



Welsh Language Strategy

Strategaeth Iaith Gymraeg

2022-2023

Supporting the interplay of Welsh language culture and skills within multi-cultural and -lingual Wales through theatre

Executive Summary

National Theatre Wales (NTW) is the country's English-language national theatre company which exists alongside its Welsh language equivalent - Theatr Genedlaethol Cymru.

NTW is fuelled by the pursuit of connection. We see theatre as a tool to bring people together to reflect, explore and be inspired by the stories of our nation. We want everyone in Wales to see themselves, their communities, their experiences and their futures imagined in the work we make.

This 2022-2023 Welsh Language Strategy outlines our new holistic approach to the Welsh language which incorporates compliance but holds to its core the understanding that we are uniquely placed to support the interplay of Welsh language culture and skills within multi-cultural and -lingual Wales through theatre.

It outlines our rationale within the current context in which we operate, identifies Aims, Objectives and Targets we aspire to this year, and offers a detailed Action Plan of how we intend to deliver change. We end with an outline of where we are now, as well as a summary of our current compliance with the Welsh Language Standards as contained within our Compliance Notice from the Welsh Language Commissioner.

Rationale

Whilst our core brief is to create English language theatre across Wales and beyond, we have an important role to play in both nurturing and increasing the accessibility of Welsh language culture and skills within society through our work and the services we provide. Much of our activity is subject to the Welsh Language Standards, but we see language as so much more than a tool.

We recognise the **multiplicity and complexity of cultural identities which exist in Wales** and we understand that we need to ensure all individuals and communities can see themselves and their lived experiences reflected in the work we make. Invoking a sense of collective identity and belonging through the stories that speak to the cultures, languages and experiences of Wales will be what propels us forward with momentum of hope, and action, towards that better nation we dream of for our future generations.

The National Survey for Wales 2017-2018¹ highlights that **83% of non-Welsh speaking respondents either 'strongly agreed' or 'tended to agree' that the Welsh language is something to be proud of**. However, knowledge of Welsh speaking culture by non-Welsh speakers is arguably often largely limited to the musicality of collective occasions - Dafydd Iwan's recently chart-topping *Yma o Hyd* unifying Welsh football fans, *Calon Lân* and *Sosban Fach* reverberating around the Principality Stadium, and *Mae Hen Wlad Fy Nhadau* at practically every national sporting, arts, celebratory or memorialising event. In 2016, S4C reported² that 183,000 non-Welsh speakers tune in every week, which - if you assume they're all living in Wales and based on 2019 population estimates - equates to only 8% of non-Welsh speakers: quite a contrast with the 83% who are proud of the language. Of course, television is only one cultural form, albeit one of the more accessible ones.

The success of S4C in attracting such audience numbers when it is solely a Welsh-medium broadcaster, and the high level of pride in the Welsh language, expose **clear opportunity for greater engagement with Welsh language culture by non-Welsh speakers**. In February 2022, Welsh Education and Welsh Language Minister Jeremy Miles delivered a speech entitled *Cymraeg*

¹ <https://gov.wales/welsh-language-confidence-and-attitudes-national-survey-wales-april-2017-march-2018>

² <https://www.walesonline.co.uk/lifestyle/tv/want-viewers-who-dont-speak-10962213>

belongs to us all in which he argued that “our language belongs to every single one of us living in Wales today”. Miles outlined that the Welsh language is for using, and that we as a nation own it through our culture and the multiplicity of what that means. It is a part of every one of us - in our values, relationships, places, words, accents and stories. Welsh means different things to different people and everyone has a role to play in its future irrespective of their ability or competency in speaking it.

Dylan Thomas’ lyricism wouldn’t have been possible without Welsh: of course via his knowledge of the language, but more so his immersion in Welsh speaking culture - the specifically Welsh nature of our storytelling, humour, perspective, customs and sociability. And this applies to the writings of so many other non-Welsh language artists such as Roald Dahl, Brenda Chamberlain, Elaine Morgan, Patience Agbabi, Gillian Clarke, Katherine Chandler and Owen Sheers, as well as those Welsh-speakers who chose/choose to work bilingually such as RS Thomas, Caradoc Evans, Menna Elfyn, Catrin Dafydd, Bethan Marlow, Gwyneth Lewis, Daf James, Kizzy Crawford and Seiriol Davies.

Our 2022-2025 Strategic Plan outlines the 8 Outcomes we will achieve for those who we engage over the next three years, and amongst these is: Increased access to, and deepened impact of, Welsh theatre as a part of our contribution towards the ‘A Wales of Vibrant Culture and Thriving Welsh Language’ within the Well-being of Future Generations Act (Wales) 2015.

Within the Plan, we also include our support for the Welsh Government’s target of **1 million Welsh speakers** by 2050 and representing Welsh language culture within creative activity as 1 of 12 Delivery Principles. Our updated Strategic Plan will also include details on how we will contribute to the Welsh Government’s target of **doubling the daily use of Welsh** by 2050.

In these ways, our approach acknowledges that **a Welsh Language Strategy should be about far more than compliance** and should not limit itself to a narrow skills-focused remit. We understand that language communicates, negotiates and develops culture, and as the national theatre of Wales, we are privileged to be able to **explore the artistic seams produced when Welsh, English and the multiple other languages spoken here intersect**.

This Strategy provides an overview of how we will more coherently and impactfully weave Welsh language culture and skills through our operations and creative activity. It will of course include compliance with the Welsh Language Standards but this is positioned as an undercurrent outcome of the **wider, long-term cultural change** we seek to realise both internally and externally - that is to contribute to an **increasing accessibility and openness of the complexities and connections of Welsh language culture and art** within the wider context of multi-cultural and -lingual Wales.

Our Aim

We aim to support the interplay of Welsh language culture and skills within multi-cultural and -lingual Wales through theatre.

Our Objectives

We will deliver this aim by:

- Operating **beyond the regulatory duties** of the Welsh Language Standards as contained within our Compliance Notice from the Welsh Language Commissioner

- Supporting **Welsh language cultural awareness and skills** across the Company and through all communications platforms
- Ensuring Welsh speakers are **proportionally represented** across our staffing, governance and theatre-makers including commissioned writers and those in development
- Working in close partnership with Theatr Genedlaethol to ensure **strategic alignment** with one another in terms of remit and opportunities to enhance impact for Welsh language theatre-makers, participants and audiences
- Committing to **innovative bilingual productions, and productions which explore the multi-cultural and multilingual elements** of contemporary Welsh experiences as a fixed component of our programme
- Across all projects we will engage with Welsh language culture as a **creative and cultural point of origination and resonance**

Targets³

- I. **100%** of our marketing materials, website and publicly available strategies, policies and plans will be fully bilingual, in compliance with the requirements of the Welsh Language Standards
- II. At least **25% of staff** (on a voluntary basis) will have enrolled and completed a Work Welsh course or other Welsh language lessons in NTW time
- III. At least **20% of staff will be fluent Welsh speakers**, spread across all teams
- IV. At least **20% of Trustees** will be fluent Welsh speakers
- V. The Artistic Director will have continued to build **formal and informal relationships** with Welsh language artists, dramatists, community activists and cultural facilitators from across Wales, and sustained the engagement of **3 mentors** from this group
- VI. Staff and Trustee **Welsh language culture club** will have run for 10 sessions on self-nominated art (books, films, visual art etc) to discuss e.g. Manon Steffan Ros' The Blue Book of Nebo, series 3 of Hidden / Craith
- VII. We will have solidified a strategic partnership with Theatr Genedlaethol Cymru, working towards a **Memorandum of Understanding** exploring shared and divergent remits, and opportunities for ongoing and future collaboration.
- VIII. At least **25% of writers commissioned** for NTW productions will be first language Welsh speakers, including artists whose lived experience is currently underrepresented in our work and our audiences

³ These targets will be reviewed annually against progress

- IX. At least **20% of theatre-makers engaged in our Creative Development projects** will be first language Welsh speakers, including artists whose lived experience is currently underrepresented in our work and our audiences
- X. At least **1 production in development will be bilingual** and/or exploring the multi-cultural and/or multilingual elements of contemporary Welsh experiences, including lived experiences of Welsh language culture and others which are currently underrepresented in our work and our audiences
- XI. 100% of staff and Trustees will receive **Welsh language awareness and cultural context training**

Delivery

We will deliver progress on these targets via the Action Plan detailed below.

The Action Plan will be updated annually to respond to any areas of potentially lower assurance of compliance as identified in the latest Welsh Language Commissioner's Self-Assessment questionnaire. In such cases, improvement actions will be added to the Action Plan.

Progress made against the Action Plan will be monitored and reported to the NTW Board as part of the quarterly reporting requirements of funding partner Arts Council Wales. This process will allow for more regular updates to the Action Plan, should remedial improvement actions be required.

Action Plan

NTW Context	Relevant Departments (Most pertinent bolded)	Policy	Additional Actions Needed	Relevant NTW Target or Welsh Language Standard	Responsibility	
					Policy Implementation	Additional Actions
Non-artistic public and closed events e.g. socials, conferences, training, meetings, conferences, education courses, consultation and other research sessions	<ul style="list-style-type: none"> - Audiences & Communications - Productions - Collaboration - Creative Development - Operations 	Publish all public event notices bilingually and encourage all guests to use their preferred language	None - Ongoing	I. 26.27.30.31. 77. 78.80.82.	Event team	N/A
		Assess simultaneous translation needs beforehand and provide appropriate translation facilities on the basis of this assessment, and whenever in doubt. If translation facilities are provided, give prior notice that the event can be engaged with through the medium of Welsh	None - Ongoing	24.25A.25. 25A-D.28.29. 80.82	Event lead	N/A
		If, on the basis of the assessment, it is considered that simultaneous translation facilities are not necessary (for example, no Welsh speakers are attending and the event is fully booked), make this decision clear beforehand and remain open to reversal if the circumstances change	None - Ongoing	32.	Event lead	N/A
		Ensure public announcements are bilingual and the Welsh is spoken first	Ensure staff are aware of this	83.	Event lead	HJ
		Endeavour to make sure a Welsh-speaker is present amongst the staff or volunteers for each event	Ensure staff are aware of this	II. / III. 32.	Event lead	HJ
		Promote Welsh-language face-to-face services by using the Cymraeg Gwaith badge scheme at each event	Ensure staff have access to this	II. / III. 32.77.78.	Welsh speaking staff	HJ
		Endeavour to make sure non-artistic events are chaired bilingually	Ensure staff are aware of this	32.	Event lead	HJ

		If enquiries of a specialist nature are made at the event through the medium of Welsh, and the member of staff qualified to deal with the enquiry is not Welsh-speaking, give the member of the public the opportunity to communicate their query in Welsh and ensure they receive an answer in Welsh	None - Ongoing	32.	Event team	N/A
Artistic public events e.g. creative workshops, shows, showcases and launches, residencies	Audiences & Communications Productions Collaboration Creative Development	Embed Welsh language and Welsh language cultural content within productions as artistically appropriate - e.g. through the use of captioning, bilingualism, creative themes etc	Encourage creative staff to attend Welsh language culture club	V. / VIII. / X.	All	N/A
		Publish all public event notices bilingually and encourage all guests to use their preferred language	None - Ongoing	I. 31.77.78.	Event team	N/A
		Assess translation needs beforehand and provide appropriate translation facilities on the basis of this assessment, and whenever in doubt. If translation facilities are provided, give prior notice that the event can be engaged with through the medium of Welsh	None - Ongoing	32.	Event lead	N/A
		If, on the basis of the assessment, it is considered that translation facilities are not necessary (for example, no Welsh speakers are attending and the event is fully booked), make this decision clear beforehand and remain open to reversal if the circumstances change	None - Ongoing	32.	Event lead	N/A
		Ensure public announcements are bilingual and the Welsh is spoken first	Ensure staff are aware of this	83.	Event lead	HJ
		Ensure a Welsh-speaking staff member or volunteer is present at front of house for every event	Ensure this fits in planning process	II. / III. 32.	Event lead	Event lead
		Promote Welsh-language face-to-face services by using the Cymraeg Gwaith badge scheme at every event	Ensure staff have access to this	II. / III. 32.77.78.	Welsh speaking staff	HJ

		If enquiries of a specialist nature are made at the event through the medium of Welsh, and the member of staff qualified to deal with the enquiry is not Welsh-speaking, give the member of the public the opportunity to communicate their query in Welsh and ensure they receive an answer in Welsh	None - Ongoing	32.	Event team	N/A
Written Correspondence / Enquiries	<ul style="list-style-type: none"> - Audiences & Communications - Productions - Collaboration - Creative Development - Operations 	Actively welcome correspondence in Welsh and English e.g. email signatures, website and state that corresponding in Welsh will not lead to delay	None - Ongoing	7.77.78.130.131.	All	N/A
		Respond to Welsh language correspondence within the same timeframe as responses sent in English	None - Ongoing	4.6.	All	N/A
		Reply in Welsh to correspondence received in Welsh and ensure that the individual receives all future correspondence from NTW in Welsh via NTWs' CRM System Spektrix	Spektrix CRM System implementation to support this practice	1.2.3.136.	All	HJ
		Unsolicited correspondence should be conducted bilingually where an individual's preference is unknown	None - ongoing	2.4.5.	Audiences & Communications Team	N/A
Telephone communications	<ul style="list-style-type: none"> - Audiences & Communications - Productions - Collaboration - Creative Development - Operations 	Answer the phone bilingually with either: "Bore da/Good Morning, National Theatre Wales" or "Prynhawn da/Good Afternoon, National Theatre Wales"	Remind staff and ensure this is part of the staff induction process. Add a 'desk prompt' to assist non Welsh speakers – incorporating a phonetic pronunciation guide	8.	All	HJ
		State: "Sori - Dw i ddim yn siarad Cymraeg" if the staff member who answers doesn't speak Welsh, and then offer a Welsh language service from another/member of staff. If no Welsh-speakers are available, advise the caller they can choose to have a Welsh-speaker phone them back or	Remind staff and ensure this is part of the staff induction process. Incorporate into the	8.9.11.17.19	All	HJ

		submit their enquiry in writing	desk prompt			
		Ensure all staff are aware of Welsh speakers at NTW to whom calls may be transferred	Remind staff and ensure this is part of the staff induction process	II. / III. 11.	All	HJ
		Ensure all subsequent communication with the caller, whether written or verbal, is in Welsh	Spektrix CRM System implementation to support this practice	21.	All	HJ
		Ensure the answer machine messages on all office and work phones are bilingual	Remind staff and ensure this is part of the staff induction process and provide standard wording and support to record messages	16.	All	HJ
Face-to-Face Interactions at the office or outside of public events	<ul style="list-style-type: none"> - Audiences & Communications - Productions - Collaboration - Creative Development - Operations 	Ensure Welsh-speakers are always available in our office to deal with face-to-face enquiries in Welsh and if, due to hybrid working, this isn't possible then ensure they're contactable by phone	Ensure all staff know how to contact Welsh speaking staff	II. / III.	HJ	HJ
		Promote Welsh-language face-to-face services by using the Cymraeg Gwaith badge scheme at every event	Ensure staff have access to this	II. / III. 77.78.	Welsh speaking staff	HJ
		If enquiries of a specialist nature are made in the office through the medium of Welsh, and the member of staff qualified to deal with the enquiry is not Welsh-speaking, give the member of the public the opportunity to communicate their query in Welsh and ensure they receive an answer in Welsh	None - Ongoing		All	HJ
Brand Identity NB - The Company's name will always only be	Audiences & Communications Productions Collaboration Creative	Ensure written material is bilingual where appropriate e.g. boilerplate copy and information such as dates, locations and audience information	None - Ongoing	I. 79.	Audiences & Communications Team	N/A

cited as 'NTW' - it cannot be translated into Welsh because Theatr Genedlaethol Cymru is a distinct organisation with a brand identity of its own	Development Operations	Assess whether show or project titles and straplines, script quotes or quotes from media reviews should be available or cited bilingually according to artistic appropriateness and relevance	None - Ongoing	79.	Audiences & Communications Team	N/A
		Ensure headed paper, compliment slips and appointment cards are all bilingual, with both languages equal in terms of format, size, clarity and prominence	None - Ongoing	I. 79.	Audiences & Communications Team	N/A
		Ensure all general and public notices and job advertisements issued to the media in Wales are bilingual	None - Ongoing	I. 33.34.	Audiences & Communications Team	N/A
Advertising	Audiences & Communications Operations	Ensure all broadcast advertising is in the language appropriate to the broadcast station	None - Ongoing	I. 33.	Audiences & Communications Team	N/A
		Ensure all our advertising in Wales-based publications is fully bilingual (or in Welsh only, in Welsh-language publications). Always investigate opportunities to advertise in Welsh language-media	None - Ongoing	I. 33.34.	Audiences & Communications Team	N/A
		Ensure all our recruitment advertising is bilingual in publications distributed within Wales, and specify that applications can be received in Welsh and will not be treated less favourably than those submitted in English	None - Ongoing	33.34.133. 133A.133B.	Audiences & Communications Team and HJ	N/A
		Consider buying advertising space in both or either language when assessing our advertising needs	None - Ongoing	33.34	Audiences & Communications Team and HJ	N/A
Signage	Audiences & Communications Productions Collaboration Creative Development Operations	Ensure that all external, internal, temporary and permanent signage, wherever NTW is operating within Wales, is bilingual and equal in terms of form, size, quality and prominence. Where it is necessary to use separate English and Welsh signage, ensure they are equal and the Welsh is	None - Ongoing	I. 57.58.137. 138.	All	N/A

		first				
		Ensure the wording on all signage has been checked by a fluent Welsh speaker (either a member of staff or a professional translators, depending on length and complexity)	None - Ongoing	I. / II. / III. 59.139.	All	N/A
Print and publications	Audiences & Communications Operations	Ensure all NTW marketing print is fully bilingual and treats Welsh and English equally, including production programmes for shows performed in Wales	None - Ongoing	I. 36.44.45.	Audiences & Communications Team	N/A
		Ensure all NTW forms available to the public are produced fully bilingually and treats Welsh and English equally. Any pre-entered content on the Welsh form must be in Welsh	None - Ongoing	46.46A.46B.47.	Operations and Audiences & Communications teams	N/A
		Where content is provided by collaborating artists, encourage them to express themselves in whichever language they prefer. Assess whether such quotes should be available or cited bilingually according to artistic appropriateness and relevance	None - Ongoing	79.	Audiences & Communications Team	N/A
		Use a professional translation agency for translating copy and any other publicly available documentation such as certain policies and reports	None - Ongoing	I.	Audiences & Communications Team	N/A
		Ensure all contact information is provided bilingually and equally, that the main telephone number and email address is used for both languages, and state we welcome contact in both	None - Ongoing	12.13.14.	Audiences & Communications Team	N/A
Press Releases	Audiences & Communications Productions Collaboration	Issue bilingual statements and notices to the press and the media in Wales	None - Ongoing	I.	Audiences & Communications Team	N/A
		Issues bilingual press releases for the press and media in	None - Ongoing	I.	Audiences & Communications	N/A

		Wales			Team	
		Assess the number of Welsh-speakers involved in every production, and give Welsh-language press clear guidance on interviewees available to speak to them in Welsh	None - Ongoing	II. / III.	Audiences & Communications Team	N/A
Digital Communications	Audiences & Communications	Ensure the website and any apps are fully bilingual and all English language pages will have an equivalent identical Welsh page. Ensure both languages appear separately and that it is possible for the user to move from one language to the other at any time by using the prominent language switch.	None - Ongoing	I. 48.51.52.53.	Audiences & Communications Team	N/A
		Ensure material is published simultaneously in English and Welsh on NTWs' website	None - Ongoing	I. 48.	Audiences & Communications Team	N/A
Social Media	Audiences & Communications Collaboration	Ensure NTWs' social media channels are fully bilingual, and that the public can engage in their chosen language	None - Ongoing	I. 54.55.	Audiences & Communications and Collaboration teams	N/A
		Where individuals are speaking or responding in the language of their choosing, ensure their content is initialled to indicate this	None - Ongoing	54.	Audiences & Communications and Collaboration teams	N/A
Video, Audio & Photography	Audiences & Communications Productions Collaboration Creative Development Operations	Ensure all non-artistic video, audio and photography content (e.g. text, captions, narration) is bilingual	None - Ongoing	I.	All	N/A
		Assess whether show or project titles and straplines, script quotes or quotes from media reviews which appear in video trailers, audio or photography should be available or cited bilingually according to artistic appropriateness and relevance	None - Ongoing	VIII.	All	N/A

HR	Operations	Ensure staff and Trustees interested in the Work Welsh scheme are enrolled on Welsh lessons and continue to offer the opportunity consecutively	Finalise arrangements	II. / IV. 127.	HJ	HJ
		Promote the Welsh learning internally by encouraging staff and Trustees enrolled on Welsh lessons to discuss their experiences e.g. at Company meeting; regular Welsh-only socials; Welsh word of the week	Schedule from the autumn	II. / IV. 94.128.	Executive	HJ
		Run Welsh-language culture club monthly through the year	None - ongoing	VI. 128.	HJ	HJ
		Run annual training courses covering: awareness of the Welsh language and Welsh language culture and history; Welsh language standards obligations; and how the Welsh language can be used in the workplace	Organise another course for spring 2023	128.	BP	HJ
		Offer all HR, Comms and Health & Safety training in Welsh if offered in English	Organise for 2023	124.	BP	HJ
		Run training on using Welsh effectively in meetings, interviews, complaints and disciplinary procedures	Organise for 2023	125.	BP	HJ
		Keep a record of the number of staff members who attended training courses in Welsh and the percentage of staff members who attended those courses	Enforce this from now on	146.	HJ	HJ
		Ensure information on the Welsh language is in staff induction packs, including duty to operate in line with the requirements of the standards	Check this is in current induction pack	129.	HJ	HJ
		Ensure job adverts for core and freelance staff roles always include Welsh language literacy as desirable, and ensure this is factored into all short-listing and final choice	Enforce this from now on	III. 132.132A.	All	Executive

	decision-making				
	Review all vacancies for whether Welsh essential is viable, based on existing Welsh language literacy within each team and the availability of suitable staff in the current job market. Apply the criteria as essential accordingly, and as a preference at all times. Consider the option of learning Welsh skills if insufficient applications are received on first advertisement	Develop a decision-making tool which brings these elements together and includes a reference to the 20% target target as a trigger for 'essential' designation	III. 132.132A.	Executive	BP
	Retain a record and copy of every assessment of whether Welsh language skills are essential for vacant posts	Enforce this from now on	147.148.	All	HJ
	Continue to ensure Welsh language literacy is featured in all Equal Opportunities monitoring of the staff. Ask Welsh speaking staff whether they would like to conduct HR correspondence and processes (e.g. forms) in Welsh	Ensure this enacted through the induction process	III. 123.145.100.	HJ	HJ
	Ask new recruits on their language preference via the Access Rider prior to contracting and ensure all documents (including new contracts) are issued according to the language of choice	Enforce this from now on	95.96.97.98.99.	HJ	HJ & BP
	Ensure staff know that they can, and are able to make complaints in Welsh and that these are responded to in Welsh accordingly. This includes the use of simultaneous translation at complaint meetings. Ensure this is specified in all relevant HR policies	None - ongoing	108.108A. 110-112.	HJ	N/A
	Ensure that staff know that they can, and are able to, engage in any disciplinary correspondence and meetings about conduct in Welsh, and that these are responded to in Welsh accordingly. This includes the use of	None - ongoing	114.115	BP	N/A

		simultaneous translation at complaint meetings. Ensure this is specified in all relevant HR policies				
Awarding Contracts	Audiences & Communications Productions Collaboration Creative Development Operations	Ensure all invitations to tender for contracts are equally published in both the Welsh and English language, and that the invitation states that tenders may be submitted in either language.	None - ongoing	72.73.	HJ	N/A
		Ensure Welsh language tenders are treated equally to tenders submitted in English throughout the process	None - ongoing	73.73A.	HJ	N/A
		Offer all tenderers the option to present in either language and arrange simultaneous translation services as necessary	None - ongoing	75.	HJ	N/A
		Correspond with tenderers in Welsh if the tender is submitted in Welsh	None - ongoing	76.	HJ	N/A
Governance	Operations	Ensure Trustee job adverts always include Welsh language literacy as desirable, and ensure this is factored into all short-listing and final choice decision-making	Enforce this from now on	IV.	Executive	Executive
		Review current Trustees and if the Welsh language literacy is on or below 20%, run a recruitment drive specifically seeking this as a skills and experience shortage within the Board	Enforce this from now on	IV.	Executive	Executive
		In all recruitment drives, review Welsh language literacy amongst existing Trustees and include as essential for at least one role if the rate is at 20% or below amongst the current Board	Enforce this from now on	IV.	Executive	Executive
		Continue to ensure Welsh language literacy is featured in all Equal Opportunities and skills & experiences	None - ongoing	IV.	HJ	N/A

		monitoring of the Board				
		Ensure all policies are published equally, and at the same time, in Welsh	None - ongoing	101-107.	Operations Team	N/A
		Ensure all new, reviewed, revised, under consultation and researched policies should include: what effects it might have on opportunities to use Welsh and treating Welsh no less favourably than English; how any positive effects could be enhanced; and how any negative effects could be decreased	Develop a checklist or tool to screen this and ensure compliance	84.85.86.87.88.89.91.92.93.	Operations Team	BP
		Ensure the policy element of this Strategy includes using Welsh internally and promote / facilitate this e.g. bilingual email introductions. Include steps taken to ensure compliance with the Welsh Language Standards	Develop for this Strategy	94.144.	All	HJ
Compliance	Operations	Record all Welsh language compliance complaints received and retain all written complaints	None - ongoing	141.142.143.	HJ	N/A
		Review complaints procedure, including staff training on dealing with complaints, and ensure the procedure is live on the website and a printed copy is available in the office	Review, book in training and check both are available	150.156.162.		
		Implement actions identified as necessary via the Welsh Language Standards self-assessment within 12 months	None - ongoing	146.	HJ	N/A
		Keep NTWs' Welsh Language Standards live on our website and ensure a printed copy is available in the office	Check both are available	149.155.161.	HJ	HJ
		Ensure compliance with the policy element of this Strategy is overseen through regular spot checks, and that this system remains detailed in this policy. Ensure	Enforce this from now on	151.153.155.157.159.163.165.167.	HJ	HJ

		the latest Strategy is live on our website with copies available in the office				
		Ensure the Trustees' Report includes compliance with the Welsh Language Standards and the number of complaints received. Ensure this is live on our website and that a printed copy is available in the office	None - ongoing	152.158.164.	BP/HJ	N/A
		Continue to record and provide any information as duty-bound or requested by the Welsh Language Commissioner	None - ongoing	154.160.166.168.	HJ	N/A
Creative planning and programming	Audiences & Communications Productions Collaboration Creative Development	Ensure creative planning meetings include Welsh speakers and learners, and that Welsh language cultural content and multilingualism is discussed	Enforce this from now on	II. / III. / V.	Creative Development Team	LC
	Productions	Ensure 25% of writers commissioned for NTW Productions are first language Welsh speakers	Apply to ongoing creative decision-making as necessary	VIII.	LC	LC
	Creative Development	Ensure 20% of artists engaged in NTW Creative Development projects are first language Welsh speakers	Apply to ongoing creative decision-making as necessary	IX.	Creative Development Team	LC
	Productions	Ensure at least 1 production in development is bilingual or explores the multi-cultural and/or multilingual elements of contemporary Welsh experiences, including lived experiences of Welsh language culture, as artistically appropriate	Apply to ongoing creative decision-making as necessary	X.	LC	LC
Stakeholder engagement	Operations Audiences & Communications	Schedule regular engagement and mentoring sessions for the Artistic Director / CEO with Welsh language artists, dramatists, community activists and cultural	Continue to arrange and diarise	V.	Executive	RGL

		facilitators from across Wales				
	Audiences & Communications Productions Collaboration Creative Development Operations	Continue to meet regularly with Theatr Genedlaethol and work towards closer working across creative and operational departments	None - ongoing	VII.	Executive	N/A
Sector consultation	Operations Audiences & Communications	Ensure all sector consultation plans include Welsh language artists, dramatists, community activists and cultural facilitators from across Wales, including Theatr Genedlaethol	Apply when work starts in the autumn	V. / VII.	Audiences & Communications Team	Audiences & Communications Team

Appendix

How Are We Doing?

2020-2022

Audience & Communications

Central to the NTW brand are our Values of courage, connection and authenticity. This is in part embodied by the voices of staff, collaborating artists and TEAM members who are supported to communicate themselves and their worlds on their own terms through their relationships with us. While our organisational voice is fully bilingual, we encourage the individuals who make up the NTW community to express themselves in whichever language they prefer.

Collaboration

Recent work which includes:

- **Go Tell the Bees** (and the precursor **Procession** digital event). This project was the culmination of our collaborative TEAM activity in Pembrokeshire over the past four years. Genuinely representative of the entire county, the Welsh language and Welsh language culture was integral throughout. For our digital procession in June 2020 we employed two bilingual actors and ensured that large elements of the script were written in Welsh. With Carys Eleri we also released a bilingual single 'Dod Nol at Fy Nghoed / Go Tell the Bees'. The film of *Go Tell the Bees* featured two characters who moved fluidly between English and Welsh, and one in particular having large chunks of text solely in Welsh. Other Welsh language elements appeared throughout the film and in the feedback, many audience members commented on their delight at seeing the Welsh language feature naturally in this way. All teaser and mission films were entirely bilingual. All of our 'Learning Hive' digital resources for Key Stages 2 and 3 are bilingual and we worked closely with Welsh language schools in the county, leading bilingual workshops. Pupils in Welsh medium schools contributed to the art exhibition that accompanied the screening of the film – their work was entirely through the medium of Welsh.
- **Tŷ Unnos**. This event will be the culmination of our collaborative TEAM activity in Wrexham over the past four years. Taking place in November 2022, it is currently in development and will weave Welsh integrally throughout it.

Creative Development

Over the past two years:

- **17 freelance creative contracts** relating to NTWs' productions were filled by first language Welsh speakers
- **19 out of 62 artists** involved with the Creative Development programme were first language Welsh speakers

We also launched the bilingual script-reading service **Am Ddrama / Play On** in 2021 with partners Theatr Genedlaethol Cymru and Theatre Clwyd.

We are developing a number of projects through the R&D process with Welsh speaking creatives. These projects will have elements of Welsh language throughout given the multilingual nature of the lead artists.

Production

As experienced across the sector, produced activity was significantly affected by the COVID-19 pandemic during 2020-2022. Recent work includes:

- **Petula.** A multilingual (English, Welsh and French) show with fully integrated use of Welsh and English language in performance and captioning. The team both onstage and backstage included a mix of Welsh and non-Welsh speakers, with a concentrated effort to staff a Welsh speaking stage management team. Two of the three stage managers were Welsh speakers and all rehearsal notes and show reports were bilingual. This was a co-production with Theatr Genedlaethol Cymru, opening the door to future collaboration between Welsh language theatre companies and ourselves which will further reflect the multilingual nature of everyday life in modern Wales.
- **Kidstown.** A 3-year show currently in R&D in Newtown. As the lead artists are not Welsh speaking, a Welsh speaking performer will be recruited so young people can access the activity through Welsh or English. We also ensured that Welsh speaking creators and makers were part of the Design Blast research phase of the project. During the next phase of delivery, we will target a location with a high proportion of resident Welsh speakers for one of the Kids Town events, ensuring that we are reaching Welsh language communities and young people.

Operations

As of January 2022, National Theatre Wales staff/Trustees include **6 Welsh speakers and 8 Welsh learners.**

Welsh language lessons have been offered to all staff, to start in September 2022. Four expressed an interest in the entry level course and four are interested in foundation level. The lessons will be provided by the National Centre for Learning Welsh. Lessons run for eight people so we're going to offer the spare spaces to freelance theatre makers we're currently working with.

The 2022-2025 Strategic Plan was developed in summer 2021 and included **clear commitments to the Welsh language**, including Delivery Principle 9. - Supporting the Welsh Government target of 1 million Welsh speakers by 2050 and representing Welsh language culture within creative activity. This, and the subsequent March 2022 update was, for the first time, translated as a working business document and was shared with stakeholders including the Welsh Government's Culture, Communications, Welsh Language, Sport, and International Relations Committee. The publicly accessible version will be available, of course bilingually, from autumn 2022.

The Young People's Strategy is currently in development and a creative residency is planned for the **Urdd Gobaith Cymru Centre** in Cardiff Bay for a group of 16-21 year-olds which will include at least 20% Welsh speakers. This will act as a consultancy opportunity for the strategy and focus on performative protest.

Compliance with the Welsh Language Standards

NTW continues to comply with the requirements of the 138 standards as detailed within the Compliance Notice. All staff are aware of the duties placed upon NTW and Welsh Awareness and Standards refresher briefing sessions were held in early 2020 and mid 2021 to remind all NTW and Collective Cymru / Festival 2022 staff members and Trustees of the shared obligations towards the language. The sessions also allowed the identification of good practice as well as potential areas for improvement.

Whilst welcoming feedback and comments of our delivery of the standards allows the identification of potential improvement opportunities, no complaints have been received during the last 24 months.

NTW continues to respond to all relevant information requests from the Welsh Language Commissioner and provided a comprehensive response to the Commissioner's Self-Assessment questionnaire in July 2021 and July 2022. NTWs' assessment was considered as being in the high/medium assurance of compliance categories in the majority of the areas assessed.