


Traveline Cymru operates in Wales and acknowledges that under the Welsh Language (Wales) Measure 2011 that the Welsh language has official status and should be no less favourably treated than the English language in Wales.

We believe that customers have the right to their language of choice and we will endeavour to respond to a customer’s request to use the Welsh language.




Traveline Cymru is committed to providing travel information in Wales in both English and Welsh. We already deliver a number of bilingual services, and our public facing Contact Centre is fully bilingual, but we can do much more to encourage the use of the Welsh language. This policy sets out our current approach and action plan of how we intend to implement this policy.




We welcome correspondence in both English and Welsh.




Your provision at present	Level of provision	Objectives to move forward to the next level or maintain your provision	Who is responsible?	By when?
<b>1. External Communication</b>				
<b>1.1. Face to face</b> We try to ensure that a Welsh-speaking member of staff is available, but this is not always possible.		We will ensure that a Welsh-speaking member of staff is available to greet visitors in Welsh most of the time.	Traveline Cymru	Ongoing





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		Visitors visiting the Contact Centre will always be able to speak to a Welsh-speaking member of staff.	Traveline Cymru	Ongoing
<p><b>1.2. Sending letters and emails</b></p> <p>We communicate bilingually sometimes e.g. for specific marketing campaigns, or to share information with a target audience.</p>	2	<p>We have a system in place to respond to requests for Welsh-medium correspondence.</p> <p>Our newsletters are currently sent out in English but we will send newsletters out in Welsh if requested by customers.</p> <p>We will identify specific campaigns and projects and ensure that we communicate bilingually.</p>	<p>Traveline Cymru</p> <p>Traveline Cymru</p> <p>Traveline Cymru</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
<p><b>1.3. Responding to letters and email</b></p> <p>We respond in Welsh to any Welsh correspondence we receive and this does not affect our response time.</p>	2	We will respond in Welsh to any Welsh correspondence we receive, striving to ensure that this does not cause a delay. In some rare cases, there will be	Traveline Cymru	Ongoing


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		<p>some delay if a professional translator is required.</p> <p>We retain Welsh translators who work closely with us so that delays in communicating to customers is minimal.</p> <p>We will note that we accept Welsh and English correspondence.</p>	<p>Traveline Cymru</p> <p>Traveline Cymru</p>	<p>Ongoing</p> <p>August 17</p>
<p><b>1.4. Press releases</b></p> <p>Our press releases are written in English.</p>	<p><b>1</b></p>	<p>The publications we use only print in English.</p> <p>All our press releases will be sent out bilingually if publishing in a bilingual publication.</p> <p>We translate all press releases published on our website so they are bilingual.</p>	<p>Traveline Cymru</p> <p>Traveline Cymru</p> <p>Traveline Cymru</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>

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<p><b>1.5. Over the telephone</b></p> <p>All officers offer a bilingual greeting. A procedure is in place which ensures that, if the officer cannot speak Welsh, they will transfer telephone calls to a Welsh speaker.</p>		All customer facing staff are fully bilingual, this service will be maintained.	Traveline Cymru	Ongoing
<b>2. Corporate image and branding</b>				
<p><b>2.1. Corporate image and brand</b></p> <p>Our image is fully bilingual, including any sub-headings, treating both languages equally.</p>		We will ensure that we treat both languages equally.	Traveline Cymru	Ongoing
<b>3. Publications and publicity</b>				
<p><b>3.1. Publications and publicity</b></p> <p>All external publications and publicity materials are provided bilingually and some internal publications are available bilingually.</p>		We will ensure that we treat both languages equally.	Traveline Cymru	Ongoing

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		We will increase the number of internal publications that are prepared bilingually.	Traveline Cymru	Ongoing
<b>3.2. Please note whether the following items are available:</b>				
<b>Business cards</b> Bilingually - Welsh and English are equal.		We will ensure that we treat both languages equally.	Traveline Cymru	Ongoing
		We will ensure that any new staff are aware of this requirement.	Traveline Cymru	Ongoing
<b>Headed paper</b> Bilingually - Welsh and English are equal.		We will ensure that we treat both languages equally.	Traveline Cymru	Ongoing
		We will ensure that any new staff are aware of this requirement.	Traveline Cymru	Ongoing
<b>Pop-ups</b> Bilingually - Welsh and English are equal.		We will ensure that we treat both languages equally.	Traveline Cymru	Ongoing
		We will ensure that any new staff are aware of this requirement.	Traveline Cymru	Ongoing



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<b>Advertising banners</b> Bilingually - Welsh and English are equal.		We will ensure that we treat both languages equally.	Traveline Cymru	Ongoing
		We will ensure that any new staff are aware of this requirement.	Traveline Cymru	Ongoing
<b>E-mail footers</b> Bilingually - Welsh and English are equal.		We will ensure that we treat both languages equally.	Traveline Cymru	Ongoing
		We will ensure that any new staff are aware of this requirement.	Traveline Cymru	Ongoing
		We will encourage all Welsh-speaking staff to add in their footer that they are happy to communicate bilingually.	Traveline Cymru	September 17
<b>Marketing materials</b> Bilingually - Welsh and English are equal.		We will ensure that we treat both languages equally.	Traveline Cymru	Ongoing
		We will ensure that any new staff are aware of this requirement.	Traveline Cymru	Ongoing




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<b>Guidance and booklets</b> Bilingually - Welsh and English are equal.		We will ensure that we treat both languages equally.	Traveline Cymru	Ongoing
		We will ensure that any new staff are aware of this requirement.	Traveline Cymru	Ongoing
<b>Signs</b> Bilingually - Welsh and English are equal.		We will ensure that we treat both languages equally.	Traveline Cymru	Ongoing
		We will ensure that any new staff are aware of this requirement.	Traveline Cymru	Ongoing
<b>Staff uniforms</b> Bilingually - Welsh and English are equal.		We will ensure that we treat both languages equally.	Traveline Cymru	Ongoing
		We will ensure that any new staff are aware of this requirement.	Traveline Cymru	Ongoing
<b>4. Website and social media</b>				
<b>4.1. Website</b> Our website is fully bilingual, with the Welsh and English pages updated regularly. It is		Our website is fully bilingual, with the Welsh and English pages updated regularly.	Traveline Cymru	Ongoing

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possible to change from Welsh to English at any time by using the language choice button.				
<b>4.2. Social Media</b> Messages are posted in the language spoken by the officer, so Welsh language posts occur randomly.		<p>We will increase our use of the Welsh language on social media and will encourage Welsh-speaking staff to post messages in Welsh.</p> <p>All Welsh tweets or facebook posts from customers are responded to in Welsh.</p> <p>We will translate a selection of scheduled tweets / facebook posts.</p>	<p>Traveline Cymru</p> <p>Traveline Cymru</p> <p>Traveline Cymru</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
<b>5. Public meetings and events</b>				
5.1. When organising an event which is open to the public, which of the following statements best describes your organisation?				



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Invitations or marketing materials	3	All marketing material is bilingual.	Traveline Cymru	Ongoing
Speeches/ talks	3	We encourage the use of Welsh public speakers.	Traveline Cymru	Ongoing
Signs	3	All signs are bilingual.	Traveline Cymru	Ongoing
Attendees pack	3	All attendees packs are bilingual.	Traveline Cymru	Ongoing
Exhibitions Bilingual - Welsh and English are equal.	3	Bilingual marketing material is provided at all exhibitions.	Traveline Cymru	Ongoing
<b>6. New services, initiatives and campaigns</b>				
6.1. New services, campaigns and policies When planning new projects, consideration is given to the Welsh language but we do	2	We will give consideration to the Welsh language in accordance with this action plan when planning any new project, campaign or initiative.	Traveline Cymru	Ongoing

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not have a specific procedure for doing this. It can depend on staff experience or knowledge, or the specific requirements of the project.				
<b>6.2. Offering services</b> We promote the fact that Welsh language services are available.		We will clearly advertise that we offer a Welsh language service to customers and users.	Traveline Cymru	Ongoing
<b>6.3. Helplines</b> Yes				
<b>6.4. Which of the following statements describes your provision?</b> Our helpline is available in Welsh and English, on the same phone number, during the same hours. The automated message is bilingual. We provide training to staff on how to provide a bilingual service. We market the helpline as a bilingual service.		Our helpline is available in Welsh and English, on the same phone number, during the same hours. The automated message is bilingual. We provide training to staff on how to provide a bilingual service. We market the helpline as a bilingual service.	Traveline Cymru	Ongoing

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<p><b>6.5. Working Welsh</b></p> <p>Working Welsh posters are displayed prominently and our Welsh-speaking officers have been given Working Welsh badges or lanyards, but are not obliged to wear them.</p>		<p>We will display Working Welsh posters prominently and encourage Welsh-speaking staff to wear badges and lanyards.</p> <p>We will ensure that Welsh-speaking staff use e-mail footnote which notes that correspondence is welcomed in Welsh and English.</p>	<p>Traveline Cymru</p> <p>Traveline Cymru</p>	<p>Ongoing</p> <p>Ongoing</p>
<b>7. Staff and volunteers</b>				
<p><b>7.1. Staff recruitment</b></p> <p>We assess whether the Welsh language is a required skill for every new post.</p>		<p>We will ask for the Welsh language as an 'essential' skill when recruiting new members of staff who will be dealing with the public.</p>	<p>Traveline Cymru</p>	<p>Ongoing</p>
<p><b>7.2. Advertising vacant posts</b></p> <p>We prepare bilingual advertisements if the Welsh language is a desirable or essential skill.</p>		<p>We will advertise posts where the Welsh language is noted as a desired or essential skill bilingually.</p>	<p>Traveline Cymru</p>	<p>Ongoing</p>

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		All posts for the Contact Centre where Welsh language is 'essential' will be advertised in Welsh.	Traveline Cymru	Ongoing
<b>7.3. Language awareness</b> There is no formal process but documentation is available if officers wish to read it.	①	The information pack provided to staff at the beginning of their employment will refer to Welsh language services.	Traveline Cymru	Ongoing
<b>7.4. Language skills</b> We do not record our officers' language skills.	①	We will ask staff about their language skills.	Traveline Cymru	Ongoing
<b>7.5. Learning and using the Welsh language</b> We do not keep a record of our officers' Welsh language training.	①	We will strive to create a workplace environment which encourages officers to use the Welsh language.	Traveline Cymru	Ongoing