

# **Welsh Language Unit Action Plan April 2008 – April 2012**

The Welsh Language Unit's (WLU) role is to ensure that the FSA becomes fully compliant with its Welsh Language Scheme (WLS) 2008 – 2012, in accordance with the Welsh Language Act 1993. The Unit will develop and manage the Scheme and provide Welsh Language services to ensure that the FSA can comply.

The FSA will be monitored by the Welsh Language Board (WLB) as regards compliance and therefore the WLU will need to provide an Action Plan. This will include details of the WLU's main action points.

### **Outcomes**

Over the period of the Scheme, the outcome required is for the following work-streams to become fully compliant with the WLS.

- i. Websites
- ii. Publications (paper and electronic versions)
- iii. Contact with the press – in Wales and on a UK level
- iv. Recruitment campaigns
- v. Correspondence
- vi. Publicity / adverts / campaigns

The WLU will provide the following services to ensure compliance:

- Written **Translation** service (Mainly English > Welsh, and sometimes Welsh > English)
- **Proofreading** service for Welsh language text in publications, on promotional materials etc
- **Text checking** service for staff who wish to draft correspondence etc in Welsh
- **Simultaneous Translation** service for meetings held in Wales (Welsh > English)
- Welsh language service to the **media**
- Develop and maintain **Terminology Database**
- **Upload** Welsh language content onto FSA websites as and when necessary and maintain Welsh language content daily
- Provide **advice** on the FSA's Welsh Language Scheme
- Maintain working relationship with **WLB**

In this Action Plan, the following acronyms will appear regularly:

WLU	Welsh Language Unit (within FSA, based in FSA offices in Cardiff)
WLS	Welsh Language Scheme (drawn up by the WLB and the WLU)
WLB	Welsh Language Board

## (1) GENERAL TASKS

	Target date
<p>a)</p> <p>Ensure that all FSA staff are aware of the WLU, and subsequently raise awareness of the WLS itself by distributing desk instructions / Rules &amp; Tools / publishing articles in internal publications. This will be done on an ad-hoc basis first of all, followed by a full Awareness Raising Campaign.</p>	<ul style="list-style-type: none"> <li>• Phase 1 of official Awareness Raising Campaign completed (in the FSA offices in Wales). <b>May 2009</b></li> <li>• Phase 2 to be conducted in other FSA offices once the FSA's new structure has been fully implemented. Gradual process to begin <b>April 2010 onwards</b>. Operations Group to be targeted <b>April – July 2011</b>. London office to be targeted <b>July 2010 – April 2012</b>.</li> <li>• Design and create a compulsory e-learning module discussing Welsh language issues within the FSA between <b>April 2011 – December 2011</b>. Seek approval to give all members of staff 3 months to complete by end of <b>March 2012</b>.</li> <li>• Have an input in the Agency's new Induction programme. <b>May 2011 onwards</b>.</li> </ul>
<p>b)</p> <p>Seek approval for Welsh Language Scheme 2008-2012.</p>	<ul style="list-style-type: none"> <li>• Second Welsh Language Scheme approved by WLB on <b>4 June 2008</b>. Officially launched at National Eisteddfod on <b>5 August 2008</b>.</li> <li>• New Foreword and Action Plan approved by WLB on <b>31 March 2010</b>.</li> <li>• New Action Plan approved by WLB <b>November 2011</b>.</li> </ul>
<p>c)</p> <p>Develop capacity of WLU to provide full Interpretation service in Welsh Food Advisory Committee (WFAC) meetings / the Board meeting held in Wales approx. once a year / interviews / any other stakeholder events that require the service.</p>	<p>WLU to provide simultaneous translation service for FSA events from <b>April 2008 onwards</b>.</p> <p><b>On-going / Ad-hoc.</b></p>
<p>d)</p> <p>FSA Resource Trailer in Wales, school workshops, educational events: (i) Advise as regards to where Welsh speaking staff are</p>	<p>On-going work that commenced <b>April 2008</b>.</p> <p><b>On-going / Ad-hoc.</b></p>

	Target date
<p>required.</p> <p>(ii) Contribute to staffing provision of FSA trailer at events where a high number / percentage of visitors will be Welsh speakers and events at locations where there are a high number / percentage of Welsh speakers. Take advantage of such events to promote the FSA's bilingual resources.</p> <p>(iii) Provide advice as regards bilingual staffing / resources / scripts / correspondence in connection with Crucial Crewe Days and at school workshops.</p>	
<p>e)</p> <p>Procure a list of approved translators to work on a call-off basis to assist the WLU when work-load exceeds internal capacity.</p>	<ul style="list-style-type: none"> <li>• Contracts awarded <b>December 2008</b> for a 3 year period (option to extend in December 2011 for 1 further year).</li> <li>• R8 of Internal Audit Team Final report (investigate the option of using the cross-government translation framework contract). To be completed before <b>December 2011</b>.</li> </ul> <p><b>Completed.</b></p>
<p>f)</p> <p>WLU to play a leading role in all decisions regarding the Welsh language e.g. Welsh lessons in Cardiff office, Welsh language requirements of empty posts etc.</p>	<p><b>On-going.</b></p>
<p>g)</p> <p>MHS</p>	<p><b>April 2010</b> onwards, the FSA's WLU to become responsible for the former MHS' Welsh Language requirements. This will include conducting an initial Awareness Raising Campaign amongst the new Operations Group staff. See point 1(a).</p>
<p>h)</p> <p>Actively promote the FSA's Welsh language resources as noted in Point 3.3 of the FSA's Welsh Language Scheme, including publications, websites etc.</p>	<p><b>On-going / Ad-hoc.</b></p>

## (2) TERMINOLOGY TASKS / PROJECTS

	Target date
<p>a)</p> <p>Continue to develop the WLU's database of specialist terminology. Discuss and share content with interested parties e.g. WAG, Hybu Cig Cymru.</p>	<p><b>On-going.</b></p>
<p>b)</p> <p>Work towards publishing the FSA's Welsh terminology database with the aim of making it easier for the public to understand the publications / findings that the FSA publish.</p>	<ul style="list-style-type: none"> <li>• Separate nutrition based terminology from terminology relating to FSA's new remit. Briefly review nutrition terminology before passing on to stakeholders listed below.</li> <li>• Ensure new glossary is up-to-date and all inclusive, covering areas such as FHRS. <b>August 2011</b></li> <li>• Standardise new glossary internally and work with the WLB to officially standardise before sharing with following stakeholders:             <ul style="list-style-type: none"> <li>(i) WAG official database (TermCymru)</li> <li>(ii) Welsh National Database of Terms (WLB)</li> <li>(iii) Continue to send to all translators on our call-off contract every quarter or if significant changes are made, forward it within 5 working days.</li> <li>(iv) Upload onto food.gov.</li> <li>(v) BBC Cymru.</li> </ul> </li> </ul>

### (3) TASKS DIRECTLY LINKED TO THE OUTCOMES REQUIRED

i. <b>Websites:</b>	Target date
<b>BROAD AIM:</b> Ensure that all FSA websites become fully compliant with the WLS by April 2012.	
<b>Salt website</b>	
a) Arrange translation, design and uploading of content onto a new bilingual site. Actively promote the website.	<b>Completed February 2008</b>  <b>Autumn 2009</b> , this website became part of the eatwell website and ceased to exist on this format. Its content is now live on eatwell.
<b>Eatwell website</b>	
b) Agree on timeline and technical issues with Comms. Colleagues in London. Manage the work of translating and uploading all Welsh language content onto the website.	<b>Completed 31 March 2008</b>  Bilingual website launched <b>March 2008</b> .
c) Translate all new content that is uploaded onto the English pages as and when they are uploaded. Upload the new Welsh content. Amend current content as required.	<b>On-going.</b>
d) Promote the bilingual website at every given opportunity.	<b>Website to be decommissioned January 2011 following the changes made to the FSA's remit.</b>
<b>Food.gov website</b>	
e) Update the first few layers of the 'Cymraeg' section of the website to ensure accuracy of grammar / terminology / content.	<b>April – October 2008.</b>
f) Improve the structure of 'Cymraeg' section so that it closely mirrors Wales section.	<b>October 2008 onwards.</b>
g) Work with Assistant Director in Wales to instruct Policy Officials in Wales to update their content on food.gov Wales so that WLU can proceed to translate and upload.	<b>November 2009 – August 2010. Completed.</b>
h)	

<p>Develop a long term action plan with Comms. in London to decide the way forward to develop the 'Wales' / 'Cymraeg' section of the website so that it becomes a more attractive and effective site – e.g. creation of permanent landing page, toggle button between languages on all relevant pages. Translate any new sections from the main site to be included in the 'Cymraeg' section (subject to scoring system).</p>	<p><b>December 2009.</b> Having held initial discussions, the WLU are now awaiting a decision from Comms. in London as regards the future content of the food.gov site so that Welsh language section can mirror the English. Food.gov is currently under review.</p> <p>Following the decommissioning of the eatwell site, food.gov is the Agency's main website. Work with Comms. as they look to develop the site so that it becomes more consumer friendly. <b>May 2011 – April 2012</b></p>
<p><b>IAC website</b></p>	
<p>i) Ensure that the new IAC website will be fully bilingual from its launch. Be part of any discussions from the outset.</p>	<p><b>Website will no longer be developed due to the change in the FSA's remit and budgetary constraints.</b></p>
<p><b>On-line Allergy Training</b></p>	
<p>j) Advise, translate and proofread all content.</p>	<p><b>October 2008 – May 2009</b> Minor amendments made to the English site on an ad-hoc basis that results in translation work for the WLU.</p>
<p><b>Smallsteps4life</b></p>	
<p>k) Advise, translate and upload all content onto site.</p>	<p><b>July 2009 – November 2010.</b>  Responsibility for site transferred to WAG as FSA remit changes in England and Wales – nutrition work now lies with WAG in Wales. <b>November 2010.</b></p>
<p><b>Food Hygiene Rating Scheme site</b></p>	
<p>l) Advise, translate and upload all content onto site.</p>	<ul style="list-style-type: none"> <li>• Translate initial website template and associated resources <b>May 2010 onwards – on-going.</b></li> <li>• Translate and upload LA specific data – <b>October 2010 – onwards. On-going.</b></li> <li>• Translate all promotional materials. <b>On-going / Ad-hoc.</b></li> </ul>
<p><b>On-line Food Labelling site</b></p>	
<p>m) Advise, translate and proofread all content.</p>	<p><b>August 2010 – January 2011.</b> Policy division will be able to make changes to the content of the website for 6 months following 'Gold' delivery. WLU to mirror any changes made on the Welsh pages.</p>



ii. Publications:	Target date
a) Work with Comms. in London to ensure that they contact the WLU each time they deal with an FSA publication.	<b>On-going from October 2007.</b>
b) Contact Policy Officials in London to ensure that they inform the WLU when working on new publications, web content and issuing correspondence to stakeholders in Wales.	On an ad-hoc basis <b>from October 2007</b> . Also to be done as part of the Awareness Campaign <b>after 1 April 2010</b> once the FSA has merged with the MHS.
c) Adopt an advisory role as to whether Welsh language publications should be available electronically or as hard copies. Also advise on the number of Welsh versions of Publications that are printed and give advice regarding the promotion and distribution of Welsh language publications – further develop relationships with key interested parties.	<b>On-going from October 2007.</b>

<b>iii. Contact with the press – in Wales and on a UK level:</b>	
a) Develop relations with FSA Comms. in Wales and London to ensure that all contact with press / media in Wales complies with the WLS.	<ul style="list-style-type: none"> <li>• <b>Wales compliant from October 2007 onwards. Work continues on an on-going / ad-hoc basis.</b></li> <li>• October 2007 onwards, many UK wide press releases, news stories / web stories relevant to Wales are translated and uploaded by the WLU. At the time, the structure of the ‘Cymraeg’ pages on food.gov meant that much of this information was not easily accessible to consumers. However, <b>from January 2011</b>, discussions will be held with the relevant Comms officials in London to ensure that all information relevant to the press in Wales is translated and uploaded onto food.gov.</li> </ul>
b) Translate material as necessary.	<b>On-going / ad-hoc.</b>
c) Provide Welsh interviews / contact with and advise on contact with Welsh language press / media in Wales. Seek new opportunities to contact the media in Wales and also new sources of media.	<b>October 2007 onwards.</b>  <b>On-going / ad-hoc.</b>

iv. Recruitment campaigns	Target date
a) Ensure that the Welsh language needs of all posts recruited in the FSA offices in Wales are assessed before being taken forward.	<b>March 2008.</b>  <b>On-going / ad-hoc.</b>
b) Ensure that all information / correspondence relating to recruitment campaigns in Wales are provided bilingually	<b>On-going</b> with a refresh due <b>April – July 2011</b> with a new recruitment campaign being held in Wales.
c) Establish links to Bilingual Skills Strategy through Training Co-ordinator in the FSA offices in Wales.	To be taken forward by FSA HR with WLB: <b>2011 – 2012.</b>  In light of the FSA’s restructure, rather than conducting a Skills Strategy, it was decided that it would be best to simply look at posts that become newly available / new posts created in the Wales office and determine the level of language ability requested. <b>May 2011 onwards.</b>

v. Correspondence:	Target date
<p>a)</p> <p>Translate letters and e-mails to public in Wales from FSA offices in Wales and FSA UK (see WLS for definition of 'public').</p>	<ul style="list-style-type: none"> <li>• On-going from <b>October 2007</b>.</li> <li>• Contact with Welsh LA's from <b>September 2009</b>.</li> <li>• Following alerts to be issued bilingually from <b>October 2010</b>: <ul style="list-style-type: none"> <li>i. Fafa</li> <li>ii. Product Recall Information Notice</li> <li>iii. Product Withdrawal Information Notice</li> </ul> </li> </ul>
<p>b)</p> <p>Provide templates / essential terminology on the shared drive for FSA staff in Wales. Provide translation of auto-signatures / out of office replies etc to FSA Wales staff.</p>	<p><b>On-going.</b></p>

vi. Publicity / adverts / campaigns:	Target date
a) Work on the basis of bilingual branding to ensure UK-wide campaigns comply with the WLS.	<b>April 2008 onwards.</b>
b) Provide suitable translated material that does not compromise the FSA's marketing work to devise original, imaginative and creative Welsh logos / brands / adverts etc.	<b>On-going from October 2007.</b>
c) Develop the practice of sending a representative from the WLU to Comms. Project board meetings to advise on Welsh language issues at planning stage.	<b>On-going from February 2008.</b>
d) Provide Welsh language interviews to radio stations / TV programmes to further promote the FSA's key messages in the Welsh language.	<b>On-going from October 2007.</b>
e) Open new channels of communication for FSA campaigns e.g. 'mentrau iaith', 'papurau bro', local radio stations.	<b>On-going from October 2007.</b>  This will be all-important in the current economic climate – the WLU must think creatively to ensure value for money and source free marketing opportunities.