

The Welsh Language in Business Carmarthenshire County Council





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Why use Welsh in your Business?

There is a business advantage to using Welsh

Offering a language choice to your customers is good practice in customer care and shows respect to the customer and respect to the Welsh Language.

We live in a bilingual country. According to the 2011 Census, there are nearly 80,000 Welsh speakers in Carmarthenshire. Considering that the population of the County is 183,777, nearly 1 in every 2 of your customers speak Welsh.

Research completed in 2005 by Beaufort Research (commissioned by the Welsh Language Board) shows that 92% of fluent Welsh speakers feels it is important for businesses to display bilingual signs and produce bilingual forms and leaflets.

The Welsh Government, Welsh Language Commissioner and Carmarthenshire County Council are committed to promoting the use of the Welsh language. There is an increase for the demand for bilingual Education across the County and more and more community councils are using the Welsh language.

When applying for grant funding to develop marketing materials, most funders recognise translation as a valid funding requirement.

You could introduce Welsh into your business step by step, and start with the visual aspects which will give your customers a positive impression.

The Welsh Language Commissioner has developed a new website for businesses with the aim of promoting and facilitating the use of the Welsh language. Advice for businesses includes:

- Welsh Language Policy

- The Welsh Advantage

- Promoting Welsh Language Services

Welsh Language Commissioner

Information can also be found on the Welsh Government's new website with the title 'Cymraeg'.

What are the advantages of using Welsh in your business?

- Your business will benefit from working bilingually; higher public profile, wider support base as you will be increasing the size of your target market, and promote customer loyalty
- Language is an important part of every person's identity
- The Welsh Language (Wales) Measure 2011 gives the Welsh language an official status in Wales
- A person can express themselves more effectively in their chosen language
- Providing bilingual services and contributes to equality and good practice
- Respecting the language choice of Welsh speakers and non-Welsh speakers
- Contribute towards protecting the county's intrinsic language and culture
- Research shows that being bilinugal prmotoes the ability to solve problems and learn other languages
- Win instant rapport with clients

As study of language use in service encounters in Finland and Canada found that ... consumers would be prepared to pay a higher price if the service were delivered in their first language, even for biligual consumers. The importance of language in service encounters was consistent accross four consumer groups studied: English-speaking Canadians, French-speaking Canadians, Swedish-speaking Finns and Finnish-speaking Finns. Holmqvist (2011, 188) also concluded that 'language is not merely a neutral tool of communication; rather it represents a sense of personal identity... consumers have an emotional attachment to the use of their first language that transcends the practical aspects of communication with a service provider'. It can be argued that this will have a benefit of greater confidence in the service provider.

Language in International Business: The Multilingual Reality of Global Business Expansion, Rebecca Piekkari, Denice E. Welch, Lawrence S. Welch

'It **makes us stand out**... personally, when I lived in London the reason things were selling was because they were different, in different languages, with a different point on the shelves...when I came back [to the company], I was looking in like someone from outside, and in my opinion the 'Village Dairy' was not making us sufficiently different as a company...so we decided to change it back, and to rebrand it to strengthen the business side, to strengthen the Welsh side.'

Llaeth y Llan
The value of the Welsh language to the food and drink sector in Wales
Welsh Language Commissioner's Research report
December 2014



BILINGUALISM is the ability to use two languages in aspects of everyday life. Some people see themselves as totally bilingual and comfortable using both languages, but most people prefer to use one language rather than the other in different situations. Therefore, ensuring language choice is essential.

Bilingual Toolkit

Visual

- Use bilingual signs
- Prepare logos and letter heads bilingually the next time they are re-ordered
- Produce bilingual stickers and badges for your next publicity campaign
- Include items in Welsh in your Newsletter
- Inform service users of your business of their right to language choice

Contact with customers

- Answer the phone bilingually or put a bilingual message on the answering machine
- Advertise the next vacant position/event bilingually
- Place an article in the local Papur Bro; Welsh language community newspaper
- Use a Welsh speaker to be your business' spokesperson
- Produce the agenda for meetings bilingually
- Respond to Welsh medium enquiries in Welsh
- Support the efforts of staff to learn and use Welsh in your business
- Review and publicise your Welsh Language Policy
- Hold an audit of the language profile of your workers' skills in conversing, understanding, reading and writing Welsh. This can help you to better plan your resources.

Operating bilingually is within your business' reach. The key is careful planning and including the bilingual element from the beginning. The value added by bilingualism far outweighs any additional costs.

'People in Wales will support Welsh companies - if it's good they'll remain loyal, if it's rubbish they'll fling it back in your face. We have huge loyalty to our brand.'

Paned Gymreig – Welsh Brew
The value of the Welsh language to the food and drink sector in Wales
Welsh Language Commissioner's Research report
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Recruiting bilingual staff

Working bilingually conveys the message that your business respects Welsh speakers.

Identify the language skills of your workers in speaking, understanding, reading and writing Welsh. This can help you to plan your resources.

How to go about it?

- Launch a publicity campaign highlighting that you are actively trying to recruit Welsh speakers
- Advertise in the Welsh language media; Radio Cymru, S4C, Y Cymro, Golwg, www.lleol.cymru etc
- Place bilingual or Welsh medium adverts in the local press
- Distribute bilingual mail shots about your business to local employers, local recreational centres, schools and community councils
- Distribute targeted information to Welsh speaking networks; Welsh language bookshops, Welsh medium organisations, Mercher y Wawr, Welsh for Adults centres, Mentrau Iaith etc (more information on Carmarthenshire's Language Forum leaflet)
- Ask for bilingual or Welsh medium qualifications when advertising for jobs. This will prove that the candidates have basic Welsh and that they are confident to deal with situations bilingually
- Devise proactive strategies to ensure that Welsh speaking staff and customers feel welcome and supported in your business
- Plan or seek bilingual training opportunities on issues relevant to your business
- Boost your team's language skills through Welsh classes and improvement classes. Contact [Welsh for Adults](#).
- Create a bilingual website
- Try to identify language champions from amongst your staff

There are other ways of getting Welsh speaking staff as the company Edwards of Conwy explain:

'We have a number who do speak Welsh... something we have been doing for many years now, there is a Welsh medium school on the coast here, and what we have deliberately done is target the school for students to come here to serve during the summer holidays... and so we then have a high percentage of Welsh speakers behind the counters.'

Edwards of Conwy

The value of the Welsh language to the food and drink sector in Wales

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Small Steps – How to strengthen the bilingual public image of your business

Perhaps not everything on this list is relevant to your company but maybe some are within your reach.

Public Image

The identity of the business

- Bilingual provision – letterheads, e-mail signature, business cards, (the good practice is to have the Welsh first or on the left)
- Welsh background music - use posters to show that you offer a bilingual service

Staff

- Wear Working Welsh resources



Signs

- Provide bilingual signs every time an existing sign is replaced or changed
- Provide bilingual signs each time a brand new sign is required

Publications /Printed Materials

- Provide the following bilingually:
 - o Annual report
 - o Pamphlets / leaflets
 - o Advertisements
 - o Forms and explanatory materials
- If it is not possible to publish in a bilingual format, ensure that Welsh and English language versions appear simultaneously etc.

Information for the Press

- Place advertisements in the English language press within Wales in both languages.
- Place advertisements in Welsh language publications (including papurau bro – ‘community newspapers’) in Welsh only, or bilingually.
- Publish Press Releases in both Welsh and English.

Publicity / Marketing

- Use both Welsh and English in direct activities:
 - o Pamphlets and leaflets
 - o Explanatory letters
 - o Envelopes
 - o Write Welsh and English messages on social media.

Websites

- Develop a bilingual website or forward plan to do so. It's easier to design a bilingual website than to add Welsh medium pages to an English only website.

When preparing written material, it's important for the Welsh and English version to be correct. It is not possible to rely on machine translations to be accurate and errors on signs can be expensive if they need to be replaced and linguistic errors can reflect poorly on the business. Contact your local Menter Iaith to see if they can check your sign.

If you have some grasp of the Welsh language, try to write the Welsh version first and translate into English. Contact your local Menter Iaith to ask them to proof read small pieces of work.

Direct Contact / Providing a service

Communicating on the telephone

- Greet all callers bilingually, e.e. Bore da, Good Morning...
- Make arrangements for dealing with telephone calls in Welsh
- Ensure that internal telephone directories provide information about linguistic abilities
- Answer phone messages in both Welsh and in English.

Correspondence

- Ensure that letters received in the Welsh language receive a response in Welsh
- Establish a database of individuals/organisations who wish to receive information from the organisation in Welsh/bilingually

Public Meetings

- Establish the preferred language of individuals in advance of the meeting and organise any translation facilities required.

Direct Services

- Advice
- Training
- Care
- Assistance

One-to-One Meetings

Undertake a survey of staff's language skills, in terms of:

- Speaking
- Understanding spoken Welsh
- Reading
- Writing
- Assessing which workplaces have bilingual workers and is there a need for more
- Encourage staff to learn/improve their Welsh
- Consider the need for bilingual staff as part of the recruitment process
- Place bilingual advertisements in the press.

Bilingual Design

When designing new marketing materials and promotion literature for your business, there are a few things to remember.

You need:

- Careful planning
- A structured approach
- A well-defined relationship between client and designer
- Vision, creativity and imagination.

Bilingual design is no different in this respect.

Some may be concerned regarding the expenditure on the Welsh language, but through careful planning additional direct costs can be kept to a minimum. The benefits, both financial and otherwise of using the Welsh language will almost always far outweigh the additional expenditure.

- Deciding to take a bilingual approach doesn't mean that everything has to be done in both languages at a stroke – you may wish to adopt a gradual approach.

You could introduce different aspects at different times depending on needs, opportunities and priorities:

- When branding a new business or when rebranding the image of the business.
- When signage is changed.
- When moving into a new office or building.
- When reprinting official stationary or marketing resources.
- When publishing a piece of work.
- When creating a new website or when redesigning an existing website.
- When planning, revising or implementing a marketing strategy.

A survey undertaken by Beaufort Research in 2005 (commissioned by the Welsh Language Board) showed that 92% of fluent Welsh speakers thought it was important that businesses display bilingual signage and produce leaflets and forms bilingually.

When applying for a grant from a funding source for the development of marketing materials, most funders acknowledge that translation is an eligible element for funding.

Planning

The designer needs to be aware from the beginning that the finished product will incorporate two languages - this should be noted in the brief.

Sufficient time needs to be allowed within the production schedule for translation.

The designer should start with text in both languages so that they can make appropriate choices with regards to typeface, layout, format and so on.

Language separation

- The best way of separating two languages using colour is to have black text in both languages, and placing colour behind one of the languages.
- Colour reversal is also an option, particularly in signage.
- A different colour can be adopted for the text in each language.

Parallel columns

- This is an economical way of using space as illustrations only need to be printed once. The Welsh language is usually printed on the left.
- The two language versions are presented side by side in parallel columns.
- Both versions will need to be of similar length.
- Illustrations can be shared between both languages.

Parallel pages

- The two language versions are presented side by side on parallel pages.
- Both versions will need to be of similar length and facing pages may bear the same page number.
- Illustrations can be shared between both languages.

Divided page

- The page is divided into two halves, usually horizontally.
- This format is uncommon as it means whichever language is on top appears to have priority.

Back to back

- The two languages are printed back to back on the same sheet.
- This is particularly appropriate for shorter documents such as letters.
- Pages may bear the same page number on both sides.
- This format is also appropriate for concertina folded leaflets as the text can be read without interruption in whichever language the reader chooses.
- Illustrations need to be doubled up in this format.

Tilt and turn

- This provides two separate language versions inverted and bound together back to back.
- The text can be read without interruptions in either version.
- Illustrations need to be doubled up in this format.
- When displaying this publication it will need to be done in a way that will make it clear that it is a bilingual publication. This may mean ensuring that both cover pages are bilingual.

More information can be found regarding bilingual designs in the Welsh Language Commissioner's Guidance

Working with Translators

Producing bilingual material and arranging simultaneous translation equipment at meetings and conferences is an effective way of strengthening your business' bilingual image and appeal. There are a number of experienced, competent translators in Wales who will be able to produce work of the highest standards.

Simultaneous Translation

Simultaneous translation and written translation are two very different skills and not all translators will offer both services.

Cymdeithas Cyfieithwyr Cymru

The Association of Welsh Translators and Interpreters have a list of members on their website www.cyfieithwycymru.org.uk arranged according to the members' geographical location and specialist areas. Some of these translators are self-employed and others work for translation companies and agencies. There are two levels of membership, which denote the translator's level of experience with basic membership enabling an individual to translate under supervision, and full membership indicating that a translator is qualified to translate independently without supervision. The Association's directory identifies which members offer a simultaneous translation service.

Mentrau Iaith (Language Initiatives)

Some of the Mentrau Iaith employ translators who offer a written translation service, and some also offer a simultaneous translation service. Some of the Mentrau Iaith will lend their translation equipment and will put you in touch with a suitable translator, while others train community translators for local meetings and committees. Contact your local Menter Iaith to find out what provision exists in your area, and for general information regarding finding a translator by visiting: www.mentrauiath.com.

Welsh Language Commissioner Proof Reading Service

The Welsh Language Commissioner offers a free bilingual proof reading service (1000 word allowance) for business and third sector organisations who commit to develop their use of the Welsh language.

Further information to be found on www.welshlanguagecommissioner.org

Things to Consider

- Ensure adequate time within your administrative timetable for translation and proofreading to take place. Don't allow translation to become a last minute rush. Staff should be made aware of this.
- Nominate an individual to liaise between your business and the translator or agency. This could be useful in ensuring that the translator has the necessary background knowledge and context regarding the work to be translated, and in order to ensure the consistency of any specialised terms used by your business.
- Agree upon terms, and upon a completion date when work needs to be returned, and remember to ask the translator whether or not the rates include editing and correcting proofs. It's much easier and a lot cheaper to correct 'typos' that have appeared between the translation and design stages before going to print.
- Never entrust the work to a so called online, automated translation service. There are numerous examples of basic errors and regular mistakes occurring with these services.
- By asking a professional, accredited translator to do the work on your behalf you are displaying your business' commitment to ensuring an end product of the highest standard and quality in both English and Welsh.

Bilingual Meetings

Why arrange a bilingual meeting?

- To acknowledge that people have different linguistic needs and customs.
- To provide people with the opportunity to contribute in their language of choice and to encourage participation
- To ensure that Welsh speakers are given a fair opportunity to use the Welsh language and for learners to practice their Welsh
- Providing Welsh speakers with an opportunity to use Welsh will normalise the use of Welsh language within your business thus increasing your bilingual profile.
- To show your support to the Welsh language and to ensure compliance with current public policy and legislation
- In order to demonstrate that the Welsh language is a living language that is used in work and in business
- Because it is the right thing to do.

It must be remembered that Welsh speakers won't always choose to use the Welsh language in this situation. Some are familiar with working through the medium of English therefore at the beginning it's possible that their confidence will be very low with speak Welsh in public.

But people will very quickly become used to bilingual meetings, although some familiarisation may be necessary at first.

Arranging a bilingual meeting

Here are some practical points to remember:

- Decide at the start of the process whether the meeting will be a bilingual one.
- All correspondence - advertisement, posters, invites and letters should be bilingual. Including a sentence welcoming the use of Welsh, will give people the confidence to do so.
- Declare on all pre-meeting correspondence and on the agenda that it will be possible to speak in both languages, and that interpretation facilities will be available.
- The services of an interpreter are only necessary when there are both Welsh and non-Welsh speakers at a meeting.
- Add the name of the interpreter to the correspondence list, so that the interpreter will receive all relevant documents in advance.
- If the meeting is on a specialised subject – circulate a glossary of relevant terms. This will encourage Welsh language participation even if the subject is one that's not familiar to them.
- Ensure that all temporary signs (for the meeting) in the building are bilingual.
- Simultaneous translation is provided for non-Welsh speakers to translate from Welsh into English. By having a translator present it means that non-Welsh speakers can hear the English Translation while the Welsh speaker is speaking. This usually occurs through headphones. It is possible to organise that this happens informally as the translator / other member of the meeting quietly whispers in the non-Welsh speaker's ear. This kind of translation/whispering can't work if there is more than two non-Welsh speakers present. Ensuring a translator is present respects the Welsh speakers' right to choose which language to speak.
- Encourage a situation where the bilingual meeting flows naturally when moving from one language to another.

Chairing bilingual meetings

As chairman you have role to encourage everyone to use their chosen language. The challenge is to make it completely natural and easy for Welsh speakers to contribute through the medium of Welsh in new and variable situations.

It's important that you establish conditions and an environment that will counteract the tendency to switch to English. You need to demonstrate that it is natural for Welsh-speakers to speak Welsh, and that it is not discourteous to do so in the presence of non-Welsh speakers.

Good practice for chairpersons:

- Encourage and support discussions in both languages
- Open and close all meetings bilingually
- Welcome contributions in Welsh at the beginning of a meeting.
- Introduce the interpreter and the procedure of simultaneous translation, and ensure that all headsets are working.
- Chair in a professional and organised way ensuring everyone has an opportunity to speak in turn – this will help the interpreter
- Use as much Welsh language as you can during the meeting.

For more information or advice, contact:

Carmarthenshire County Council



Welsh Language Commissioner's office



Welsh Government



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Welsh for Business

Free service supporting SME's to use more Welsh. Practical help and advice on how using the language can benefit your business.

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