



The Sector Skills Council
for Science, Engineering and
Manufacturing Technologies

Y Cyngor Sgiliau Sector ar gyfer
Technolegau Gwyddoniaeth
Peirianeg a Gweithgynhyrchu

SEMTA

Welsh Language

Scheme

***Prepared in accordance with the
1993 Welsh Language Act***

1. OPENING STATEMENT

The Scheme received the Welsh Language Board's full approval under Section 14 (1) of the Act on 01/08/2007.

SEMTA has adopted the principle that in the conduct of public business in Wales it will treat Welsh and English on a basis of equality. This Scheme sets out how SEMTA will implement that principle in the provision of services to the public in Wales.

SEMTA recognises that individuals can express their views and needs better in their preferred language and that enabling them to use their preferred language is a matter of good practice rather than a concession and that the denial of that right could place them at a real disadvantage. SEMTA will therefore offer the public the right to choose which language to use in all dealings with it and will also apply this principle to its expectations of the bodies with whom it deals.

2. INTRODUCTION TO SEMTA

2.1. UK Context

Sector Skills Councils (SSCs) are independent, UK wide organisations developed by groups of influential employers in industry or business sectors of economic or strategic significance. SSCs are employer-led and actively involve trade unions, professional bodies and other stakeholders in the sector. SSCs are licensed by the Secretary of State for Education and Skills, in consultation with Ministers in Wales, Scotland and Northern Ireland, to tackle the skills and productivity needs of their sector throughout the UK.

SSCs give responsibility to employers to provide leadership for strategic action to meet their sector's skills and business needs. In return they receive substantial public investment and greater dialogue with government departments across the UK. This will enable sector employers to have a far greater impact on policies affecting skills and productivity, and increased influence with education and training partners.

Each SSC will agree sector priorities and targets with its employers and partners to address four key goals:

- Reducing skills gaps and shortages
- Improving productivity, business and public service performance
- Increasing opportunities to boost the skills and productivity of everyone in the sector's workforce, including action on equal opportunities

- Improving learning supply, including apprenticeships, higher education and national occupational standards

2.2. Welsh Context

- Background

SEMTA is the Sector Skills Council for Science Engineering and Manufacturing Technologies. The Sector in Wales accounts for 22.8% (2000) of Gross Value Added and provides direct employment to approximately 82,000 people. The average turnover/employee in the sector is £42,000.

- Top Level Aim

Improve the productivity and competitiveness of UK Science, Engineering and Manufacturing Technologies through skills.

- Strategic Intent

To achieve our aim we will work with employers to understand the sector's skill needs and the training required to meet them. We will influence the key stakeholders in the delivery networks to align provision with the priority needs of the sector. Where there are high impact gaps, we will act as the catalyst to ensure solutions are found and embedded within the national infrastructure.

- Vision

Science Engineering and Manufacturing companies with world class capability and productivity through skilled and motivated employees

- Future Developments

SEMTA in Wales will continue to work towards its mission and vision for the sector. It will do this by working primarily with:-

- Employers and Trade Unions
- Education and Training Providers
- Welsh Assembly Government Departments and Agencies

Relationship with central and other SEMTA regional counterparts

SEMTA Wales Policy Manager meets monthly with other UK Policy Managers, and Field Staff from the UK meet quarterly. Wales Policy Manager attends the Four Nations meetings with representatives from other Departments within SEMTA to discuss UK and Four Nation Policy.

SEMTA Wales Team

Bill Peaper Policy Manager
Ken Toop Sector Skills Adviser
Ian Smith Sector Skills Adviser
Dianne Morris Administration Officer

SEMTA's office in Wales is based at:

Waterton Technology Centre
Waterton Industrial Estate
Bridgend
CF31 3 WT

Tel: 01656 653429
Fax: 01656 654969

SEMTA Wales have no Welsh speaking staff.

3. SERVICE PLANNING AND DELIVERY

3.1. New Policies and Initiatives

3.1.1. In devising new policies and initiatives which apply to Wales, SEMTA will:

- assess the linguistic effect of any new policies and initiatives and ensure that they are consistent with the Welsh Language Scheme
- ensure that the measures contained in the Scheme are applied to new policies and initiatives when they are implemented
- ensure that no new policy or initiative undermines SEMTA's Welsh Language Scheme or the Language Scheme of other providers
- promote and facilitate the use of Welsh wherever possible and will move closer to implementing the principle of equality fully at every opportunity
- consult with the Welsh Language Board in advance regarding proposals that will affect the Scheme or the Scheme of any other public body. The Scheme will not be altered without the Board's agreement
- ensure that not only those involved in formulating policy (in and outside Wales) will be aware of the Scheme and of SEMTA's responsibilities under the Welsh Language Act 1993, but that all of SEMTA's necessary and relevant staff will be made aware of the Scheme. SEMTA will raise awareness of the Scheme and of language sensitivity among its staff in Wales by
 - i) Announcing to all staff in Team, Management and Director meetings (*in and outside Wales*) that the Scheme will be implemented

- ii) All Managers will be expected to brief their staffing complement on the implications of the Scheme to themselves and more importantly SEMTA
- iii) Conducting an annual update and revision of the Scheme with the relevant personnel UK Policy Director and Policy Managers to ensure that they understand what is required and monitor effectiveness of the implementation of the Scheme
- iv) Including the Welsh Language Scheme as part of the induction training for each new member of staff appointed to SEMTA which will be based in Wales or will have direct or indirect dealings with the public in Wales
- v) Publishing the Scheme on the organisation's intranet and website

3.2. Standards of quality

- 3.2.1. Services provided in English or Welsh will be of an equally high standard and equally prompt. When assessing and measuring the standards and effectiveness of its service in Welsh, SEMTA will employ exactly the same "performance indicators" as those utilised with regard to its services in English.
- 3.2.2. These standards and their implementation will be monitored as outlined in section 3.1.1.
- 3.2.3. The implementation of the Scheme and SEMTA's commitment to linguistic equality will be published in the organisation's corporate plans and on the website.

3.3. Provision of bilingual services

- 3.3.1. SEMTA believes that it is fair and reasonable for the public to expect to receive its services in Welsh or English according to the choice of the individual. Although currently unable to offer this fair and reasonable choice at all times to the public, SEMTA is committed to putting in place arrangements which will eventually enable it to provide every service to the public equally, effectively, conveniently and comprehensively in Welsh and English.
- 3.3.2. To this end, SEMTA will undertake an audit of the way in which each of its services to the public is organised, in order to determine how it may best proceed towards implementing the principle of equality. It will accord initial priority to the need to ensure that those staff who have the greatest degree of contact with the public, whether face to face, by telephone, by correspondence or by other means, are able to communicate bilingually.

4.1. The Role of the SSCs

In providing strategic targeted action to meet the sector's skills, workforce development and business needs, the Sector Skills Councils' role in ensuring appropriate training opportunities is paramount. This role will involve liaising between employers within the sectors and education and training systems across the UK. The Sector Skills Councils' role can be summarized as follows:

Research, Information and Guidance

- identifying and improving education and training opportunities to meet the needs of each sector
- undertaking and disseminating research into sector skills gaps

Sectoral Development and Partnerships

- providing quality opportunities for existing employees and other individuals seeking employment within each sector
- agreeing targets for the contributions of the mainstream work of key public agencies to meet sector priorities
- influencing decisions about skills taken by government across the UK
- promoting such investment in skills and talent as will help meet sector needs and encourage competitiveness.

Training Frameworks

- defining and developing key national occupational standards and learning pathways
- meeting the changing patterns of demand for skills and improving productivity
- providing advice and guidance to employers and employees on specific skills and training practices
- encouraging participation in collaborative approaches to skills, economic and labour market information in each nation and region.

4.2. The SSCs in Wales

In developing the sector's skills, workforce and business needs within Wales, SEMTA commits to actively researching and reacting to bilingual needs. The results of the 2001 census show that one fifth of the population can speak the Welsh language. The increase can predominantly be attributed to the success of Welsh medium education. SEMTA recognises its role in ensuring that bilingual education and training opportunities continue to be available for the benefit of employees and individuals seeking employment within SEMTA's sector.

The Welsh Assembly Government's national action plan for a bilingual Wales, *laith Pawb*, states clearly its policy of mainstreaming the Welsh language into all aspects of Wales. *laith Pawb* also stresses the importance of the Sector Skills Councils' role in addressing Welsh language skills needs in their particular sectors.

The results of *Future Skills Wales* research demonstrate clearly that bilingual skills are highly valued by employers. Findings also show a definite shortage of bilingually skilled people within certain sectors.

- 4.3.** SEMTA will actively research and react to the Welsh language skills needs of the Science, Engineering and Manufacturing Technologies sector. SEMTA will advise and lead Learning Providers to recognise and respond to the training needs of a bilingual Wales.

4.4. Research

MEASURES

- Research into the bilingual skills availability within the sector and future needs
- Research the current provision and investment in, training/vocational education in order to plan future provision
- Research into specific and specialist skills needs within the sector

ACTION

- Research via surveys will be conducted bilingually and by 2007 will include specific and detailed questions on Welsh medium skills needs and demand.
- Research findings will be disseminated highlighting implications for education and training practices.
- Research findings will be published bilingually.

4.5. Information and Guidance

MEASURES

- Arranging practical advice and guidance for individual firms on skills and training practices needed to respond to changing need
- Making available accurate information on sources of training, advice and guidance on skills issues in the sector.

ACTION

- An advice and guidance service for individual firms will be developed. Advice will include specific reference to the importance of bilingual skills, taking factors such as requirements of public sector Welsh Language Schemes and recruitment, into consideration. The service will be made available in both languages by 2007.
- Guidance on availability of Welsh medium/bilingual training opportunities will always be available in both languages to both employer and employee by 2007.

4.6. Sectoral Development and Partnership

MEASURES

- Providing quality opportunities for existing employees and individuals seeking employment within the sector
- Agreeing targets for the contributions of the mainstream work of key public agencies to meet the sector's priorities
- Influencing decisions about skills taken by the Welsh Assembly Government
- Promoting such investment in skills and talent as will help meet the sector's needs and encourage competitiveness.

ACTION

- By 2007, SEMTA will oversee the development of a Sector Skills Agreement for Wales to provide an action agenda for the industry, the Welsh Assembly Government and its public agencies. The Sector Skills Agreement Action Plan for Wales will examine the Welsh language skills needs of the Science Engineering and Manufacturing Technologies Sector and will also be translated into Welsh and targets will be set for developing bilingual provision based upon rationale and findings.
- SEMTA will work closely with the Welsh Assembly Government, Department for Education, Lifelong Learning and Skills in agreeing the sector's bilingual skills needs priorities. By 2007, partnerships will be formalised through meetings, held on an annual basis.

- Bilingual skills priorities will be disseminated to relevant bodies including Welsh Assembly Government.
- SEMTA will ensure that schemes it supports through its Investment Funds comply with its Welsh Language Scheme
- SEMTA will actively promote the development of bilingual training opportunities whilst also recognising examples of good practice.

4.7. Training Frameworks

MEASURES

- Defining and developing key national occupational standards and learning pathways
- Meeting the changing patterns of demand for skills and improving productivity
- Providing advice and guidance to employers and employees on specific skills and training practices
- Encouraging participation in collaborative approaches to skills, economic and labour market information in each nation and region

ACTION

- Standards and Qualifications, which will include Welsh versions, in this field will be actively promoted.
- SEMTA will actively promote the advantages of bilingual skills within the Science, Engineering and Manufacturing Technologies sector and provide guidance to employers and employees on bilingual skills and training practices.
- Through working closely with the Bilingual Teaching Unit and the Credit and Qualifications Framework for Wales (CQFW) team in DELLS, SEMTA will regularly prioritise industry standards and qualifications for translation into Welsh, where funding is available to carry out this activity, according to most recent research findings. SEMTA will investigate possible sources of funding from external funders as well as SEMTA's own budget
- Through regular consultation with Welsh Assembly Government's Qualifications and Curriculum Division, SEMTA will ensure that relevant Awarding Bodies ensure that assessment opportunities are available for the prioritised Welsh medium/bilingual standards and qualifications. A matrix will be developed outlining the standards and qualifications which are/will be available through the medium of Welsh. This matrix will be published as an appendix to the scheme in 2006.

- In identifying, prioritising and promoting bilingual training and assessment opportunities, SEMTA will encourage and support collaborative networks at national and regional level.

5. DEALING WITH WELSH SPEAKING PUBLIC

5.1. Written Communication

- 5.1.1. SEMTA will welcome correspondence in either English or Welsh. SEMTA's official headed paper to be used in Wales will include a statement in both languages making it clear that correspondence is welcome in either Welsh or English.
- 5.1.2. The time target (set at 2 working days) will be the same when replying to Welsh letters as for replying to English letters. Correspondence through the medium of Welsh will not in itself lead to any delay.
- 5.1.3. Every letter received in Welsh will be given a signed reply in Welsh.
- 5.1.4. All correspondence following a telephone or face-to-face conversation in Welsh or a meeting where it was established that Welsh is the preferred language of the person, although the discussion may not have been held through the medium of Welsh, will be in Welsh.
- 5.1.5. All correspondence with a member of the public will be initiated in his/her preferred language if known.
- 5.1.6. All circular and standard letters distributed by SEMTA to the public will be bilingual.
- 5.1.7. Arrangements will be made to translate correspondence as needed in order to respond to correspondence promptly and in the original language. Staff will be issued with detailed guidance of how this will be accomplished.
- 5.1.8. SEMTA will send all material which will need to be translated to a translator who is approved by the Association of Welsh Translators and Interpreters or an experienced and established translator agreed with the Welsh Language Board, who will subsequently comply with the timescales agreed.

5.2. Electronic Communication

- 5.2.1. The principles outlined in section 5.1 will also be employed when communicating electronically.
- 5.2.2. When new communication and storage methods are being set up on SEMTA's computers, the ability of software to deal with more than one language in commands and entries will be a factor considered when purchasing new software, particularly so if such systems are to provide a bilingual output/service.

5.3. Telephone Calls

- 5.3.1. As none of SEMTA's current staff in Wales can speak Welsh, the organisation cannot deal with telephone calls in Welsh. However, all telephone calls will be greeted bilingually, and when a member of the public wishes to speak Welsh, the staff member will politely explain the situation and offer the individual the choice of submitting their enquiry in written form in Welsh in order that they can receive a written response in Welsh; of explaining the enquiry fully in English and receiving a written reply in Welsh or of continuing the call in English.
- 5.3.2. It will be the duty of those who respond to telephone calls on behalf of SEMTA to ensure that they do not cause telephone callers to feel that they are a nuisance or causing inconvenience because of their wish to communicate in Welsh.
- 5.3.3. All instructions and answering service messages will be recorded bilingually on all advertised numbers in Wales with the recordings indicating that the message may be left in Welsh or English.
- 5.3.4. The time target (set at 2 working days) will be the same when replying to Welsh telephone enquiries as for replying to English telephone enquiries.

5.4. Public Meetings

- 5.4.1. SEMTA will not be conducting any public meetings in Wales. However, should SEMTA conduct any such meetings in the future, we will welcome contributions in 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.
- 5.4.2. 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, either:
 - because everyone present understands Welsh
 - because everyone present is a non-Welsh speaker
 - it is known that English is the preferred language of everyone who will be present
- 5.4.3. All literature (invitation, summons, advertisement) publicising the meeting will be bilingual.
- 5.4.4. When publicising the meeting, all literature will include a footnote stating that SEMTA welcomes contributions in Welsh or English. But those proposing to attend will be asked to inform SEMTA beforehand in which language they wish to speak as simultaneous translation facilities will then be organised if necessary.
- 5.4.5. 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.

5.4.6. Any written materials such as leaflets, agendas or acetates that are used in SEMTA's public meetings will be bilingual. This will also include any Powerpoint presentations.

5.4.7. All requests for information in relation to meetings will be responded to in the preferred language of the individual.

5.5. Non-public Meetings

5.5.1. Any person who wishes to conduct private or one-to-one meetings with SEMTA are welcome to do so in either Welsh or English.

5.5.2. But SEMTA does not have any Welsh speaking staff at present. However, with the implementation of this Welsh Language Scheme, our *mid-long* term aim, within the next 3 years, is that we will be able to offer such a service in Welsh or English.

5.5.3. As an interim measure, SEMTA will ensure that when arranging the meeting and offering a language choice, the attendee will be offered:

- i) the opportunity to discuss the matter in English
- ii) to send in their query in written form in Welsh in order that they can receive a written response in Welsh
- iii) the use of a simultaneous translator

5.5.4. By offering a language choice, SEMTA 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

5.5.5. The above measures are applicable to all kinds of non-public meetings.

6. THE SSC's PUBLIC FACE

6.1. Corporate Identity

6.1.1. SEMTA will adopt a fully bilingual corporate identity.

6.1.2. This includes SEMTA's name, its address, logo, visual identity, corporate slogan and any other standard information which is to be used on:

- Letter headed paper, fax paper, compliment slips, e-mail signatures
- All promotional / advertising material (i.e. flyers, posters, leaflets e.t.c.) in the public domain
- Business cards, invitations

6.2 Website

- 6.2.1 At present, SEMTA's website has no bilingual element. However, this will be addressed by adding an option for Welsh or English on the Wales Section of the SEMTA website. SEMTA will during the first year of the Scheme ensure that all information added to the Wales Section of the website will be available bilingually.
- 6.2.2. As an interim measure, SEMTA will post the currently available bilingual SSA Launch Leaflet on the Wales Section of the website and ensure that the home page and general information such as contact details are bilingual by March 2007.

6.3. Signage

- 6.3.1. SEMTA will ensure that all new and replacement information signs within the curtilage of SEMTA's property in Wales will be bilingual. This will include bilingual signs in reception areas informing the public of their right to use Welsh or English.
- 6.3.2. SEMTA will ensure that both languages are treated equally in terms of size, quality, legibility and prominence.
- 6.3.3. Although bilingual signs are the preferred option, separate Welsh and English signs will, if issued, be equal in terms of size, quality, legibility and prominence.
- 6.3.4. All bilingual and separate Welsh version signage will be proofread by an approved translator in order to ensure consistency in the standard of Welsh.
- 6.3.5. These measures are applicable to both permanent and temporary signage.

6.4. Publishing and Printing Material to be distributed to the public in Wales

- 6.4.1. At present, SEMTA does not publish all its documents aimed at the public in Wales bilingually. However, our mid-long term aim, within the next 3 years, is to ensure that all the publications distributed to the public in Wales will be issued bilingually in a single document. The versions will be printed side-by-side where possible to facilitate easy cross-reference, distribution and offer language choice.
- 6.4.2.1. The following publications will be bilingual:
 - Sector Skills Agreement Summary leaflet
 - Corporate brochures
 - Annual Report and Accounts
 - Framework leaflets
 - Project leaflets
 - Newsletters, information leaflets, fact sheetsThe following publications will be English only:
 - SEMTA Sector Skills Agreement UK
- 6.4.3. When a priced document is issued in bilingual format, its price will not be greater than a single language version of that document.

- 6.4.4. Although bilingual publications are the preferred option, when Welsh and English versions are published separately, they will be issued simultaneously, distributed together, and be equally accessible.
- 6.4.5. Each separate version will carry a message that the publication is also available in the alternative language.
- 6.4.6. The price of the Welsh version of a document will not be greater than the price of the English version.
- 6.4.7. All staff, consultants, designers and publishers will be provided with written guidance (e.g. *A Guide to Bilingual Design*) for dealing with bilingual publications.
- 6.4.8. All bilingual and separate Welsh version publications will be proofread by an approved translator in order to ensure consistency in the standard of Welsh.

6.5 Forms and Associated Explanatory Material

- 6.5.1. At present, SEMTA does not publish all its forms and associated explanatory material documents aimed at the public in Wales bilingually. However, our mid-long term aim, within the next 3 years, is to ensure that all the publications distributed to the public in Wales will be issued bilingually in a single document. The versions will be printed side-by-side where possible to facilitate easy cross-reference, distribution and offer language choice. The only forms which SEMTA use are project specific, these will be produced bilingually as and when they are created for individual project work.
- 6.5.2. Although single version bilingual publications are the preferred option, when Welsh and English versions are published separately (e.g. due to their voluminous nature), SEMTA will ensure that all of the above publications will comply with commitments 6.4.3 to 6.4.8 in Publishing and Printed Material Section.

6.6 Press Releases

- 6.6.1. Every advertisement and statement by SEMTA to the press and media in Wales will be fully bilingual.
- 6.6.2. All press releases and notices to all the press and media in Wales will be sent out in English to those media known to be monolingual English and in Welsh to those media known to be monolingual Welsh.
- 6.6.3. Arrangements to facilitate the above provision will be organised by the Administration Officer at the SEMTA Wales Office

6.7 Advertising and Publicity Activities

- 6.7.1. SEMTA will conduct advertising and publicity activities in Wales bilingually in a manner that treats the two languages on a basis of equality. SEMTA will adhere to the commitments given within this Scheme (under section 6.4) with regard to such publications.

6.7.2. The following will be produced bilingually:

- All publicity literature aimed at the general public
- Direct mailing including promotional material and surveys
- Media / press advertising
- Public surveys
- Direct marketing campaigns
- Exhibition and information stands
- Poster advertising

6.8 Public Notices and Staff recruitment advertising

6.8.1 SEMTA will ensure that all public notices will appear in Wales with Welsh and English versions shown together and be equal in terms of format, size, quality, legibility and prominence: be that 'in the press', on notice boards or otherwise.

6.8.2. The following will be exempt from the above arrangements:

- Public notices appearing in Welsh language publications. These will appear in Welsh only.
- Public notices appearing in publications circulating throughout the U.K. or beyond. These will be in English only.

6.8.3. When preparing and publishing advertisements for staff recruitment in Wales, SEMTA will adhere to the following arrangements.

(a) Advertisements for posts which fluency in Welsh is an *essential* qualification will appear in;

- Welsh only in Welsh language publications
- Welsh only in English language publications circulating primarily in Wales but supplemented with a short explanatory note in English

(b) Advertisements for posts which fluency in Welsh is a *desirable* qualification shall be published:

- bilingually in English language publications primarily circulating within Wales
- in English only in publications circulating mainly through the UK
- in Welsh only in Welsh language publications

(c) Advertisements for posts where no linguistic requirement has been identified as part of SEMTA's Linguistic Skills Strategy shall be published:

- bilingually in English language publications primarily circulating within Wales
- in Welsh only in Welsh language publications
- in English only in English language publications circulating mainly outside Wales.

7 IMPLEMENTING AND MONITORING THE SCHEME

7.1. Staffing

- 7.1.1. In order to ensure over a period of time that SEMTA 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 SEMTA 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.
- 7.1.2. In order to realise the above commitment, SEMTA 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 or upgrading their skills
- 7.1.3. Having conducted and analysed the above survey, SEMTA will identify those posts which 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 section 6.8.
- 7.1.4. 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, SEMTA will be conscious of the need to take every opportunity to rectify any deficiencies in Welsh language skills which will effect the delivery of SEMTA's Welsh language service provision.

7.2 Learning Welsh

- 7.2.1. The ability to communicate in Welsh according to various degrees of capability and in various service situations is essential to the success of this Scheme. SEMTA also recognises that the ability to understand and use the Welsh language in the workplace on a daily basis is a very valuable skill which can assist its staff in providing a comprehensive service for the Welsh speaking public.
- 7.2.2. SEMTA will support the implementation of this Scheme by encouraging and supporting members of staff who wish to learn Welsh or improve their ability to speak Welsh.
- 7.2.3. SEMTA 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 SEMTA.
- 7.2.4. Despite having no Welsh speaking members of staff at present, SEMTA will implement the measures outlined above by: providing dictionaries, setting specific standards for staff who

wish to learn Welsh and allowing staff who wish to learn Welsh to attend appropriate training and staff will be learning basic greetings and phrases in Welsh.

7.3 Recruitment

7.3.1. When recruiting staff, SEMTA will publicise the fact that Welsh speakers will be welcomed to join its workforce by:

- *Encouraging Welsh and non Welsh speakers to apply for any post but clearly identify where the ability to speak and write in Welsh is essential and the ability to speak Welsh is desirable*
- *Including a statement on job advertisements/job descriptions and websites*
- *Ensure non Welsh speakers are encouraged to learn Welsh if required*
- *Promote awareness of the Welsh Language*

7.3.2. SEMTA will then seek access to sufficient and appropriately skilled Welsh speakers in order to facilitate the implementation of this Scheme. 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 paragraphs 7.1.3. and 7.1.4. above.

7.3.3 It may on occasion be necessary, where difficulty has been experienced in recruiting staff with the necessary skills, to appoint a non-Welsh speaker to a post where the ability to speak Welsh is *essential*. However, such posts will be advertised and offered on the understanding that non-Welsh speakers will need, as condition of employment, to learn Welsh and attain a satisfactory level of fluency within a specified reasonable timescale. The level of fluency specified will be that which is required to fulfil the responsibilities of the post, and this will be made clear to applicants in the job details, as will SEMTA's support for learning the language.

7.3.4 In all arrangements of this nature, SEMTA will provide the time and support necessary to enable the member of staff to meet the condition and will ensure that the member of staff is not disadvantaged in other ways as a result of meeting this condition. The learning programme will be structured and regularly monitored to ensure that both employer and employee are honouring the commitment. This will be part of ensuring that SEMTA has an adequate number of Welsh speakers in post to deliver the services outlined in this Scheme.

7.3.5. As a result, SEMTA will treat linguistic skills in exactly the same manner as any other professional skill required to fulfil the responsibilities of a post and subject to review within an agreed period. The condition of employment must therefore be respected and implemented as strictly as any other condition of employment for the post, and SEMTA will review the standard of achievement at the end of the specified period following the appointment.

7.3.6. When a post becomes vacant it will be advertised confirming that bilingual skills will be *desirable* so that the organisation can offer a bilingual service to the public.

7.4 Vocational Training

7.4.1. SEMTA is committed to developing the ability of its staff to operate through the medium of Welsh so that they may become accustomed to dealing with their professional areas of activity with the public in Welsh.

7.4.2. In order to realise this commitment, SEMTA will assess the need for vocational training through the medium of Welsh before providing vocational training to facilitate the implementation of the Scheme.

7.4.3. Given the nature of SEMTA's work, it will implement these commitments by asking staff members of their needs and ensuring that they receive the relevant training to develop conversational/telephone/word processing skills through the medium of Welsh. SEMTA has a specific budget for the continuous training of staff and this training will be prioritised.

8 ADMINISTRATIVE ARRANGEMENTS

8.1. Authority:

SEMTA confirms that the Welsh Language Scheme and all the measures herein have been approved at the highest level and will carry the full central and regional authority of the organisation as they are implemented.

8.2. Responsibility:

SEMTA will nominate SEMTA's Director of UK Policy to have the overall responsibility for the implementation and monitoring of the Scheme.

8.3. The day-to-day management of the Scheme and responsibility for integrating the Welsh elements of the service wherever that is possible within its usual administrative processes will then be the responsibility of SEMTA's Policy Manager for Wales

8.4. Instruction and Guidance:

SEMTA will ensure that all staff in Wales and those who have dealings with Wales will receive guidance on the Scheme and advice on what is expected of them (See section 3.1.1.)

8.5. All external translators used by SEMTA will be approved by the Association of Welsh Translators and Interpreters or experienced and established translators agreed with the Welsh Language Board.

9 SERVICES DELIVERED ON BEHALF OF SEMTA BY THIRD PARTIES

- 9.1. SEMTA will ensure that any agreements or arrangements made with third parties which relate to the provision of services to the public in Wales are consistent with the terms of this Language Scheme. This includes any new or existing services which are contracted out.
- 9.2. SEMTA will also ensure through contracting arrangements that the agent, contractor or Sub-contractor can, will and does implement any applicable elements of SEMTA's own Scheme when providing services to the public on its behalf or under its supervision.
- 9.3. SEMTA will work with providers to encourage the implementation of their own Welsh Language Schemes.
- 9.4. The third party will need to confirm that it has complied with the relevant measures of SEMTA's Welsh Language Scheme by evidence.
- 9.5. SEMTA will issue written guidance to staff for dealing with agents and contractors and devise processes for ensuring that staff adhere to them.

10 PARTNERSHIPS

- 10.1. SEMTA works in partnership with public bodies [organisations from the voluntary sector and other agencies]. SEMTA works on many levels when working with others:
 - i) When SEMTA is the strategic and financial leader within a partnership it will ensure that the public service provision is compliant with the Welsh Language Scheme, e.g. when awarding contracts through Service Level Agreements, SEMTA will ensure that the organisations awarded funding comply with SEMTA's Welsh Language Scheme.
 - ii) When SEMTA joins a partnership in which another body is leading, SEMTA's input to the partnership will comply with the Welsh Language Scheme and the organisation will encourage other parties to comply, e.g. the Skills for Business partnership where WAG is the leading body. SEMTA will comply with its own scheme and encourage other SSCs to do so.
 - iii) When SEMTA is a partner in a consortium, it will encourage the consortium to adopt a bilingual policy. When acting publicly in the name of the consortium, the organisation will act in accordance with its Welsh Language Scheme, e.g. the Manufacturing Skills Alliance (Proskills, Skillfast, Improve and SEMTA) SEMTA will comply with its Welsh Language Scheme and encourage other SSCs to do so.
 - iv) When SEMTA joins or forms a partnership, it will ask prospective partners about their Welsh Language Scheme, Language policies or the means by which they will operate bilingually. Within any partnership, SEMTA will offer advice and support to the other partner organisations, e.g. SEMTA are expanding their SSC footprint to include the Metals Sector, now this is established we have encouraged a bilingual policy for the expanded SSC by ensuring their policies comply with this scheme.

MONITORING IMPLEMENTATION OF THE SCHEME

- 11.1. SEMTA's Policy Manager for Wales nominated by SEMTA will be primarily responsible for monitoring the Scheme and for constantly reviewing it as outlined in section 8.2.
- 11.2. SEMTA 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 every six months
- 11.3. The SEMTA Board will receive an annual compliance report that will enable them to answer the two following basic questions:
- Is SEMTA complying with the Scheme?
 - How well is it achieving this?

In doing this, the report will deal with:

- SEMTA's administrative Welsh medium services
 - assessing key themes in implementing the Scheme, including SEMTA's contribution to the development of Welsh medium/bilingual provisions
 - the sufficiency of SEMTA's linguistic skills capacity to deliver the requirements of the Welsh Language Scheme
- 11.4. The views of Welsh speakers will also be sought periodically about the range and quality of services provided by the organisation.
- 11.5. Monitoring of the Scheme will be a structured and continuing activity and if the report finds any weaknesses, SEMTA will prepare an action plan that will remedy the situation.
- 11.6. A copy of the above mentioned report will then be sent to the Welsh Language Board.
- 11.7. In the third year of Scheme Implementation, SEMTA 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 Welsh Language 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 SEMTA's priorities for the following three years along with a revised timetable for the implementation of the measures in the Scheme.
 - As part of this evaluation, SEMTA will conduct a satisfaction survey with the general public to ascertain their views on the scope and quality of its bilingual services.
- 11.8. The annual report provided by SEMTA 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.

12 PUBLISHING INFORMATION

- 12.1. SEMTA is committed to regularly publishing information comparing performance with standards and targets set out in the Scheme.
- 12.2. SEMTA will realise this commitment by:
 - *publishing a periodic report as outlined in 11.2 and 11.3*
 - *placing the information in the Annual Report*
 - *placing a synopsis of this information on the SEMTA website*
- 12.3. Where targets have not been met, reasons for this will be given together with an indication of when and how revised targets will be realised.

13 PUBLICITY (section 12(2)(b) of the Act)

- 13.1. SEMTA 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 SEMTA are aware of its Welsh language services and provisions, and that on the other hand, SEMTA employees, agents, contractors are also aware of the needs and requirements to operate in accordance with this Scheme.
- 13.2. SEMTA will publicise its Welsh Language Scheme by making copies of the Scheme available on request to any relevant organisations/bodies, employees or member of the public. SEMTA will also be producing electronic messages and a web page explaining the main elements of the Scheme and detailing the nature, location and availabilities of bilingual services. Such materials will also be available to all relevant organisations / bodies, employees and general public.
- 13.3. Any enquiries about the Scheme should be directed to: SEMTA's Policy Manager for Wales, SEMTA, Waterton Technology Centre, Waterton Industrial Estate, Bridgend, CF31 3WT.

14 COMPLAINTS/SUGGESTIONS & CONTACT POINT

- 14.1. SEMTA will adopt a complaints procedure to deal with grievances regarding the Scheme as part of SEMTA's general complaints procedure.
- 14.2. SEMTA will welcome and record any complaints or suggestions for improving the bilingual service to the public. Please write to us at: SEMTA, Waterton Technology Centre, Waterton Industrial Estate, Bridgend, CF31 3WT.

15 TARGETS

15.1. Definite targets for the implementation of the measures outlined in the Scheme will be set. These targets will note the steps that have already been taken, those which can be put into effect immediately, those identified as short-term targets, medium-term targets and long-term targets. All such targets will be clear, unambiguous and relevant.

16 TIMETABLE (section 12(2)(a) of the Act)

16.1. Unless otherwise stated, the commitments outlined in this Scheme will become operational on the date the Scheme is approved. The monitoring process will then follow the steps outlined in section

Paragraph	Commitment	Timescale	Officer Responsible
3.1.1	Ensure that all SEMTA necessary and relevant staff will be made aware of the Scheme and its implications.	Within 3 months from the date of scheme approval and/or current practice and continuing	Bill Peaper, Policy Manager
3.1.1	Monitor the Scheme by conducting an annual update and, where relevant, a revision of the Scheme	Annually from the date of scheme approval	Bill Peaper, Policy Manager
3.1.1	Include the Welsh Language Scheme as part of the induction training for new staff working in Wales	From the date of scheme approval	Bill Peaper, Policy Manager Mark Worrell Organisation Development Director
3.1.1	Publish the Scheme on the SEMTA website	From the date of scheme approval	Dianne Morris, Administration Officer
3.2.1	Ensure that SEMTA includes standards and effectiveness of its services in Welsh in its 'performance indicators'	From the date of scheme approval	Bill Peaper, Policy Manager
3.2.3	The implementation of the Scheme and SEMTA's commitment to linguistic equality will be published in SEMTA's corporate plans and on the website	Within 3 months from the date of scheme approval	Lynn Tomkins, UK Policy Director
3.3.2	SEMTA will undertake an audit of the way in which each of its services to the public is organised.	Within 3 months from the date of scheme approval	Dianne Morris, Administration Officer
4.3 and 4.4	SEMTA will actively research and react to the Welsh language skills needs of its	From the date of scheme approval	Bill Peaper, Policy Manager

	sector in partnership with WAG and the SEMTA research team	And research via survey by 2007	Bill Twigg, Technical Director
4.5	SEMTA will ensure that Information and Advice offered to companies will include specific reference to the importance of bilingual skills	From the date of scheme approval	Bill Peaper, Policy Manager
4.6	SEMTA will ensure the Sector Skills Agreement Action Plan for Wales is fully bi-lingual	Within 3 months from the date of scheme approval	Bill Peaper, Policy Manager
4.6	Work closely with WAG Departments to agree sector bilingual skills needs. Information to be disseminated to relevant bodies.	From the date of scheme approval	Bill Peaper, Policy Manager
4.7	SEMTA will encourage the development of bi-lingual standards and qualifications for those which there is most demand and where additional funding is available for translation costs.	From the date of scheme approval	Bill Peaper, Policy Manager Bill Twigg, Technical Director
5.1	SEMTA will ensure that all written communication complies to the standards listed in this scheme.	From the date of scheme approval	Bill Peaper, Policy Manager Dianne Morris, Administration Officer
5.1.1	SEMTA will include a statement in both languages making it clear that correspondence is welcome in either English or Welsh on SEMTA official headed paper to be used in Wales	Within 3 months from the date of scheme approval	Bill Peaper, Policy Manager Dianne Morris, Administration Officer
5.2	SEMTA will ensure that electronic communication complies to the standards listed in this scheme.	From the date of scheme approval	Bill Peaper, Policy Manager Mark Worrell Organisation Development Director
5.3	SEMTA will ensure that all telephone calls received in the Welsh office are greeted bilingually and responded to appropriately.	From the date of scheme approval	Dianne Morris, Administration Officer
5.4	SEMTA will ensure that contributions are welcomed in Welsh or English at public meetings and ensure that all meeting literature publicising	From the date of scheme approval	Bill Peaper, Policy Manager

	and promotional materials are bilingual.		
5.5	SEMTA will ensure that all non-public meetings will comply to the standards listed in this Scheme	From the date of scheme approval	Bill Peaper, Policy Manager
6.1	SEMTA will adopt a fully bilingual corporate identity	From the date of scheme approval Current practice and continuing	Bill Peaper, Policy Manager Mark Worrell Organisation Development Director
6.2	SEMTA will establish a bilingual option as part of the main web-site	Within 12 months from the date of scheme approval NB Website undergoing major redevelopment	Bill Peaper, Policy Manager Mark Worrell Organisation Development Director
6.3	SEMTA will ensure that all permanent and temporary signage at the SEMTA Wales office is bilingual.	From the date of scheme approval Current practice and continuing	Bill Peaper, Policy Manager Dianne Morris, Administration Officer
6.4	SEMTA will ensure that all publications aimed at the sector in Wales will be bi-lingual.	Within 3 years from the date of scheme approval Current practice and continuing	Bill Peaper, Policy Manager Mark Worrell Organisation Development Director
6.5	SEMTA will ensure that all forms and associated explanatory material for use by the public in Wales will be issued bilingually.	Within 3 years from the date of scheme approval	Bill Peaper, Policy Manager Mark Worrell Organisation Development Director
6.6	SEMTA will ensure that we conduct advertising and publicity activities in Wales bilingually	From the date of scheme approval	Bill Peaper, Policy Manager Mark Worrell Organisation Development Director
6.7	SEMTA will ensure that all public notices and staff recruitment advertising in Wales complies with these standards.	From the date of scheme approval	Bill Peaper, Policy Manager Philip Whiteman, Chief Executive
7.1	SEMTA will devise and adopt a Linguistic Skills Strategy as part of our human resources planning process as set out under 7.1	Within 6 months from the date of scheme approval	Bill Peaper, Policy Manager Dianne Morris, Administration Officer

7.2	SEMTA will encourage and support staff who wish to learn Welsh or improve their ability to speak Welsh and arrange relevant training programmes	From the date of scheme approval	Bill Peaper, Policy Manager
7.3	SEMTA will act in accordance with the Scheme when recruiting new members of staff at its office in Wales - as listed in section 7.3.	From the date of scheme approval	Bill Peaper, Policy Manager
7.4	SEMTA will ask staff members of their needs and ensure that they receive the relevant training to develop conversational/telephone/word processing skills through the medium of Welsh.	From the date of scheme approval	Bill Peaper, Policy Manager
8.1	SEMTA's Welsh Language Scheme and all measures are approved at the highest level of the organisation	From the date of scheme approval	Philip Whiteman, Chief Executive
9.0	SEMTA will ensure that services offered by third parties are consistent with the terms of the Language Scheme listed here.	From the date of scheme approval	Lynn Tomkins, UK Policy Director Bill Peaper, Policy Manager
11.2	SEMTA will prepare an internal progress report on the scheme's implementation at management teams every 6 months.	Six months from the date of scheme approval	Bill Peaper, Policy Manager
11.3 to 11.6	Annual compliance report to be issued to the SEMTA Board for approval and then to the Welsh Language Board.	Annually from the date of scheme approval	Bill Peaper, Policy Manager
11.7	SEMTA will complete a 3 year evaluation report and send to the Welsh Language Board	3 years from the date of scheme approval	Bill Peaper, Policy Manager
12.0	Performance and standards to be published in the Annual Report and website	Annually from the date of scheme approval	Lynn Tomkins, UK Policy Director Bill Peaper, Policy Manager
13.0	The Scheme will continuously be publicised by making copies available to any relevant organisation/body, employees or members of the public and on the web page.	From the date of scheme approval	Bill Peaper, Policy Manager Dianne Morris, Administration Officer
14.0	SEMTA will adopt a complaints procedure to deal with grievances regarding the scheme	From the date of scheme approval	Mark Worrell Organisation Development Director

