

The Welsh Language in Business

carmarthenshire.gov.wales/business

Cyngor **Sir Gâr**
Carmarthenshire
County Council





Why use the Welsh Language in your business?

There is a business advantage of using Welsh

Offering a language of choice to your customer is good practice in terms of customer care and shows respect for the customer and respect for the Welsh language.

We live in a bilingual country.

According to the 2011 census, there are almost 80,000 Welsh speakers in Carmarthenshire. When you consider that the country's population is 183,777, nearly 1 in 2 of your customers speak Welsh.

Research by Citizens Advice in 2015 found that 94% of fluent Welsh speakers felt that a good Welsh service helped a company to make an impression, while 90% thought that being able to communicate with organisations through the medium of Welsh meant that they were valued as customers.

The Welsh language is promoted widely and is encouraged by the Welsh government, the Welsh language Commissioner and Carmarthenshire County Council and there is an increase in the demand for bilingual education across the county. The Welsh government set a national aim of securing a million Welsh speakers by the year 2050.

There's no need to get everything bilingual immediately. How about taking small steps in order to increase the use of Welsh in your business gradually? There is help available for you to do so.



Helo Blod Business Officers

This service offers free help and support to businesses in their use of the Welsh language. This can include free translation, bilingual marketing, help with recruiting bilingual staff or anything to do with the Welsh language in your business. This service is for small and micro businesses.



The Welsh Language Commissioner

If you are a bigger business, the **Welsh Language Commissioner's** promotion branch is here to help you. They have developed a new website for businesses which aims to promote and facilitate the use of Welsh. **Here, you will find a self-assessment questionnaire**, information about the advantages of Welsh and useful guidance.

What are the benefits of using Welsh?

- **It attracts customers**
82% of customers in recent research said that they were more likely to choose a company that provides a good Welsh language service.
- **It strengthens a brand**
82% of businesses agree or strongly agree that using the Welsh language adds value to a product or service.
- **It strengthens customer loyalty**
Language is an important part of each person's identity. You will build up a quick relationship with Welsh-speaking customers and will then be sure to use your business again if they see you as a bilingual business.
- **It demonstrates fairness and equality**
The use of the two official languages of Wales demonstrates respect for the culture of the country and its people.
- **It can raise the profile of your business**
Bilingual businesses can benefit from attention from Welsh-language as well as the English media streams.
- **It can contribute to the conservation of the county's indigenous language and culture**
You will be giving the county's residents the opportunity to use their Welsh. The percentage of Welsh speakers in the county fell by 6% in the last census. Increasing the visibility of Welsh in your business will help prevent the Welsh language from further decline.

Gareth Davies, Regional Director Lidl:

"We are extremely proud to be part of the communities in which we operate, and we are always exploring opportunities to improve our customers' shopping experience. We know from feedback and the invaluable work of the Welsh Language Commissioner's promotion team that customers want to see the Welsh language more prominent in our shops. That is why we have introduced bilingual signage at all Lidl stores in Wales."



Starting to work bilingually: Small but important steps

You can make Welsh more visible in your business by taking small steps.

Your Helo Blod Local Officers will be able to help you with all these tasks.

Bilingual Signs

- When you renew your signs or install new signage you can create bilingual ones. You may not want to change the name of your company, so why not choose a bilingual subtitle instead, like this:
- As you renew signs such as 'push' and 'pull' on the door and 'open' and 'closed' signs, you can create bilingual ones.



On the phone

- Record a bilingual voicemail message with your opening hours for example, with Welsh first.
- Agree with your staff to greet your customers by phone and face to face bilingually. You can greet informally by saying 'Shwmae', or 'bore da', and follow this with a similar English greeting.

*Don't worry if you can't continue the conversation in Welsh.

Explain that you are not a fluent Welsh speaker. Everyone will appreciate a bilingual greeting anyway.

Face to face

- Encourage staff to wear badges or **lanyards** that show that they can speak Welsh.

This is the widely recognised Iaith Gwaith logo

- **Display a poster** with this logo if your staff (or several members of staff) can speak Welsh.



Marketing

- The next time you order business cards, give the printers the information bilingually and design the card bilingually (for example, back-to-back).
- **Design bilingual posters** or leaflets to promote your business.
- Use Welsh or partially Welsh messages on social media.
Advice on how to do this can be found in this guide.
- Include some Welsh items in your newsletter.

Bilingual ethos

- You can play bilingual background music.

If you use the radio in the background, put **Radio Cymru** on at certain times during the day.

You can use Welsh playlists. **Dydd Miwsig Cymru** website has lots of different ones, so that you do not have to create your own.

You can use a bilingual music stream, for example **Cymru FM**.

Background:

Coppertop Crafts is a Celtic crafts company. The owner speaks Welsh and is keen to offer a Welsh language service to its customers.

Steps:

The owner has ensured that the Welsh language is visible within the business when using the 'working Welsh' marketing material, namely the 'Cymraeg' badge and various signs. The Cymraeg logo is also displayed on the Facebook page to market the Welsh language service. The owner also wears a Welsh 'lanyard' and uses a 'croeso' sign. These small things make a big difference to the customer and definitely attract Welsh speakers to her produce.

“ Due to the nature of my art and business i.e. using the patterns and imagery of Celtic Wales, I felt that it was very important to include bilingual information. I was also born, brought up and now work in Carmarthenshire and the county of Ceredigion, where the Welsh language is very important to us. So, I felt that it was only natural to include both languages. This has helped my business enormously, but particularly on social media, where I have engaged Welsh speakers and those who are proud to be in Welsh. ”

Accomplishments:

The owner has had an opportunity to showcase her work on the S4C 'Prynhawn Da' programmes a result of introducing Welsh into the business. The Welsh language has opened doors and enabled Coppertop Crafts to reach a wider audience.



Background:

Tea Traders is a speciality tea shop/cafe in the centre of Carmarthen, they sell over 100 loose leaf teas and tea gifts, and also serve freshly prepared food and drink. Although the owners are not Welsh speakers, they see a huge value in using Welsh in the business.

Steps:

The strapline on the business' logo is bilingual as well as most signage around the cafe - such as Open/Close, table numbers etc. They display a prompt card with Welsh greetings on each cafe table to encourage non-welsh speakers and tourists to try speaking a few words of Welsh. They have also ensured that the menu is bilingual. These are the main elements that customers see when they visit the cafe.

Accomplishments:

The business has won numerous awards since they opened in 2017, including Best Overall Business at the Carmarthen Town Business Awards, and Best Retail Business at the West Wales Business Awards.

“ We love to hear customers speaking Welsh in the shop. We know that around 50% of our local customers are Welsh speaking, and we want to make them feel welcome in the shop, as well as raising the profile of our language to visitors. ”



In order to move on to use more **Welsh**, you can build on the use suggested above like this ...

- **Website**

Work towards the creation of a bilingual website. Help with translation and design is available and you could start with the landing page and the more static pages of your website. In the end you could create Welsh and English versions and give your customer a 'Welsh/English' option button, but remember, you don't have to do it immediately. Start, by making parts of the website available in Welsh.

- **Signs**

As well as bilingual, large permanent signage, you can create temporary signs and posters bilingually in your business, for example if you are displaying a special offer, You can also provide product information bilingually, including prices especially if some of your stock is static or permanent.

- **Face to face**

If you employ Welsh speaking staff, remember to promote this e.g. in an e-mail footer or by placing the Iaith gwaith logo by their names on the website. If you don't know if you have members of your staff who speak Welsh – Ask the question and keep a record.

You can offer some elements of your service in Welsh. If your business offers advisory, caring or training services, you could offer some elements of your service in Welsh or you could offer services by some bilingual members of staff to the clients.

After you have assessed which elements of your service you could offer in Welsh, you could look at your customer base and consider whether a bilingual service is something they would be able to use, and then offer them a range of Welsh services. Or you can promote what you have to offer in Welsh to new customers.

You can use the Iaith Gwaith logo in a variety of ways to show customers that you offer Welsh services, e.g. electronically, or as small paper sticker to attach to leaflets.





- **Communicating with customers**

You can answer Welsh medium queries on the telephone in Welsh. It will require a little staff organisation so that Welsh enquiries can be transferred to staff who can speak Welsh.

You can answer Welsh queries via e-mail or social media in Welsh. You can use online technology to get the general meaning of a query before deciding how to deal with it. You can also get free proofreading or translating assistance in order to convey your answers in Welsh.

- **Recruiting bilingual staff**

You can recruit staff who can speak Welsh. Consider what elements of your service you would like to provide in Welsh and prioritise new staff for those services.

You can advertise for staff bilingually. This will show that you are a business that recognises both languages.

There are media avenues that specialise in finding staff with bilingual skills such as www.lleol.cymru or www.golwg.360.cymru. Welsh speakers often use these sites to look for jobs where they can use their Welsh language skills.

If you want to recruit volunteers with bilingual skills, you can contact the local Menter Iaith. They can place your notices on their social media pages where Welsh speakers and learners are likely to see them. The Urdd or the Young farmers can help you to attract young volunteers who also have Welsh language skills and a local branch of **Merched y Wawr** or www.cavs.org.uk can be of use for finding older volunteers.

- **Bilingual Products**

Stocking or producing Welsh or bilingual products can give your business a unique selling point. It can attract new customers. Welsh speakers across the world are often looking for Welsh greeting cards, for resources for education or play, for house decorations and a myriad of other things in Welsh.

A product with bilingual packaging also engages the loyalty of customers and gives the product a local flavor. Anyone wishing to support Welsh produce is bound to buy a product that is packaged bilingually.

* Remember that when applying for funding from grant sources for the development of marketing materials, most funds recognise translation as an eligible element of cost to be funded.

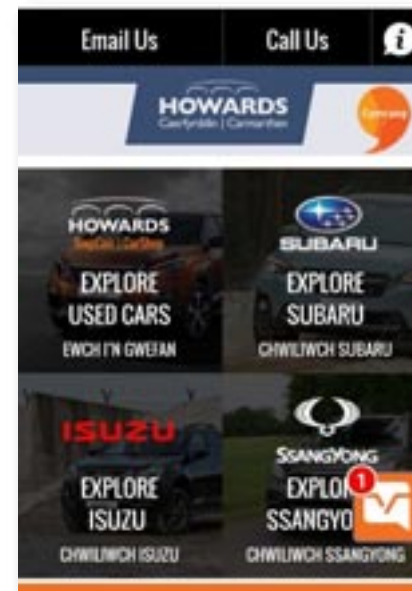
Background:

Howards is a car dealership in Carmarthen. They are very keen to include the Welsh language in their business. Because they receive a lot of their marketing materials from the car companies' head office, they have to take a pragmatic approach to operating bilingual.

Steps:

If you visit their site in Carmarthen, the external signs are all bilingual, and several of the sales staff speak Welsh. They have decided to include some Welsh on their website, by doing this it gives the business a Welsh feel to business without translating everything. They also advertised their business on the Welsh channel S4C and they have also done bilingual adverts for Radio Carmarthenshire in the past.

“ The use of Welsh has been very important to us as a business. We believe it is important that customers are able to speak to our staff in their first language. We have seen that this is an advantage as it makes the customer relax and feel more comfortable discussing their needs with us. Since we received support with our Welsh language provision, we are more confident to do the little things in Welsh. It has also made us realise that you do not have to have everything bilingually-we do our best to include as much of the Welsh as we can. ”



Background:

When starting a brand new business in Carmarthenshire the directors of this business decided that they wanted a Welsh name for the business to reflect the linguistic nature of the area, namely Llandeilo. After seeking advice and assistance, it was decided to call the shop 'Y Pantri Glas'. The three directors felt completely happy with the name and meaning.

Steps:

The first step was to decide on a Welsh name for the business, then to translate extracts for social media and the website. The second stage was to translate the website so that it was fully bilingual with the Welsh button to choose a language. The owners have gained confidence in the language and are able to translate themselves with some guidance from the project.

“ When we started planning our business it felt natural to look for a Welsh name, particularly being in an area with a high percentage of Welsh speakers. ”

With our own limited Welsh knowledge, it was great to find such enthusiastic help with choosing our name which would be welcoming to both Welsh and non-Welsh speakers. It was also brilliant to have support to be bi-lingual on both our website and social media postings from such an early stage.

Achievements:

The company's bilingualism helps to create an image of a small local company, which, in turn, attracts local customers, which is the very target audience of a 'green' company like this.



Working completely bilingually: striding ahead

If you're starting up a new or adapting and changing a current business, it's great to be able to plan it all bilingually from the start. If you do this, you will save money and avoid paying for wasteful changes.

A Bilingual Brand

- Choose a Welsh or bilingual name – something that expresses a Welsh identity. There are tips and ideas in the Commissioner's **bilingual design guidance**.

Market yourself as a bilingual business

- In order to make sure that the public know that you're able to operate bilingually and that you are proud of this element of your business, you can use the Iaith Gwaith logo on your marketing materials.
- Include a sentence at the end of your emails to indicate that people are welcome to contact you in Welsh or English.
- Contact the Welsh language media and the local **community newspaper** if you have an interesting story about your business. You are more likely to get attention from the Welsh media and you will also spread the message that you are business supportive of the Welsh language.
- Advertise your business in the local community newspaper. This is cheap and likely to attract local customers.
- Why doesn't your business attend Welsh festivals and shows such as **Gŵyl Canol Dre** and St David's Day celebrations.

Use your staff's language skills

- Skills Audit – Ask your staff to evaluate themselves with a 1 – 3 scale of how fluent they write and speak Welsh. This will give you a good picture of how confident they are in their own skills and therefore how willing they will be to use their Welsh language skills when working. Remember, people tend to think that their Welsh is not good enough so it is likely that your staff will be able to do a bit more in Welsh than they think they can,

Developing staff skills – ask your staff if they would like to improve their Welsh language skills. There are a number of online and face-to-face courses that they can sign up to on **learnwelsh.cymru**. Or you could contact the centre to arrange Welsh language sessions tailored to your workforce. a range of free courses are available for staff who want to learn Welsh,



- You could provide opportunities for your staff who are learning Welsh to use their Welsh. You can arrange an informal weekly chat to help learners use their Welsh.
- You can ask Welsh-speaking staff if they would be willing to be paired with a Welsh learner to help them to pronounce and learn new words in their work.
- You can prepare a leaflet of simple vocabulary for staff learning Welsh, or prepare a greeting for them to use with customers.

Operating in Welsh with the customer

- You can find out which clients/customers would like to deal with you in Welsh, either by asking them informally in your first contact with them or by a short questionnaire at any time.
- You can then choose whether to communicate bilingually with everyone, or in Welsh with those who prefer and in English with the others.
- You can follow this process with businesses that you also work with and, having an idea of their preferred language, you could hold business meetings in Welsh. Do not worry about the technical and accurate use of the Welsh language. Communicating naturally and easily is much more important.
- If you are communicating in Welsh in writing (by email for example), remember that a Welsh language checker is available on Word, that Cysill can check your grammar and that there are online dictionaries and apps to help you switch from one language to another.
- Provide bilingual circulars and remember the Commissioner's proofreading service, and Helo Blod's free translation service.

Operating in Welsh internally

- You could provide team building days in Welsh or bilingually. There are outdoor centres, and a variety of workshops and facilitators who can provide Welsh or bilingual sessions. Perhaps your Menter Iaith could advise you about local ones, (details at the end of the document),
- Look for staff training on matters relevant to your business in Welsh. Again, contact your local Menter Iaith for advice.
- Plan your own training in Welsh or bilingually. You could use a bilingual facilitator even if they don't specialise in the field you want to train.
- You can provide recording systems for working hours/holidays etc. in Welsh.
- You could provide contracts to staff in Welsh if they wish.

Public events

- If you organise marketing campaigns, plan them bilingually. You can create bilingual posters, you can tweet bilingually and make bilingual video clips.
- You can run a marketing campaign in Welsh and English within the same campaign or you can arrange one separate Welsh and English. You may wish to disseminate the Welsh language campaign on different platforms to the English one.
- Similarly, if organising an event, plan the event bilingually, with Welsh alongside English on visual resources and with bilingual announcements and acts.

Promoting the Welsh language

- If you want to go a step further in promoting the Welsh language, you could offer your business location to the local Menter Iaith to organise, for example, classes or social opportunities for Welsh learners.
- You could sponsor Welsh-language community events and clubs.
- Advertise your business in the local community newspaper.
- You could advertise on the Welsh-language media, on S4C or Radio Cymru.
- Why not get involved with the **Urdd National Eisteddfod** or the **National Eisteddfod of Wales**. You could have a sales stand in the Eisteddfod. You could tender for the provision of services for the Eisteddfod or you could even sponsor one of their prestigious competitions.



Background:

The company was established in 2018 and from the outset the owners were keen to include the Welsh language in their business. Both had moved back to the countryside from the city. One of the owners spoke Welsh first language and the other was a learner. The community element is very important to them as a business and the Welsh language is a big part of that.

Steps:

They thought about the Welsh language at every step of launching their business – from building their website, designing the label, to producing marketing materials. By doing this they established a Welsh identity to the business from the outset. As you visit the company's website, they have a choice to change between the two languages. The majority of what they post on social media is also bilingual.

“ The use of the Welsh language has been fundamental to the initial success of our business. It has given us a clear identity and helped us to stand out. We received an incredible response from Welsh speakers who value communicating with us in Welsh, and they have now become loyal customers. Using Welsh has helped us to strengthen our brand in a crowded marketplace. ”

Successes:

Jin Talog has developed in a relatively short time to become a well-known brand, and they even featured in Vogue magazine during the Christmas period 2019. They have also won various awards for their Jin.



Background:

A former primary school teacher with a great interest in sport, Steffan Hughes set up Sgiliau to offer workshops, parties and sporting events to children in Carmarthenshire. From the outset, the Welsh language was central to its provision. Steffan realised that the fact that he was able to provide in Welsh and English meant that he could provide to all the county's primary schools and beyond.

Steps:

When Steffan opened a soft play centre, called Sgiliau in Carmarthen, he did so completely bilingually from the outset. Bearing in mind his audience and all the parents who raise their children bilingually in the county, he set up a Welsh-speaking centre, with bilingual staff, with a bilingual image and bilingual marketing materials from the outset.

“ It was a natural decision to operate bilingually from the outset as I wanted the children, friends and their parents to be able to enjoy the facilities and activities in their natural mother tongue-whether in Welsh or English. The fact that I could offer a bilingual service enabled me to provide the service in schools throughout the county and beyond. It made business sense to be honest.










Steffan Hughes

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- **Carmarthenshire County Council**
- **Welsh Language Commissioner**

Mentrau Iaith / Welsh Language Initiatives: The Mentrau can help with anything to do with promoting the Welsh language in their areas.

- **Menter Dinefwr** – Llandeilo, Llandovery, Amanford and Aman Valley areas
 MenterDinefwr
 01558 825336
 post@menterbrodinefwr.cymru
- **Menter Cwm Gwendraeth Elli** – Gwendraeth Valley and Llanelli areas
 MenterCwmGwendraethElli
 01269 871600
 post@mcge.org.uk
- **Menter Gorllewin Sir Gâr** – Newcastle Emlyn, Carmarthen, Whitland and surrounding areas
 mentergorllewinsirgar
 01239 712934
 ymholiad@msgsg.cymru

Helo Blod Service: A fast, friendly service that helps businesses and charities use the Welsh language. Visit Helo Blod to access a translation service, text checking or practical advice about using Welsh in your business. And it's all for free!

Helo Blod offers:

- **Free translation** – can translate up to 500 words into Welsh per month for your business.
- **Text Checking** - can check 1,000 words per year for free, to give people the peace of mind that the materials they are producing in Welsh are correct.
- **Other Services** - can offer practical advice, guidance and support to help businesses use more Welsh. It could be something as simple as ordering badges and lanyards that let customers know that staff can speak Welsh or are learning.
- **Helo Blod Local** – for virtual, tailored support (and face to face when circumstances change) contact your Local Helo Blod Officer.
- **Sarah Jones**
 Helo Blod Local Officer for the Dinefwr, Gwendraeth and Llanelli Regions.
 sarah.jones@heloblodlleol.cymru
 07809 731579 / 01558 825336
- **Heledd Llwyd**
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