



**Consumer  
Focus**  
Campaigning for a fair deal

# The Consumer Focus Welsh Language Scheme

Prepared Under the Welsh Language Act 1993  
20 September 2010



**BWRDD YR IAITH  
GYMRAEG • WELSH  
LANGUAGE BOARD**

Noddir gan  
Lywodraeth Cynulliad Cymru  
Sponsored by  
Welsh Assembly Government



# About the scheme

This scheme was developed by Consumer Focus to give full effect to the principle of equality to consumers and to offer real language choice as we provide services to the public in Wales.

This has been done in accordance with Section 14 (1) of the Welsh Language Act 1993. Our scheme was developed in consultation with and in preparation for approval by the Welsh Language Board.

# Section 1: Overview

---

- 1.1 Consumer Focus is a new consumer body for Britain established by the Consumers, Estate Agents and Redress Act 2007 through a merger of three organisations – energywatch, the National Consumer Council (including the Scottish and Welsh Consumer Councils) and Postwatch. Consumer Focus was launched on 1 October 2008 to champion the interests of consumers across England, Wales, Scotland and, for post, Northern Ireland. In Wales we are led by Consumer Focus Wales.
- 1.2 The work of the new organisation over time is likely to touch the lives of everyone. Through campaigning, advocacy and research, we champion consumers' interests in private and public sectors by working to secure fairer markets, greater value for money, and improved customer service.
- 1.3 Consumer Focus has a clear commitment to people who are vulnerable. Part of our work helping vulnerable consumers involves taking up their complaints on energy and post on their behalf, through our Extra Help Unit, based in Glasgow. Working with the Government helpline Consumer Direct, Consumer Focus ensures vulnerable consumers' complaints are fast-tracked and addressed by energy and postal companies as a priority.
- 1.4 The Welsh Language scheme describes how Consumer Focus and Consumer Focus Wales will give effect to the principle established by the Welsh Language Act that, in the conduct of public business and the administration of justice in Wales, Welsh and English languages should be treated on a basis of equality.
- 1.5 The scheme covers the services that we provide to the public in Wales.
- 1.6 In this scheme, the term public means individuals, legal persons and corporate bodies. It includes the public as a whole, and a section of the public, as well as individual members of the public. The term covers voluntary organisations and charities, the directors and others representing limited companies. 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.
- 1.7 This scheme was approved by the main Board of Consumer Focus on 29 June 2009.
- 1.8 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))

Enquiries about this Scheme should be addressed to:  
Diane Gaston  
Head of Communications  
[Diane.Gaston@consumerfocus.org.uk](mailto:Diane.Gaston@consumerfocus.org.uk)  
Tel. 020 7799 8008

# Section 2: Service planning and delivery

---

## Policies, legislation and initiatives

- 2.1 Consumer Focus and Consumer Focus Wales' policies, initiatives and services will be consistent with this scheme. They will support the use of Welsh and will, whenever possible, help the public in Wales use Welsh as part of their day-to-day lives.
- 2.2 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.
- 2.3 We will ensure that the Welsh Language is appropriately reflected in the introduction of new policies, initiatives and services. We will take advantage of these opportunities.
- 2.4 Whenever possible, our consultation documents relating to Wales will discuss the relationship between the Welsh language and the policies, initiatives and services under development.

## Delivering services

- 2.5 Our normal practice will be to ensure that our services to the public in Wales are available in Welsh.
- 2.6 We will let the public know when services are available in Welsh.
- 2.7 Currently just under half the staff in Consumer Focus Wales are Welsh speaking; action will be taken to make sure the necessary staff planning is undertaken so that there is availability to operate in both languages.

## Services undertaken on our behalf by third parties

- 2.8 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.
- 2.9 This will include services which are contracted out, granting licences and granting other permissions.

## Standards of quality

- 2.10 Services provided in Welsh and English will be of equal quality.

# Section 3: Dealing with the Welsh speaking public

---

## Correspondence

- 3.1 Consumer Focus and Consumer Focus Wales welcome correspondence in Welsh and English and corresponding in Welsh will not, in itself, lead to delay. Letters received in Welsh will receive a signed reply in Welsh. Correspondence initiated by Consumer Focus and Consumer Focus Wales following face-to-face or telephone communication in Welsh will be in Welsh unless requested otherwise.
- 3.2 Initial correspondence from us to an individual, a group or organisation in Wales will be in the preferred language of the recipient if it is known, or in both languages if it is not known.
- 3.3 Consumer Focus and Consumer Focus Wales will issue standard and circular letters to the public in Wales bi-lingually.
- 3.4 Enclosures sent with bilingual letters will be bilingual, when available.
- 3.5 Enclosures sent with Welsh letters will be Welsh or bilingual, when available.
- 3.6 All e-mail communications received in Welsh will be answered in Welsh. The same principles will be applied to e-mail communications as to other written correspondence.
- 3.7 If the Welsh and Welsh and English versions of any correspondence have to be published separately, our standard practice will be to ensure that both versions are available at the same time.
- 3.8 We will develop a system to record the language preference of those who wish to correspond with us in Welsh.
- 3.9 Consumer Focus and Consumer Focus Wales will enlist the help of suitably qualified translation services as appropriate when corresponding with customers in Welsh.

## Telephone communication

- 3.10 Telephone calls will occur in two ways: calls to Consumer Focus Wales/Consumer Focus functions based in Wales; and calls for all vulnerable consumers across Great Britain on complaints to Consumer Focus through a centralised Extra Help Unit in the Glasgow office.

### **Calls to Consumer Focus Wales/Consumer Focus functions based in Wales:**

- 3.11 Consumer Focus Wales welcomes telephone calls in Welsh. All telephone callers to Wales, as a minimum standard, will receive the initial greeting bilingually. Callers who wish to continue the call in Welsh will then be transferred to an appropriate member of staff. If a Welsh speaking member of staff is unavailable, callers will be given the choice of:

- the call being returned by a Welsh speaking member of staff within a specified period
  - continuing with the call in English
  - submitting their enquiry in written form in Welsh from which they will receive a written response in Welsh
- 3.12 A bilingual message will be provided on reception voicemail in Wales with individual staff members encouraged to record bilingual messages for their personal voicemail.

### **Calls to Consumer Focus on complaints:**

- 3.13 Consumer Focus will not take calls on new cases directly from consumers. Calls from across Great Britain will be referred to the centralised Extra Help Unit in Glasgow mainly by Consumer Direct but also from a small number of other bodies, including Regulators and Redress Schemes. By the time that the case is referred to Consumer Focus, the consumer's preferred language will already be known and Consumer Focus has developed arrangements with Consumer Direct Wales that will use the in-house Welsh speaking capability within their Cardiff office to handle cases from Welsh speaking consumers. A mechanism for handling Welsh speaking complainants is detailed in Annex 1.

## **Meetings**

### **Face-to-face meetings**

- 3.14 Any member of the public who wishes to conduct private or one-to-one meetings with Consumer Focus in Wales are welcome to do so in either Welsh or English. A language choice will be offered when arranging meetings, and if Welsh is the requested medium, appropriate arrangements will be made. By offering a language choice, Consumer Focus recognises:
- that individuals can express their views and needs better in their preferred language
  - that enabling individuals to use their preferred language is a matter of good practice, not a concession
  - that denying them the right to use their preferred language could place individuals at a real disadvantage
- 3.15 The above measures are applicable to all kinds of non-public meetings. But if no suitably qualified Welsh speaker is available, the attendee will be offered:
- the opportunity to discuss the matter in English; and/or to send in their query in written form in Welsh from which they will receive a written response in Welsh.
- 3.16 The above will also apply to meetings held using videoconferencing and similar equipment.

### **Public meetings in Wales**

- 3.17 As Consumer Focus and Consumer Focus Wales will be conducting public meetings in Wales, contributions are welcomed in either Welsh or English. This will be stated clearly on all notices that inform or publicise the meeting and attendees will also be informed of this language choice at the beginning of the meeting. The only exception to the above provision will be meetings at which it is known beforehand that there will be no need for a translator, because it has been established that English only or Welsh only is the preferred language of everyone who will be present.

- 3.18 When publicising the meeting, all literature will include a footnote stating that Consumer Focus and Consumer Focus Wales welcomes contributions in Welsh or English. But those proposing to attend will be asked to inform us beforehand in which language they wish to speak as simultaneous translation facilities will then be organised if necessary. If it is not known beforehand who will be attending the meeting and whether or not anyone will wish to speak Welsh, the organiser of the meeting will decide according to his/her discretion whether a simultaneous translation service should be provided or not. That decision will be based on the nature of the meeting, geographical location, likely attendees and previous experience of similar meetings. If there is still substantial uncertainty, then the decision will be in favour of providing a simultaneous translation service. All requests for information in relation to meetings will be responded to in the preferred language of the individual.
- 3.19 We will let those attending public meetings know when simultaneous translation facilities are available – and encourage contributions in Welsh.
- 3.20 Our standard practice will be to provide general papers and other associated information such as speakers details and agenda in Welsh and English for public meetings held in Wales and ensure that papers produced following public meetings are published in Welsh and English. Consumer Focus and Consumer Focus Wales Board Agenda and Minutes will be available in Welsh and English in hard copy and on the website.
- 3.21 When selecting staff to attend public meetings in Wales, our standard practice will be to ensure that, whenever possible, suitably qualified Welsh speakers attend, as necessary. Welsh speakers will wear the Welsh Language Board's Working Welsh badges to indicate that they are able to speak Welsh and English.

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

- 3.22 When we undertake public surveys in Wales our standard practice will be to ensure that all aspects of communication with the public will be bilingual.
- 3.23 Respondents will be asked if they wish to respond to the survey in Welsh or English.
- 3.24 When we arrange seminars, focus groups or similar events for the public, we will assess the need to provide them in Welsh.
- 3.25 Our standard practice will be to ensure that announcements made over public address systems are made in Welsh and English.

## **Internet communications**

- 3.26 Consumer Focus is committed to providing bilingual internet access. When accessing the Consumer Focus website customers will have the option of choosing an English or Welsh version. Publications will be available via the website. Where a Welsh version has been produced in printed form, this will also be available on the website.
- 3.27 When developing Consumer Focus websites we will prepare a programme, to ensure that any website aimed at, or of interest to the public or stakeholders in Wales is fully bilingual.

- 3.28 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.
- 3.29 Consumer Focus will look to develop a fully operational Welsh language version of the Knowledge Base which allows consumers to use an interactive search facility to find answers to questions on energy and postal issues. Initially, Consumer Focus will provide on the Welsh language version of the Consumer Focus website:
- Translations of the most frequently asked Questions and Answers from the English language pages
  - Telephone and web email contact facilities to provide consumers with answers in Welsh to other questions not covered within the Q&A
  - Promotion of the Welsh language service on the English language pages
- 3.30 Consumer Focus will monitor the Welsh language calls to this service to identify further common problems raised and then add these Questions and Answers to the Welsh language Knowledge Base.
- 3.31 Whenever we post Consumer Focus English language publications on our websites the Welsh versions will be posted at the same time, if available.

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

- 3.32 Consumer Focus and Consumer Focus Wales will ensure that all forms and associated explanatory material produced by us or in partnership for use by the public in Wales will be fully bilingual, with the Welsh and English versions together in one document.
- 3.33 If the Welsh and English versions must be published separately (for instance, where a single document would be too lengthy or bulky), both versions will be of equal size and quality. 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. When Consumer Focus and Consumer Focus Wales staff enter information on Welsh versions of forms we send to the public, we will do so in Welsh.
- 3.34 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.
- 3.35 When other organisations distribute forms on our behalf, we will ensure that they do so in accordance with the above.

# Section 4: Our public face

---

## Publicity campaigns, exhibitions and advertising

- 4.1 All of the publicity, public information, exhibition and advertising material used in Wales by Consumer Focus or Consumer Focus Wales 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. Both versions will be available simultaneously and will be equally accessible.
- 4.2 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).
- 4.3 In Welsh language publications advertisements will be in Welsh only.
- 4.4 When Consumer Focus advertises on television or radio, where any such advertisements are broadcast within Welsh language programming, these will be broadcast in Welsh.
- 4.5 When staffing exhibitions stands and displays in Wales, our standard practice will be to ensure that, whenever possible, suitably qualified Welsh speakers attend, as necessary. Welsh speakers will wear the Welsh Language Board's Working Welsh badges to indicate that they are able to speak Welsh and English.

## Corporate identity

- 4.6 We will adopt a fully bilingual corporate identity in Wales treating the two languages on a basis of equality. The name, address and other standard information on letterheads, publications, signs, business cards and identification badges will be bilingual.
- 4.7 A standard template for electronic communications for disclaimers, signatures and out of office replies will be available internally to all relevant staff.

## Signs

- 4.8 All signs in Consumer Focus Wales office, whether permanent or temporary, will be bilingual, with equal prominence given to English and Welsh in terms of format, size, quality, legibility and prominence of text. In relation to existing signs these will be bilingual when replaced.

## Publications

- 4.9 Consumer Focus and Consumer Focus Wales has adopted the Welsh Language Boards publication scoring system (Annex 2). This enables us to decide which materials and reports will be published in Welsh, whether bilingually or as separate Welsh and English publications and which will be produced in English only. Consumer Focus and Consumer Focus Wales publications aimed at the public in Wales will be bilingual with normally both language versions forming one document. The versions will be printed side-by-side where possible to facilitate easy cross-reference, distribution and offer language choice. Although single

version bilingual publications are the preferred option, when Welsh and English versions are published separately (e.g. due to their voluminous nature), we will again ensure that they will be issued simultaneously, distributed together, and be equally accessible. Each separate version will carry a message that the publication is also available in the alternative language.

- 4.10 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.
- 4.11 The above will also apply to material made available electronically on our website, on CD ROM or otherwise.

### Responses to consultations

- 4.12 Our language scheme does not require that we provide consultation responses bilingually. However producing bilingual consultation responses shows our commitment to the Welsh language and in turn the Welsh consumer. This will be especially relevant if the consultation deals with issues that have particular relevance to Wales. Although this is discretionary these principles will guide our practice.

### Press notices and other publicity activities

- 4.13 Consumer Focus will issue a large number of press notices to the media each year, often at short notice. They are normally issued in English only but may exceptionally be issued bilingually on request or if they bear specific relation to Wales. Press releases to the media and press in Wales will be issued in Welsh and English where deadlines permit – or according to the language preference of the recipient media organisation or publication.
- 4.14 Where possible, we will ensure that Welsh speakers are available to undertake interviews with the Welsh language press and broadcasting media for press releases that have a particular relevance to Wales.

### Official notices and recruitment advertising

- 4.15 Consumer Focus and Consumer Focus Wales will publish bilingual official notices, regarding matters of general interest to the public in Wales. It will publish bilingual public notices in English language newspapers in Wales and in Welsh only in Welsh language newspapers. 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.
- 4.16 When preparing and publishing advertisements for staff recruitment in Wales, Consumer Focus and Consumer Focus Wales will adhere to the following arrangements:
- Advertisements for posts for which fluency in Welsh is an *essential* qualification will appear in:
    - Welsh only in Welsh language publications
    - Welsh only in English language publications mainly or wholly circulating within Wales
  - Advertisements for posts for which fluency in Welsh is a *desirable* qualification or where no linguistic requirement has been identified shall be published:
    - bilingually in English language publications circulating within Wales

- in English only in English language publications which have a UK wide distribution
- in Welsh only in Welsh language publications

# Section 5: Implementing and monitoring the scheme

---

## Staffing and recruitment

- 5.1 In order to ensure over a period of time that Consumer Focus Wales is able to deliver its services in Welsh to a high quality, both effectively and efficiently, it will adopt a linguistic skills strategy as part of its human resources planning process. This strategy will enable Consumer Focus to maintain an overview of its linguistic skill needs and resources, and co-ordinate training and recruitment activities to facilitate the Scheme's objectives. The measures that follow will form part of that strategy. In order to realise this commitment, Consumer Focus will undertake an audit of its services, provisions and staff in order to identify objectively:
- those workplaces and service situations where there is contact with the public in Wales and the nature of that contact
  - the bilingual skills of existing staff and to what extent staff would be interested in learning Welsh or upgrading their skills
- 5.2 Having conducted and analysed the above survey, Consumer Focus and Consumer Focus Wales will identify those posts in Consumer Focus Wales or in Consumer Focus functions based in Wales where the ability to communicate in Welsh is essential, desirable or is not deemed required as a skill. Job descriptions will then be formulated accordingly as outlined in the section on 'Recruitment Advertising'.
- 5.3 All new posts and all existing posts which fall vacant will be considered in light of the linguistic skills strategy of this Scheme. In doing so Consumer Focus and Consumer Focus Wales will be conscious of the need to take every opportunity to rectify any deficiencies in Welsh language skills which will affect the delivery of Consumer Focus Welsh language service provision.

## Learning Welsh

- 5.4 Consumer Focus will arrange learning and training programmes that focus on workplaces and posts which are important to the implementation of the Scheme. Such courses will be available for beginners and for those who wish to improve their oral and written proficiency in the language and any costs will be borne by Consumer Focus.

## Recruitment

- 5.5 Consumer Focus will welcome recruitment correspondence in Welsh and English for jobs in Consumer Focus Wales and jobs for Consumer Focus functions based in Wales and will make this known in recruitment advertisements.
- 5.6 All recruitment advertisements for any post requiring Welsh language skills, together with the relevant job descriptions or details, will be drafted in such a way as to identify clearly the linguistic requirements of each post, in accordance with 'Recruitment Advertising'. When fluency in Welsh is considered to be desirable or essential, this will be stated in job competencies and advertisements.

- 5.7 We will provide bilingual application forms and offer bilingual application packs for all Consumer Focus jobs that are based in Wales and Consumer Focus Wales jobs.

## Information and Communications Technology

- 5.8 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.
- 5.9 Whenever possible, we will modify our existing information and communications technology systems to ensure that they enable us to provide information and services in Welsh – and operate in accordance with this scheme.

## Partnership working

- 5.10 Consumer Focus and Consumer Focus Wales work with a variety of stakeholders on a range of issues. When we are the strategic and financial leader within a partnership with direct relevance to the public in Wales, we will ensure that any public service aspects comply with this scheme.
- 5.11 When we join a 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.
- 5.12 When we are a partner in a consortium, we will encourage the consortium to comply with this scheme. When acting in the name of the consortium, we will operate in accordance with this scheme.

## Administrative arrangements

- 5.13 Consumer Focus will ensure that all relevant staff are aware of the Scheme and of Consumer Focus' responsibilities under the Act by holding staff briefing sessions and providing staff with guidance notes.
- 5.14 Consumer Focus and Consumer Focus Wales will keep a register of suitably qualified translators whose services are available to staff in dealing with responses to customers and preparing published material.
- 5.15 The commitments and arrangements outlined in this Scheme have been approved at the highest level and will carry the full authority of the organisation in their implementation.
- 5.16 Consumer Focus's Head of Communications will be responsible for coordinating the Scheme with managers given the responsibility for implementing those aspects of the Scheme relevant to their own departments.
- 5.17 When any new supplier enters the energy market in Wales, Consumer Focus will encourage them to offer a bi-lingual service. We will explain the unique nature of the Welsh bi-lingual community and the benefits companies can derive from offering a service through the medium of Welsh.

## Monitoring

- 5.18 Consumer Focus Head of Communications will be primarily responsible for monitoring the scheme and for constantly reviewing it, and will consult with the Welsh Language Board with regards to any proposed changes to the scheme

- 5.19 Consumer Focus will structure the monitoring process and will prepare an internal progress report on the scheme's implementation to be presented to the management team. This will be conducted annually.
- 5.20 The Boards of Consumer Focus and Consumer Focus Wales will receive an annual compliance report that will enable them to answer the two following basic questions:
- Are Consumer Focus and Consumer Focus Wales complying with the Scheme?
  - How well are Consumer Focus and Consumer Focus Wales achieving this?
- In doing this, the report will deal with our:
- administrative Welsh medium services
  - sufficiency of linguistic skills capacity to deliver the requirements of the Welsh Language Scheme
- 5.21 The views of Welsh speakers will also be sought periodically about the range and quality of services provided by the organisation.
- 5.22 Monitoring of the scheme will be a structured and continuing activity and if the report finds any weaknesses, Consumer Focus will prepare an action plan that will remedy the situation.
- 5.23 A copy of the above mentioned report will then be sent to the Welsh Language Board.
- 5.24 Consumer Focus will complete the Welsh Language Board's Self Assessment Questionnaire as needed.
- 5.25 In the third year of scheme implementation, Consumer Focus will prepare a comprehensive evaluation report which will evaluate performance in implementing the scheme over the first three years. In order to review and update its scheme and thus receive approval for the second period of implementation, this report will:
- provide an overview and thematic analysis of performance and compliance with the scheme over the three years, both in terms of service delivery and scheme management
  - outline our priorities for the following three years along with a revised timetable for the implementation of the measures in the scheme
  - conduct a satisfaction survey with the general public to ascertain their views on the scope and quality of our bilingual services
- 5.26 The annual report provided by Consumer Focus to the Welsh Language Board will be in a form approved by the Board, which describes progress in implementing the measures in the scheme against the approved timetable and standards; it will also analyse the number and nature of any complaints and suggestions for improvements received from the public.

## **Publishing information**

- 5.27 Consumer Focus is committed to ensuring initial and continuing publicity for the scheme. This will ensure that on the one hand, the public and all those who come into contact with Consumer Focus and Consumer Focus Wales are aware of its Welsh language services and provisions, and our employees, agents and contractors are also aware of the needs and requirements to operate in accordance with this scheme. Consumer Focus will publicise its Welsh Language scheme by making it clear in all its new literature, publications and website that a bilingual service is available to consumers in Wales. Copies of the scheme will be available on request to any relevant organisations/ bodies, employees or member of the public.

## **Freedom of Information Act and the Environmental Information Regulations**

- 5.28 When Consumer Focus releases information under the Freedom of Information Act or the Environmental Information Regulations, it will translate them into the applicants' preferred language provided that the number of words to be translated is less than 100.

## **Complaints/suggestions and contact point**

- 5.29 Any enquiries about the Scheme should be directed to the Head of Communications Consumer Focus. If any member of the public considers the Consumer Focus response to be unsatisfactory, they should take the matter up with the Welsh Language Board.

# Annex 1: Mechanism for handling complaints from Welsh speakers to Consumer Direct and the Extra Help Unit

---

## Initial telephone call

- 1.1 As Consumer Focus will not have a published telephone number for consumers, all new cases will be received from other organisations with the vast majority being referrals from Consumer Direct Northampton.
- 1.2 Consumer Direct has implemented revised arrangements for handling Welsh Language calls about energy and postal issues, which allows these calls to be routed direct to Welsh speaking staff in their Cardiff office. There is also a separate dedicated Welsh Language Phone number. This will replace the previous arrangements which used an interpreter service in conjunction with the Consumer Direct Northampton call centre.
- 1.3 Where Consumer Direct Wales (CDW) identify a Welsh speaking consumer that requires extra help to resolve their case, they will continue to deal with the case on behalf of the Consumer Focus Extra Help Unit (EHU) and will take full details of the problem so that the EHU can take the necessary action with the consumer's energy or postal provider.
- 1.4 In most cases, on completion of the call, CDW will email details of the case to the EHU. For disconnection/off supply and other urgent cases, CDW will also telephone the EHU to ensure that urgent action is taken on case.
- 1.5 CDW will ensure that Welsh speaking staff are trained to handle calls on energy and postal issues. Consumer Focus will provide initial training and ongoing support for handling cases from vulnerable consumers on behalf of the EHU.
- 1.6 When the case is received from CDW the EHU will take responsibility for progressing the case with the energy or postal company.
- 1.7 Any further telephone discussions or correspondence with this consumer will be dealt with as described in sections 1.8 and 1.9 below.

## Written communication to/from the consumer

- 1.8 The Extra Help Unit will deal with, and respond to, any correspondence or emails received in Welsh using an external translation service. All Welsh language letters will have the EHU address, but will show the CDW telephone number so that any follow up contact from the consumer is answered by a Welsh speaker.

## **Telephone contact to/from the consumer during the investigation of the case**

- 1.9 Following receipt of a Welsh language case from CDW, the EHU will send a written acknowledgement in Welsh to the consumer. This will show the CDW telephone number. The investigation of the case, including all dealings with the suppliers remains the responsibility of the relevant Consumer Advisor in the Extra Help Unit and he/she will ensure that CDW is kept informed of the progress of the case. CDW will handle any further calls received from the consumer and will provide the EHU with details of any additional information or issues raised by the consumer. Any outbound calls to the consumer will also be conducted through CDW.

## **Referrals from Welsh MPs and AMs**

- 1.10 The Executive Liaison Team (ELT) handles all correspondence and investigate all energy and post complaints received from elected representatives regardless if their constituent is vulnerable or not. Elected representatives will be given the Executive Liaison Team telephone number (0141 227 1816) and on contacting this, they will be given the option to continue the call in English or have the call transferred to CDW if they wish to speak in Welsh. If Welsh MPs or AMs telephone CD directly wishing to speak in Welsh, the call will be handled by CDW and any investigation work carried out by the ELT. If a Welsh MP or AM contacts CD wishing to speak in English, the call will be transferred to the ELT. If the ELT receives any written communication in Welsh from a Welsh MP or AM, the ELT will respond in Welsh using a translation service.

# Annex 2: Welsh Language Board Scoring Scheme

---

## Scoring system for publications

- 2.1. The purpose of this document is to offer a method which can be adopted by public bodies to help them decide whether or not to publish material in Welsh, whether as bilingual documents or as separate Welsh and English versions.
- 2.2. Public bodies can adapt the following document to reflect the nature of their work.
- 2.3. The scoring system is not intended to be completely prescriptive or inflexible. On the contrary, it should be used to help with the task of deciding the way forward in each case. Even so, if a decision is taken not to act in accordance with the scoring system, organisations must be able to explain why.
- 2.4. The scoring document should be kept on file for each publication, as a record of the scoring process.
- 2.5. This is the scoring system, built up from answers to different questions:

### 1) The number of copies to be printed each year *for use in Wales*:

- 1 – 500: score = 1
- 500 – 5,000: score = 2
- over 5,000: score = 4

### 2) The target audience (directly or indirectly<sup>1</sup>) or status<sup>1</sup>:

- the general public (or high status): score = 15
- a particular sector of the public (or medium status): score = 10
- individuals representing specific fields (or low status): score = 0

### 3) Will the publication be relevant to a subject area or a part of Wales of particular interest with regard to Welsh?

For example, work involving young people, the elderly, agriculture, education, sport or the arts – or will it be aimed exclusively at areas with a high percentage, or number, of Welsh speakers.

- yes: score = 10
- no: score = 0

#### 4) For how long will the publication be used?

(Reprinting the publication; small changes such as changing the year at the top of the publication, or changing part of the publication to reflect new rules, should not be considered as the end of the life-cycle of the old version). However, if the publication is a consultation document, this question should be ignored and question 7 answered instead (because of the special nature and status of those documents):

- 0 – 6 months: score = 1
- 6 months – 2 years: score = 2
- over 2 years: score = 4

#### 5) Number of words in the publication:

- 0 – 1,000: score = 4
- 1,000 – 5,000: score = 2
- over 5,000: score = 1

#### 6) Best estimate of number of pages *in a single language version* of the publication:

- 1 – 10: score = 4
- 10 – 20: score = 2
- over 20: score = 1

#### 7) (For consultation documents only). Dealing with a subject which is:

- Specialist / very technical: score 1
- Fairly complex but of interest to many: score 2
- Easy to understand / of general interest: score 4

The scores should be added – and compared with the following:

#### Decision on a paper version of the publication:

- 0 – 14: there is no need to prepare a Welsh version
- 15 – 18: this score suggests that a Welsh version should be prepared, (but if not, a Welsh summary should be prepared instead)
- over 18: a Welsh version needs to be prepared

#### Decision on publishing as a bilingual document, or as separate Welsh and English versions

2.6. The Welsh Language Board recommends that the starting point should be a presumption in favour of bilingual documents rather than separate Welsh and English versions. Providing bilingual material is easier administratively (in terms of stock management and distribution) than providing separate English and Welsh documents. It also has advantages in terms of meeting the needs of mixed-language families, other mixed audiences and learners. It also ensures that both versions of a document are equally accessible in any location – avoiding the need for Welsh speakers to choose between having to use the English version, or requesting the Welsh version and suffering delays as a consequence.

- 2.7. This is also true where a document is published by an organisation based outside Wales, for distribution in Wales and England. Again, the Board recommends that a bilingual version should be published for use in Wales (rather than publishing a separate supply of the document in Welsh).
- 2.8. Decisions may be taken, however, to publish a document as separate Welsh and English versions if cost and practicality make the issue of separate versions unavoidable. This could reflect the number of pages in the document (if preparing a bilingual version would make it too bulky and unwieldy).
- 2.9. For documents published as separate Welsh and English versions, which are distributed 'on demand' (in response to an advertising campaign, for instance) and where the predicted use of the document is low, it may be possible to justify publishing the Welsh language version on an organisations' website only. In these cases, the organisation should be prepared to arrange printing of a hard copy document, if requested by the public. This can be done in house, or arranged through professional printers specialising in small print runs.
- 2.10. This advice on publishing a document bilingually, or as separate Welsh and English versions, does not apply to documents published on an organisation's website. By its very nature, an electronic Welsh document will be as equally accessible as its English counterpart, whether published as a bilingual pdf document, or as separate Welsh and English versions.
- 2.11. Apart from the above, the Board has published a Guide to Bilingual Design which can be found on its website.

# Annex 3: Actions implemented by Consumer Focus

---

Action	Date to be implemented by
Draft Welsh Language Scheme operational from day one of vesting of new organisation.	October 2008
Energy/ Post consumer education leaflets translated in Welsh.	October 2008
Information signs in and around the Consumer Focus Wales office to be bilingual, with equal prominence given to English and Welsh.	October 2008
Consumer Direct Wales take on Extra Help Unit Welsh Language calls	January – February 2009
Internal approval of Welsh Language Scheme (Senior Management Team, Wales Board and CF Board)	June 2009
Send draft to the Welsh Language Board for comment	July 2009
Develop a scoring system to identify objectively when information should be published as separate Welsh and English versions or as bi-lingual documents (see Annex 2)	March 2009

## Development timetable

Action	Date to be implemented by
Communications launch briefing to media, stakeholder and the general public in Wales.	Within three months of the Welsh language scheme receiving approval
Offering of a language choice when writing to individuals or organisations in Wales where the preferred language is not known.	October 2008 Ongoing
Calls received during working hours at the Cardiff office or on the answer phone outside working hours to be answered with a bilingual greeting.	October 2008 Ongoing
Translation facilities to be provided, with prior notification, at public meetings.	October 2008 Ongoing
Provide bi-lingual Internet access – for all Consumer Focus Wales web pages and additional key parts of the general Consumer Focus website. The core website provides general guidance and information to consumers about Consumer Focus's work and how we can help the public. FAQs will be translated. The site will direct Welsh speakers to Consumer Direct Wales (by phone or email) for further questions. CDW would have access to the Knowledge Base and use this facility to provide responses in Welsh.	November 2009
Welsh Language Scheme approval by the Welsh Language Board	To be determined by the Welsh Language Board
Ensure that all staff are made aware of the requirements of the scheme, and provide guidelines for dealing with Welsh speaking members of the public	Within three months of the Welsh language scheme receiving

	approval
Provide all relevant staff with the opportunity to develop their spoken and written Welsh.	Ongoing
Three month review of complaint handling part of the scheme	Within three months of the Welsh language scheme receiving approval.
Six month review of the scheme	Within six months of the Welsh language scheme receiving approval.
Produce Welsh language versions of general leaflets and brochures for distribution throughout Wales	Ongoing