be available on ClwydAlyn's website from 1st October 2027. The following means of publicity will be used:

- (a) Issuing information and guidelines to staff, clients and stakeholders
- (b) Ensuring that copies of the Scheme are available to all colleagues via controlled documents and the intranet, and the public in general by placing it on our website and issuing it on demand.