



# Cynllun Iaith Gymraeg Welsh Language Scheme

This Welsh Language Scheme was approved by the Welsh Language Commissioner on 07/07/2014.

## Contents

- 1 Introduction
- 2 Statement
- 3 Productions & Artistic Output
- 4 Public Image
- 5 Communications (print, press and digital)
- 6 Implementation
- 7 Monitoring
- 8 Complaints and feedback
- 9 Advertising the Scheme and raising public awareness
- 10 Timescales and Implementation Plan

## 1 Introduction

National Theatre Wales is the country's English-language national theatre company. It was launched in November 2009, and staged its first production in March 2010. National Theatre Wales is a non building-based organisation, and stages productions and events in a wide range of venues and locations all over Wales.

The company's aims and objectives for the years 2013-16 are to;

Be Amazing:

- Regularly use the Welsh landscape (rural and industrial) to inspire our work and our audiences
- Sometimes take well-known stories or plays and tell them like they've never been told before
- Periodically create 'epic' events with worldwide impact

Be Transformative:

- Engage with Welsh venues as 'sites', collaborating with staff and users to transform the spaces and learn from the organisations
- Begin a series of productions 'occupying' key institutions – e.g. a hospital, a local council, a sporting institution – our version of 'state of the nation' plays
- Develop a 'Green Prism' to apply to all our work – asking how we can use everything we do to help us explore a sustainable future

Be Poetic:

- Search for the untold stories of Wales and tell them in unexpected ways
- Introduce international artists and companies to Wales who have unique, signature ways of creating theatre
- Commission leading Welsh poets and novelists to develop theatre pieces, and encourage playwrights to explore new ways of creating theatre – offering commissions that challenge and stimulate

Be Resourceful:

- Build imaginative UK and international networks around areas of strength for NTW – located theatre, community engagement, digital connections – enhancing Wales's reputation and maximising resources. Develop co-production and sponsorship opportunities and pursue international commissions for NTW
- Think multi-platform for all content and build close relationships with broadcasters, film agencies, publishers and digital innovators to disperse creative content and maximise income
- Build lively, data-based audience relationships with strong data collection, innovative platforms (e.g. front of house on your phone), and exciting offers (building on the success of the NTW passport)

Be Collaborative:

- Involve the 'NTW Community' – from TEAM to artists to online members – in all levels of decision-making, from board to programming, using their knowledge to improve what we do

- Work with government, not-for-profit agencies, businesses and local communities to explore how theatre and creativity can be part of a new social vision for Wales
- Imagine a large-scale new arts initiative in Wales, delivered by all of the country's leading companies

#### Be Generous:

- Through WalesLab, TEAM and other initiatives, support emerging artists and fringe activity in every way possible; and create development opportunities (such as NTW residencies) for mid-career artists and theatre-makers
- Explore new models for fringe and emerging showcasing and sharing (e.g. expand WalesLab Summercamp into a DIY festival)
- Build on the Assembly model and our online activity to encourage and support debate on the key issues of our times

National Theatre Wales' brief is to create English-language theatre for the public in Wales and beyond (whereas Theatr Genedlaethol Cymru are charged with creating Welsh-language theatre).

## 2 Statement

Much of National Theatre Wales's funding is public money – it is core funded by the Welsh Government (via the Arts Council of Wales). Therefore we have a duty to make bilingual provision for the public in accordance with our funding guidelines.

While our artistic output is typically in English, as per our brief, National Theatre Wales believes that offering other services to the public in their preferred language is good practice, so we are resolved to treat the English and Welsh languages on the basis of equality so far as is both appropriate in the circumstances and reasonably practical. This Scheme outlines how National Theatre Wales will achieve this in the provision of non-artistic services to the public in Wales.

## 3 Productions & Artistic Output

National Theatre Wales was launched in 2009 with a brief to create English-language theatre across Wales and beyond. With this in mind, the content of our theatre productions and other artistic events such as Assemblies and Word4Word will always be in English.

National Theatre Wales supports the development of emerging artists to develop their own work through its WalesLab scheme, and works with the Welsh-language national theatre company Theatr Genedlaethol Cymru to encourage artists in Wales to work in whichever is their preferred language.

## **4 Public Image**

### **4.1 Brand Identity**

The company's name will always be National Theatre Wales, be it in permanent signage, logos etc. (NOTE: this cannot be translated into Welsh, as the translated name, Theatr Genedlaethol Cymru, is a distinct organisation with a brand identity of its own).

Written material will be bilingual where appropriate. For example, boilerplate copy and information such as dates, locations and audience information will be bilingual, but show titles and straplines, script quotes or quotes from media reviews will not. Headed paper, compliment slips and appointment cards will all be bilingual with both languages equal in terms of format, size, clarity and prominence, again, where appropriate.

All general and public notices and job advertisements issued to the media in Wales will be bilingual.

### **4.2 Advertising**

Any broadcast advertising will be in the language appropriate to the broadcast station. All our advertising in Wales-based publications is fully bilingual (or in Welsh only, in Welsh-language publications). We will seek and investigate opportunities to advertise in Welsh language-media.

All our recruitment advertising is bilingual in publications distributed in Wales. We will consider buying advertising space in both or either language when assessing our advertising needs.

### **4.3 Signage**

In Wales, all external and internal signage in public places wherever National Theatre Wales is operating will be bilingual and equal in terms of form, size, quality and prominence. Where it is necessary to use separate English and Welsh signage, they will be equal.

We will ensure that all new public-facing temporary signs used in Wales are bilingual, having first been checked by a fluent Welsh speaker who is either a member of staff or forms part of the translation services we use.

## **5 Communicating with the public in Wales**

NOTE: National Theatre Wales does not, as a rule, employ a corporate voice as such, but was a community of voices that include its staff, collaborating artists, audience and TEAM members. In principle, the company encourages individuals to express themselves in whichever tone of voice – and language – they prefer.

### **5.1 Written and electronic communication**

- National Theatre Wales welcomes correspondence in English and Welsh.

- Correspondence through the medium of Welsh in itself will not lead to delay.
- Any correspondence from the public and service users in Welsh will receive a reply in Welsh.
- The timescale for responding to correspondence in Welsh will be the same as in English.
- Once it is known that a member of the public prefers to use Welsh, that person will receive all future correspondence in Welsh.
- National Theatre Wales will begin and maintain a database of customers who prefer to receive correspondence in Welsh.
- Where an individual's preference is not known, for example in sending standard letters, written correspondence with the public in Wales will be bilingual.
- National Theatre Wales will use a professional translation agency, or ask available staff to answer correspondence in Welsh if the former isn't possible.

## **5.2 Telephone communications**

Guidelines will be issued to staff on the steps to be taken when answering the telephone. All external calls will be answered with a standard bilingual greeting:

'Bore da/Good Morning, National Theatre Wales' or 'Prynhawn da/Good Afternoon, National Theatre Wales'

If a member of staff is unable to provide a bilingual service, they will explain the situation to the individual and offer a Welsh language service from another volunteer/member of staff. If no Welsh speakers are available the caller may choose to have a Welsh speaker phone them back; submit the request in writing (hard copy/e-mail); or continue the conversation in English. National Theatre Wales will provide an internal directory of Welsh speakers in the organisation to whom calls may be transferred.

Following a telephone conversation in Welsh, all subsequent communications, whether written or verbal, will be in Welsh or bilingually at the request of the caller. Answer machine messages will be bilingual in our offices in Wales.

## **5.3 Face-to-face**

We cannot always guarantee a Welsh language service, but we recognise the importance of communicating in Welsh to many of our audience members, and we encourage the use of Welsh by staff able to do so.

National Theatre Wales will endeavour to ensure that Welsh speakers are present in their offices to deal with enquiries in Welsh. When enquiries of a specialist nature are made through the medium of Welsh, and the member of staff qualified to deal with the enquiry is not Welsh speaking, the customer will be given an opportunity to communicate their query in Welsh and receive an answer in Welsh, whenever possible.

We will promote our Welsh-language face-to-face services by using the Working Welsh badge scheme.

## **5.4 Public events**

### **Artistic Events**

As with its productions, and as per the company's brief, public artistic events hosted by National Theatre Wales (e.g. Assembly, Word4Word) will always be presented in English only.

### **Non-artistic Events**

Notices of all non-artistic public events (e.g. season launches, residency launches, conferences, workshops) will be bilingual, and we will encourage all our guests to use their preferred language.

Translation needs will be assessed before holding any non-artistic events, and the appropriate translation facilities will be provided on the basis of this assessment. If translation facilities are provided prior notice will be given that anyone will be welcome to speak Welsh. If, on the basis of the assessment, it is considered that translation facilities are not necessary or practical, this will be made clear beforehand. The assessment will be made on the basis of the purpose or subject matter of the meeting, its location, those likely to attend and any prior information regarding language choice. Equally, an assessment will be made of the requirement for Welsh-speaking staff members to receive and welcome the public at meetings. We will try to ensure that a Welsh-speaking member of staff or volunteer is available to speak to the public.

Working Welsh badges denoting Welsh speakers will be worn to show which members of staff or volunteers speak Welsh.

We will try to ensure non-artistic events are chaired bilingually.

## **5.5 Print and publications (i.e. posters, flyers and programmes)**

National Theatre Wales' marketing print is bilingual.

Our productions' programmes will be bilingual in Wales but where content is provided by our collaborating artists we encourage those artists to express themselves in whichever language they prefer, and do not translate that content.

## **5.6 Press Releases**

We are committed to issuing bilingual statements and notices to the press and the media in Wales.

Press releases for the press and media in Wales are issued bilingually. It is understood that occasionally, in an emergency, it will be necessary to issue press releases in English only with another to follow in Welsh, but in all other circumstances the translation process will be incorporated into the planning timescales.

An assessment is made of the number of Welsh-speakers involved in every production, so that Welsh-language press are given clear guidance on interviewees available to speak to them in Welsh.

## **5.7 Digital Communications**

National Theatre Wales' website will be fully bilingual and all English pages will have an equivalent identical Welsh page. Both languages will appear separately and it will be possible for the user to move from one language to the other at any time by using the prominent language switch. Material published on National Theatre Wales's website will appear in English and Welsh and will be published at the same time wherever possible.

### **National Theatre Wales' Online Community**

The Ning framework used to create the National Theatre Wales Online Community is only in English and cannot be changed. However, members are encouraged to contribute blogs etc. in whichever is their preferred language using a message on the homepage in English and Welsh saying "we encourage comments in your language of choice", as per the company's general communications principle. Should the Ning technology advance to provide bilingual functionality NTW will plan for the switch.

English text, which has been placed on the online community by an external party, will not be translated. Equally, nor will Welsh text.

When a member of National Theatre Wales's staff starts or joins in a discussion on the online community, they are encouraged to do so in whichever language they choose.

### **Other Social Media Platforms**

All our e-flyers are bilingual. The content of our digital services (e.g. Twitter, Facebook) are mostly dependent on the preferred language of whoever wrote the original content. Staff are encouraged to engage with social media in whichever language they prefer, to facilitate as much communication and interaction as possible, in whichever language.

Our e-newsletter will be produced bilingually, once a month.

### **Video, Audio & Photography**

All video, audio and photography content (e.g. text, captions, narration) will be bilingual, except for artistic content. For example, quotes from scripts or show titles, which appear in video trailers, will not be translated, but box office information will be.

## **6 Implementing the Scheme**

### **6.1 Staffing**

National Theatre Wales recognises that the ability to speak Welsh is a valuable and relevant skill.

As such, we will offer provision where possible for all staff who wish to learn or improve their Welsh, and professional translating services will be made available at all times.

Whenever a new post is established, or an existing post becomes vacant, we will assess the benefits of Welsh-language skills in that role before advertising it, taking into account especially whether the post holder will be in contact with the public. Welsh language skills will be deemed 'desirable' or 'essential' on the basis of objective assessment criteria. This applies to freelance contracts as well as long-term and permanent ones.

National Theatre Wales has a huge network of representatives across Wales, thanks to its TEAM programme. These friends of the company are encouraged to engage with us in whichever is their preferred language, and those who create content for or on behalf of the company have frequently done so in Welsh, Somali and English.

## **6.2 Partnerships & Contractors**

When we are the strategic and financial leader within a partnership, we will ensure that any public service aspects comply with this Scheme. When we join a partnership, which another organisation is leading, our input to the partnership will comply with this Scheme and we will actively encourage the other partners to comply.

Whenever National Theatre Wales employs another organisation under contract, we will make sure they're aware of and comply with this Scheme.

## **7 Monitoring**

In planning new policies and procedures, National Theatre Wales will ensure that all developments comply with the commitments made in this Scheme. National Theatre Wales will assess the language needs of the target audience in order to offer the most effective service and make the best use of resources.

By means of the staff handbook, staff will be aware of this Welsh Language Scheme as well as the contractual requirements placed on the organisation. A check-list will be available to staff identifying matters to be considered when developing new policies and procedures.

National Theatre Wales's Welsh Language Committee, chaired by a senior manager, will monitor the implementation of the Scheme in accordance with the implementation plan and timescales attached.

Each year, the Scheme will be reviewed by National Theatre Wales' board, with a report provided by the company's Executive team and the Welsh Language Commissioner.

National Theatre Wales will review and revise the Scheme every three years in consultation with the Welsh Language Commissioner.

## 8 Complaints and feedback

All complaints regarding the implementation of the Scheme will be dealt with on an Executive level.

National Theatre Wales welcomes suggestions from the public, its staff and members for improving its Welsh Language Scheme and service. All suggestions should be sent to Catrin Rogers, Press & PR Manager, at [catrinrogers@nationaltheatrewales.org](mailto:catrinrogers@nationaltheatrewales.org) or National Theatre Wales, 30 Castle Arcade, Cardiff, CF10 1BW.

## 9 Advertising the Scheme and raising public awareness

National Theatre Wales will refer to the Scheme in its business plan.

National Theatre Wales will ensure that copies of the Scheme are available to see and download from it's website.

## 10 Timescales and Implementation Plan

\*'Ongoing' indicates that the area of work has already been implemented by NTW

AREA OF ACTIVITY	IMPLEMENTATION	BY WHOM	TIMESCALES
Productions & Artistic Output	<ul style="list-style-type: none"><li>Our productions' programmes will be bilingual in Wales</li></ul>	Comms	Ongoing
Non-artistic events	<ul style="list-style-type: none"><li>Create assessment criteria for translation needs for non artistic events</li></ul>	All	Aug '14
	<ul style="list-style-type: none"><li>Translation needs will be assessed before holding any non-artistic events, and the appropriate translation facilities will be provided on the basis of this assessment.</li></ul>	All	Aug '14
	<ul style="list-style-type: none"><li>We will try to ensure events are chaired bilingually.</li></ul>	All	Aug '14
	<ul style="list-style-type: none"><li>We will try to ensure that a Welsh-speaking member of staff or</li></ul>	All	Aug '14

	volunteer is available to speak to the public.		
Public Image	<ul style="list-style-type: none"> <li>• Brand identity (e.g. compliment slips, business cards) to be bilingual.</li> <li>• Bilingual signage in public places in Wales, equal to English language signage in terms of form, size, quality and prominence.</li> <li>• We will seek and investigate opportunities to advertise in Welsh language-media.</li> <li>• Press releases for Wales are issued bilingually and Welsh-language press are given clear guidance on interviewees available to speak to them in Welsh.</li> </ul>	<p>Admin</p> <p>Comms</p> <p>Comms &amp; Admin</p> <p>Comms</p>	<p>Ongoing introduction, completed by Mar '16</p> <p>Ongoing introduction, completed by Mar '16</p> <p>Ongoing</p> <p>Ongoing</p>
Communications (print, press and digital)	<ul style="list-style-type: none"> <li>• Written factual material will be bilingual i.e. Dates, locations, audience info etc.</li> <li>• All general and public notices and job advertisements issued to the media in Wales will be bilingual.</li> <li>• Build and maintain a database of our audience's language preference with those indicating a Welsh as a preference to receive all</li> </ul>	<p>Comms</p> <p>Admin</p> <p>Comms</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Completed by Mar '16</p>

	<p>future correspondence in Welsh.</p> <ul style="list-style-type: none"> <li>Any correspondence from the public and service users in Welsh will receive a reply in Welsh and whenever possible, the timescale for responding in Welsh will be the same as in English.</li> <li>Staff to be trained to answer the phone bilingually incl. procedure when staff are unable to continue the call bilingually.</li> <li>Promote our Welsh-language face-to-face services by using the Working Welsh badge scheme.</li> <li>Notices of all non-artistic public events will be bilingual, and we will encourage all our guests to use their preferred language.</li> <li>National Theatre Wales' website will be fully bilingual. Information in English and Welsh will be published at the same time wherever possible.</li> <li>NTW Online Community message on the homepage in English and Welsh saying "we encourage comments in your language of choice"</li> </ul>	Admin	Aug '14
		Admin	Aug '14
		All	Ongoing
		All	Aug '14
		Comms	Aug '14
		Comms	Autumn '14

	<ul style="list-style-type: none"> <li>• All our e-flyers and e-newsletters are bilingual.</li> <li>• All video, audio and photography content (e.g. text, captions, narration) will be bilingual, except for artistic content.</li> </ul>	Comms	Autumn '14
		Comms	Autumn '14
Implementation	<ul style="list-style-type: none"> <li>• We will offer provision where possible for all staff who wish to learn or improve their Welsh, and professional translating services will be made available at all times.</li> <li>• We will actively encourage our partners to comply with this scheme.</li> <li>• Whenever National Theatre Wales employs another organisation under contract, we will make sure they're aware of and comply with this Scheme.</li> </ul>	Admin	Ongoing
		All	Aug '14
		All	Aug '14
Administration	<ul style="list-style-type: none"> <li>• Welsh language skills will be deemed 'desirable' or 'essential' on the basis of objective assessment criteria. This applies to freelance contracts as well as long-term and permanent ones.</li> <li>• Create an internal directory of Welsh speakers in the organisation.</li> <li>• Answer machine</li> </ul>	Admin	Ongoing
		Admin	Aug '14
		Admin	Aug '14

	<p>messages will be bilingual in our offices in Wales.</p> <ul style="list-style-type: none"> <li>• By means of the staff handbook, staff will be aware of this Welsh Language Scheme.</li> </ul>	Admin	Aug '14
Monitoring	<ul style="list-style-type: none"> <li>• A check-list will be available to staff identifying matters to be considered when developing new policies and procedures to ensure that all developments comply with the commitments made in this Scheme.</li> <li>• Each year, the Scheme will be reviewed by NTW's board, with a report provided by the company's Executive team and the Welsh Language Commissioner.</li> <li>• National Theatre Wales will review and revise the Scheme every three years in consultation with the Welsh Language Commissioner.</li> </ul>	Admin  Board  Executive	Winter '14  Ongoing  Ongoing
TEAM	<ul style="list-style-type: none"> <li>• Ask new TEAM members' language preference</li> </ul>	TEAM	Aug '14
Complaints and feedback	<ul style="list-style-type: none"> <li>• Respond to complaints and feedback in the language it is received in</li> </ul>	All	Aug '14
Advertising the Scheme and raising public awareness	<ul style="list-style-type: none"> <li>• Add a copy of the Scheme to the NTW website</li> </ul>	Comms	Aug '14