

## OXFAM CYMRU WELSH LANGUAGE POLICY

**Publication date: March 2020**

**Date of next review: March 2023**

**Audience – public, not confidential**

This policy covers the work of Oxfam Cymru, and Oxfam GB campaigns, policy and communications work delivered in Wales. This policy does not cover the work of Oxfam GB's Trading division.

### **Context**

Oxfam works in 90 countries including Wales, and our work in Wales is led by Oxfam Cymru.

This Welsh Language Policy for Oxfam GB is mainly focused on the work done by Oxfam Cymru, but is also relevant for other departments in Oxfam GB, when working with Oxfam Cymru to deliver Oxfam's work in Wales.

This policy is owned by Oxfam GB, and is aimed at ensuring that Oxfam as a whole communicates and engages with the people of Wales in both languages, wherever possible, and where our budgets allow.

Oxfam works to eradicate poverty: Wales has a higher percentage of poverty than any other part of the UK and its therefore paramount to us as an organisation that we can communicate with the people of Wales in both languages.

### **Introduction**

Wales is a bilingual country and Oxfam is committed to ensuring that we communicate with the people of Wales in both Welsh and English wherever possible.

The Welsh language forms a strong part of cultural identity in Wales and should therefore be at the heart of our work. It is also an important and valuable tool to engage with new audiences and communities in Wales and to gain further support for our work.

According to the Welsh Language Commissioner's Office, and based on the 2011 Census, 23% of children between the ages of 3 and 4, 38% between 5-9 years and 42% between 10 and 14 years can speak Welsh. Around 600,000 people in Wales currently speak Welsh and the Welsh Government has set a target of getting a million Welsh speakers by 2050.

Oxfam is publishing this Welsh Language Policy, which clearly demonstrates our support and commitment to the language and to ensure that our work is shared bilingually and accessible to people throughout Wales.

An important part of our work in Wales is public facing and engaging with the people of Wales. We campaign, we educate in schools, attend events and work directly with people in communities throughout the country. It is therefore important that Oxfam can communicate with the people of Wales in their chosen language wherever possible.

## Oxfam's policy for Oxfam Cymru staff and volunteers based at our Cardiff office / home workers/ on location

### 1. External Communications

#### 1.1 Telephone Communication

All Oxfam Cymru staff and volunteers will answer all telephone calls with bilingual greetings, and this also applies to our recorded answerphone greeting messages.

Oxfam Cymru's Media and Communications Officer is responsible for briefing and providing training for Oxfam Cymru staff on simple bilingual greetings – training delivered through a combination of face to face, and virtual methods, to enable non- Welsh speaking staff and volunteers, or learners, to listen to and learn these greetings.

Oxfam Cymru will ensure that staff and volunteers working on behalf of Oxfam Cymru are aware of which members of the staff / volunteer team are able to carry out conversations in Welsh. Should the caller wish to continue the conversation in Welsh, staff at Oxfam Cymru should direct them to any Welsh speaking staff / volunteers available.

If Welsh speaking members of staff/ volunteers are not available, the caller will have the option of a Welsh speaking member of staff/ volunteer returning their call at a later time and / or date. This call back should be prioritised as Welsh requests should be treated equally. It is important that the caller always has the option to continue the conversation in English, and is kept informed.

#### 1.2 Written Correspondence

This refers to all our **external** written correspondence.

#### 1.3 Email Signatures

Oxfam Cymru team email signatures and out of office replied must be bilingual, including any images which publicise relevant Oxfam campaigns.

If a member of staff is Welsh speaking, the email signature will also include the recognised Welsh Language logo provided by the Welsh language Commissioners Office.

Oxfam's Media and Communications Officer will provide templates and resources, working with the digital resources team at Oxfam GB to ensure that bilingual signature boxes are available and in line with current campaigns.

#### 1.4 Emails and Letters

If Oxfam Cymru receives a Welsh language email or letter we must always try to respond in Welsh. In the event that no Welsh language team members are available to deal with the request immediately, the team should explain in English that a Welsh speaking member of the team will respond as soon as they are available. This reply must be prioritised as we must treat Welsh and English correspondence equally.

#### 1.5 Public Materials

All written public materials, including press releases, online content for the blog, website and social media, reports and papers and any other written materials produced by Oxfam Cymru for the use and for the information of the public, must be available in Welsh and English at the same time wherever possible.

If needed, Oxfam Cymru will use Oxfam's list of approved Welsh translators and editors to help with this work. This needs to be factored into timescales and budgets when projects are being planned.

## 1.6 Marketing and Promotional Materials

All materials shared with the public in Wales about work carried out by Oxfam Cymru, may it be online or at public events in Wales, must be bilingual wherever possible.

When working on UK wide campaigns that are relevant to Wales, the digital team will provide Oxfam Cymru's Media and Communications Officer with at least one Welsh/ bilingual jpeg or infographic or relevant collateral. It will be Oxfam Cymru's responsibility to supply the Welsh text as needed.

Oxfam Cymru and Oxfam GB's campaigns and audience teams must allow additional time to plan and develop bilingual resources for public engagement events in Wales. Some festivals and events in Wales only allow Welsh language communications materials. Oxfam Cymru's Media and Communications Officer is responsible for identifying the need and budget for Welsh only and bilingual marketing and communications materials.

## 2. Online Content

### 2.1 Website

Information about Oxfam's work in Wales is available via the Oxfam Cymru webpages within the main Oxfam GB website. This information will be available in both English and Welsh wherever possible. The Oxfam Cymru webpages provide a clear indication of language choice and Oxfam acknowledges that the best form of language navigation is a language choice on every page of which a parallel version exists. Both versions will be made public at the same time wherever possible.

### 2.2 Blog

All blog posts on Oxfam Cymru's webpages will be posted bilingually, and at the same time wherever possible. If the blog post is an interview with a non-Welsh speaker, the content should always be translated and vice versa to ensure our readers can access the content in their chosen language and to ensure maximum exposure and engagement.

### 2.3 Social Media Posts

All Oxfam Cymru's **original** social media posts should be shared either bilingually or in Welsh and English at the same time wherever possible. If staff members are unable to share posts from meetings and events etc in both languages, these posts should be shared in their own names and not on Oxfam Cymru's main account but tagging @OxfamCymru is encouraged at all times. Where possible, content should be planned and translated in advance so posts can be shared from Oxfam Cymru's main account. It is the responsibility of the staff attending the event to ensure that appropriate translation is arranged in advance, using the expertise of Welsh language staff/ volunteers or our approved list of translators.

If we share content from Oxfam GB or from other similar accounts, the content can be shared in the original language without being translated as long as additional comments are not added. Additional comments made by Oxfam Cymru should be shared in both languages wherever possible.

### 2.4 Videos and Podcasts

Oxfam GB produces many videos and podcasts to share stories about the people we work with and to highlight current campaigns. If the interviewee is a Welsh speaker and if the content is available/ possible in both languages, Oxfam will ensure that we have Welsh and English versions of the video/ podcast. Oxfam Cymru will facilitate and support the digital team as needed.

This should be discussed in advance and all efforts made to ensure that questions etc are available in Welsh. If the content is only available in English we will share in English only, but we will ensure that any video or podcast

descriptions, comments made Oxfam Cymru on social media or references made by us about the content will be provided in both languages.

### **3. Public Events**

If Oxfam Cymru organises public facing events or if Oxfam Cymru takes part in public events to discuss, publicise or campaign about our work, we will prioritise producing bilingual promotional or marketing materials.

It is the responsibility of the Oxfam representative attending the event to discuss these requirements with Oxfam Cymru's Media and Communications Officer in advance. This needs to be planned and discussed as early as possible to ensure resources and budgets are in place.

If the event is a bilingual or Welsh-medium only event, Oxfam Cymru staff should discuss this with Oxfam Cymru's Media and Communications Officer as early as possible, to ensure that we can communicate and present our work in both languages to meet the event and organisers' requirements.

### **4. Education**

An important aspect of Oxfam Cymru's work in Wales is educating the people of Wales about our campaigns and our work in Wales and the world. This includes working directly with the WJEC in Wales to produce educational resources with a Welsh focus and working with Oxfam GB's Education Department to adapt educational resources for schools in Wales, including teacher's guidelines.

Oxfam Cymru has some budget available for translating our resources for schools in Wales. It is Oxfam Cymru's Global Citizenship Education Adviser's responsibility to ensure that these resources are translated by Oxfam's approved list of translators, and the budget is managed and used effectively to ensure that both English and Welsh medium schools can benefit from our work.

Part of the role of Oxfam Cymru's Global Citizenship Education Adviser is to lead educational workshops in schools. Oxfam Cymru recognises the importance of sharing our work and knowledge with young people in Wales and engaging with younger generations. When possible, Oxfam Cymru works with partners to ensure that our educational workshops are available in English and Welsh in order to ensure that all young people in Wales can engage with us and benefit from our expertise.

### **5. Staff Recruitment**

Oxfam Cymru recognises that the Welsh language is an important skill to help us deliver our work and our campaigns and messages in Wales, and we recognise the need for more Welsh speaking staff and volunteers within Oxfam Cymru. As a result, we will continue to advertise our posts bilingually and will state that the Welsh language is desirable / essential depending on the post in hand.

We will continue to ensure that all our job advertisements will be available in Welsh and English, with Welsh only advertisements used in Welsh medium media where appropriate. Where a post is designated Welsh essential or where a short-listed candidate had indicated that they are fluent in the Welsh language, their oral and written fluency in Welsh will be thoroughly tested during the interview process.

This work will be complemented by actively seeking Welsh speaking volunteers to support our work in Wales.

### **6. Training and Development**

Oxfam Cymru will work to ensure that all members of staff and volunteers located within the Oxfam Cymru team, whether based in the head office in Wales, from home or on location, will receive an induction and training to ensure that they fully understand, commit to and implement this Welsh Language Policy.

Training and support will be given in the use of Welsh language on the phone and in greetings, by the use of new technology, which is in line with our policy to reduce Oxfam's carbon footprint.

Should staff wish to extend their use of the Welsh language within their role, line managers will discuss the training and support needs and support them to the best of Oxfam Cymru's ability. Oxfam Cymru is not able to resource individual language lessons, but where possible will support staff in their development, and priority will be given to those staff working directly with the public or those representing Oxfam Cymru in public.

### **Working with Oxfam GB's headquarters and Oxfam International**

This policy has been developed in partnership with a range of Oxfam departments. Oxfam Cymru will lead an internal communications drive to ensure that Oxfam's staff / volunteers are aware of their commitments and objective set out in this policy.

### **Publication**

Oxfam Cymru's Welsh Language Policy is publicly available on the [Oxfam Cymru](#) web pages, and printed copies are also available in both languages in the Oxfam Cymru office in Cardiff.

### **Feedback**

Oxfam Cymru welcomes feedback and suggestions on our Welsh language policy. Please email [oxfamcymru@oxfam.org.uk](mailto:oxfamcymru@oxfam.org.uk).

Any concerns relating to Oxfam not meeting the target standards set in this policy should be directed in the first instance to Rachel Cable, Head of Oxfam Cymru via [oxfamcymru@oxfam.org.uk](mailto:oxfamcymru@oxfam.org.uk) or 02922678950.

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Signed off by:

Rachel Cable, Head of Oxfam Cymru

Sam Dick, Deputy Director, Campaigns, Policy and Influencing Team, Oxfam GB

January 2020

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