



y ganolfan cynllunio iaith
welsh centre for language planning

Bilingual Workforce Planning: Final Report

Gwynedd and Anglesey Public Services Board

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Bilingual Workforce Planning: Final Report

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Executive Summary

1. Background and Methodology

IAITH: Welsh centre for language planning was commissioned by the Gwynedd and Anglesey Public Services Board (PSB) Welsh language sub-group to investigate the challenges and successes of bilingual workforce planning among organisations that make up the north Wales Public Services Boards¹.

IAITH was specifically requested to explore:

- why public organisations across north Wales are struggling to recruit into Welsh-speaking roles, and
- whether the answer lies within the recruitment processes themselves.

Not all organisations that are members of north Wales' three PSBs are subject to Welsh language standards. As a result it was not part of the brief to consider compliance with the standards.

It was agreed that IAITH would assist organisations within the three north Wales PSBs to understand the key issues involved in recruiting Welsh speakers in relation to the following stages of the recruitment process:

- Placement of job notices and description of language requirements
- Conducting interviews and assessing candidates' language ability
- Induction and support for staff to develop their skills in the workplace

The 24 organisations that make up the three PSBs were invited to participate in the research.

IAITH actively collected evidence through the following methods:

- Seminar 1 (Attended by representatives from 12 organisations)
- Survey (Completed by 15 organisations)
- Collection of policy documents (Documents received from seven organisations)
- Interviews (Eight people interviewed)
- Seminar 2 (Attended by representatives from 14 organisations)

2. Findings

Difficulty recruiting to Welsh-speaking roles

- The percentage of jobs with Welsh language requirements advertised in 2023 and filled ranged significantly from 0% to 97%.

¹ North Wales is served by three PSBs namely 'Gwynedd and Anglesey', 'Conwy and Denbigh' and 'Flintshire and Wrexham'.

- The vast majority of organisations reported difficulty in attracting Welsh-speaking applicants to jobs that indicate the need for Welsh language skills.
- According to the organisations, it is difficult to attract Welsh-speaking candidates to all types of jobs, including: translators, engineers, archivists, classroom assistants etc.
- The organisations reported that the Welsh language ability of job applicants was varied but that the majority of applicants tended to have only a few words of Welsh.
- For the most part, organisations did not lower language requirements when advertising jobs for a second time.
- Organisations appoint staff without the Welsh language skills required for posts.

Describing language requirements

- There is considerable variation in the ways organisations communicate and describe the Welsh language requirements of their posts.
- Some use level systems (e.g. Level 1-5) while others use essential/desirable binary systems or variations of that system.
- On the whole, a procedure and guidelines were in place for determining job language requirements.
- One organisation noted that their job categorisation process is informed by management opinion.

Job advertising

- Most organisations reported that Welsh language requirements had been placed on the majority of jobs/all jobs advertised in 2023.
- Most organisations specify the post's language requirements category in the advertisement and job description.
- One organisation noted requirements solely in the advertisement, another in the job description only, and the rest identified requirements in the personal specification.
- Most organisations refer applicants to their Welsh language policy in their job advertisement documentation.
- When it comes to advertising posts requiring Welsh language skills, almost all organisations advertise on their own websites.
- Just over half of organisations advertise off-line.
- During Seminar 1, it became apparent that attendees had favourable views towards some websites (including Facebook and Golwg360), and unfavourable views towards others (including Safle Swyddi and Swyddle). There were differences of opinion with regards to a few websites (e.g. Indeed and Lleol.Cymru).

Conducting interviews

- The vast majority of organisations ensure that candidates can specify their preferred language for interview in advance.
- The majority assess candidates' Welsh language skills for each position (whether or not Welsh language requirements are attached to the post) as part of the recruitment process.
- Each organisation assesses the Welsh language skills of applicants in posts requiring Welsh language skills as part of the recruitment process.

- Almost all organisations provide staff with Welsh language skills training.
- Seminar 1 attendees agreed that it was necessary to ensure that the majority of the panel were Welsh speakers in cases where the candidate wishes to be interviewed in Welsh.
- The opinion was shared in Seminar 1 that it was crucial for interview linguistic arrangements to be clearly explained to candidates.

Assessing candidate language ability and confidence

- It emerged in Seminar 1 that the practice of assessing a candidate's language skills is very rarely done formally.
- It was felt in Seminar 1 that the process of assessing Welsh skills was too intense, and that English skills were not scrutinised to the same extent. It was agreed that Welsh skills needed to be subjected to less intense scrutiny.
- There was work to be done, as agreed in Seminar 1, to raise management awareness and understanding of different levels/aspects of language skills.

Developing skills in the workplace

- The majority of organisations reported that less than half of their new staff - those first appointed in 2023 - had received training to develop Welsh language skills.
- Organisations mainly use two methods to inform staff, prospective staff and job applicants of learning/training opportunities to develop their Welsh language skills: sharing information through emails to staff and sharing information at performance appraisal meetings.
- The majority of organisations have a procedure in place to support, monitor and evaluate staff language skills development and their use of Welsh at work.
- Organisations use various methods to raise awareness among staff, prospective staff and job applicants of their bilingual nature. Raising awareness through the new staff induction process is the most popular method. Language awareness training comes second.

3. Output

The evidence-gathering phases of this study resulted in the co-production of an accessible checklist for recruiters in north Wales. An abridged version of the checklist can be found on p16. A more detailed version is on pp. 17-18 of the report.

Background and Methodology

Background

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IAITH was specifically requested to explore:

- why public organisations across north Wales are struggling to recruit into Welsh-speaking roles, and
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It was agreed that IAITH would assist organisations within north Wales' three PSBs to understand the key issues involved in recruiting Welsh speakers in relation to the following stages of the recruitment process:

- Placing job notices and describing language requirements
- Conducting interviews and assessing candidates' language ability
- Inducting and supporting staff to develop their skills in the workplace

The 24 institutions that make up the three PSBs were invited to participate in the research, namely:

- Snowdonia National Park Authority
- Betsi Cadwaladr University Health Board
- Conwy Community and Voluntary Support
- Coleg Cambria
- Natural Resources Wales
- Association of Voluntary Organisations in Wrexham
- Conwy County Borough Council
- Wrexham County Borough Council
- Denbighshire Voluntary Services Council
- Flintshire Local Voluntary Council
- Gwynedd Council
- Denbighshire County Council
- Flintshire County Council
- Anglesey County Council
- Grŵp Llandrillo Menai
- North Wales Fire and Rescue Service
- North Wales Police

² North Wales is served by three PSBs namely the boards of 'Gwynedd and Anglesey', 'Conwy and Denbigh' and 'Flintshire and Wrexham'.

- Public Health Wales
- Mantell Gwynedd
- Medrwn Môn
- Bangor University
- Wrexham University
- North Wales Police and Crime Commissioner's Office
- Probation Service (North Wales) and HMP Berwyn

Methodology

IAITH set about collecting evidence through the following methods:

- Seminar 1
- Survey
- Collection of policy documents
- Interviews
- Seminar 2

Seminar 1

The first seminar (Seminar 1) was held in St Asaph at the end of January. Representatives from 12 organisations attended. The seminar was an opportunity to share the context and objectives of the project with attendees, and to gather evidence and examples of challenges and good practice from them. After the opening presentations where project information was shared, attendees discussed their experiences in relation to four main themes:

- ability and confidence of staff and job applicants in the use of Welsh / Types of Welsh speakers – considerations in recruitment
- placing job notices and describing language requirements
- conducting interviews and assessing candidates' language ability and confidence
- inducting and supporting staff to develop their skills and confidence to use Welsh in the workplace.

To close the seminar, attendees were invited to share examples of challenges they face, along with practical solutions to those challenges.

Survey

A link to an online questionnaire was sent to every organisation, and that link was live between early January and mid-February. The questionnaire asked about the success of organisations in recruiting staff with Welsh skills, and invited organisations to share examples of their practices for different stages of the recruitment process. The questionnaire was completed by 15 of the 24 organisations.

A copy of the questionnaire is included in Appendix A along with evidence gathered from the questionnaire in Appendix B.

Collection of policy documents

The 24 organisations were invited to share recruitment policy documents along with other relevant documents. Documents were received from seven organisations between the beginning of January and the end of February.

Interviews

Eight people were interviewed with each falling into one of the categories below. For each category two people were interviewed:

- staff who have applied for Welsh is Essential posts
- staff who are Welsh speakers but did not make that known during the recruitment process
- managers who are unsure about designating Welsh is Essential posts
- staff at different job grades and job types who are supported to develop language skills at work.

The interviews were intended to build a qualitative picture of individual experiences within these categories.

A copy of the interview guide is in Appendix C.

Seminar 2

A second seminar (Seminar 2) was held in St Asaph at the end of April (towards the end of the project period). Representatives from 14 organisations attended. This seminar was an opportunity to discuss evidence gathered through the research, and request feedback. The case studies of this report were discussed, and the lessons that organisations can learn from them. There was also an opportunity for attendees to share feedback on the output 'Attract candidates with Welsh language skills' seen below (pp. 17-18).

Findings

This study aimed to examine why public organisations across north Wales have difficulty recruiting into Welsh-speaking roles, and whether the answer lies within the recruitment processes themselves. This section reports the findings of this research project drawing upon evidence gathered throughout the survey, interviews, seminar 1 and 2 discussions, and additional documentation received from participants from organisations contributing to the research.

The findings of this project were divided under the following main themes:

1. Difficulty recruiting into Welsh-speaking roles
2. Describing language requirements and job advertising
3. Conducting interviews and assessing candidate language ability and confidence
4. Inducting and supporting staff to develop their skills in the workplace

The four themes are discussed below, focussing mainly on themes 2 and 3. Particular attention is paid to practices maintained by organisations as well as potential responses to challenges faced by organisations.

1. Difficulty recruiting to Welsh-speaking roles

- The percentage of jobs with Welsh language requirements advertised in 2023 and filled varied significantly from 0% to 97%.
- The vast majority of organisations (14/15 organisations) reported difficulty attracting Welsh-speaking candidates to posts indicating the need for Welsh language skills (Appendix B, Chart 1)
- According to organisations, it is difficult to attract Welsh-speaking applicants to all sorts of positions, specifically 'reception' and 'technical' posts (Chart 2). Organisations also noted difficulty in attracting applicants with Welsh language skills to care, administrative, management, and finance positions, and specialist positions such as health and safety, human resources, planning, ICT (software developers and engineers) and hydrometry specialists. The range of positions identified also included: translators and call handlers, engineers, archivists, classroom assistants, health and safety officers, human resources staff and executive positions in prisons and the probation service (Chart 2).
- Organisations reported that the Welsh language ability of job applicants was varied but that the majority of applicants tended to have only a few words of Welsh.
- Only one organisation had not re-advertised at all. For the majority of organisations (8/15), less than half of their positions with Welsh language requirements were advertised twice or more during 2023 (Chart 5). Two organisations had to re-advertise every post with Welsh language requirements.
- Organisations generally did not lower language requirements when advertising positions for a second time. Only one organisation had reduced Welsh language requirements of over half the posts re-advertised. Eight other organisations had reduced language requirements of positions less than half of the time when re-advertising (Chart 6). An example can be found in 'Case Study 1' of a manager maintaining this practice.

- Organisations appoint staff without the Welsh language skills required for positions. Three organisations (20%) reported that not a single post had been filled by an individual with the necessary Welsh skills. Two organisations had appointed staff without the necessary Welsh language skills to a position half or over half of the time. Ten organisations reported that less than half of the posts they filled in 2023 were filled by applicants without the Welsh language skills identified as required in the job advert (Chart 7).

2. Describing language requirements and job advertising³

Describing language requirements – practices

- According to survey data, organisations categorise the Welsh language requirements of job roles in several differing ways. Six of the 15 organisations said they categorised posts into two categories – Welsh essential and desirable (Appendix B, Chart 8). Three organisations said they have a four category system – essential, desirable, needs to be learnt after being appointed to the post, not necessary. One organisation said they do not have a method per se of categorising language requirements. Five organisations noted 'another' approach. The majority of these reported assigning a 'level' of Welsh language skills to each position. There is considerable variation in the ways organisations communicate and describe the Welsh language requirements of their posts. Some systems use levels (e.g. Level 1-5) whilst others use essential/desirable binary systems or variations of that system (Chart 8 and Table 2).
- For the most part, there was a procedure and guidelines in place for determining position language requirements. Seven of the 15 organisations ensure that managers follow firm guidelines, for example a flowchart system, in determining position language requirements. With five organisations, management determine position categories drawing on the input of colleagues e.g. other managers or language officers (Chart 9). One organisation noted that their position categorisation process is informed by management opinion. 'Case Study 1' provides an example of management following guidelines and also drawing upon colleagues to scrutinise their work of determining requirements.

Describing language requirements – meeting challenges

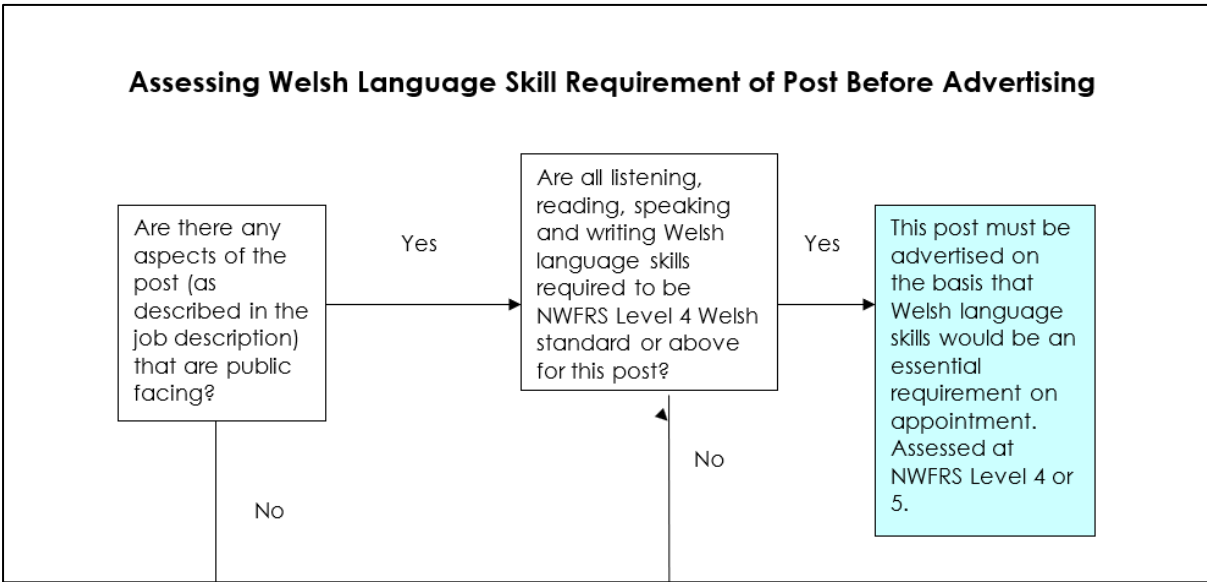
Use of flowcharts/firm guidelines

It emerged during the interview process, and collection of policy documents, that some organisations ensure that managers follow firm guidelines (e.g. a flowchart system) in setting job language requirements. Examples of these can be found below:

³ As the research did not examine compliance with Welsh language standards, it is deliberate that we have not distinguished between organisations' use of linguistic 'category' or 'level', but rather looked at the overall picture, and focused on whether bodies impose requirements at all when advertising jobs, whether in the form of categories or more detailed levels.

11) GOFYNION IAITH Y SWYDD			C	S
Ticiwch y blwch perthnasol (o leiaf un o bob adran, h.y. (i), (ii), (iii), (iv), (v) (C = Cymraeg / S = Saesneg)				
(i)	Gwrando			
1	Yn gallu deall ymholiadau sylfaenol yn Gymraeg / Saesneg ["Ble mae...?", "Ga i siarad â...?"]			
2	Yn gallu deall sgwrs gymdeithasol sylfaenol yn Gymraeg / Saesneg			
3	Yn gallu dilyn sgwrsiau arferol sy'n ymwneud â'r gwaith rhwng siaradwyr Cymraeg / Saesneg rhu			
4	Yn gallu dilyn y rhan fwyaf o sgwrsiau sy'n ymwneud â'r gwaith gan gynnwys trafodaethau grŵp			
5	Yn gallu deall pob sgwrs sy'n ymwneud â'r gwaith			

Source: A section of Anglesey Council's recruitment policy. Managers must tick the C (Welsh) and/or S (English) column for each row. Within each row is a skill pertaining to 'Gwrando' (Listening). For example 'Can understand every work related conversation'



Source: A section of a flowchart for assigning language requirement, Welsh Fire and Rescue Service

Job advertising – practices

- Most organisations (9/15) reported that Welsh language requirements had been placed on every position or over half the positions advertised in 2023 (Appendix B, Chart 4). The rest (6/15) reported that less than half of positions advertised in the same period had Welsh language requirements.
- The majority of organisations (10/15) identify the post's language requirements category in the advertisement and job description (Appendix B, Chart 10). One organisation noted it solely in the advertisement, another in the job description only, and the rest identified requirements in the personal specification.

- Most organisations (9/15) refer applicants to their Welsh language policy in their job advertisement documentation (Chart 11). Around three quarters of organisations (11/15) state in their adverts and/or job descriptions that they provide support to learn and develop Welsh language skills (Chart 12). Only seven of the 15 organisations set a condition on candidates without the necessary skills to develop their Welsh language skills to the level essential / desirable for the position (Chart 13).
- Generally, when it comes to job advertising, all organisations advertise on their own websites (Chart 14). LinkedIn is the second most popular place for job advertising (12/15), with Indeed in third place (9/15).
- When it comes to advertising *posts requiring Welsh language skills* almost all organisations advertise on their own websites (14/15) (Chart 15). LinkedIn is the second most popular place (11/15), with Lleol.Cymru in third place (9/15).
- A little over half of organisations (8/15) advertise offline - e.g. in magazines and newspapers - as well as online (Chart 16).
- The majority of Seminar 1 attendees reported advertising jobs requiring Welsh language skills on Welsh language websites (e.g. Lleol.Cymru, Golwg360).
- During Seminar 1, a wide range of different advertising locations (physical and digital) were identified, including: organisation websites, other websites (e.g. LinkedIn, Facebook), posters on a community or shop notice board.
- Seminar 1 attendees referred to websites they liked (including Facebook and Golwg360), along with websites they didn't like (among them Safle Swyddi and Swyddle). There were differences of opinion regarding some websites (e.g. Indeed and Lleol.Cymru).
- One attendee mentioned a tendency to set aside language requirements when advertising on Facebook, due to the perception that they would lessen the appeal of positions. Another attendee mentioned that they suspected Indeed's algorithm made it ignore Welsh language posts/advertisements.

Case study 1: a manager's experience of the recruitment process

Rhydian⁴ is a manager and in his role, he is responsible for a number of different teams. Members of his teams have continuous contact with the public, and therefore positions within these teams usually require medium/strong Welsh skills.

The process

When it comes to recruiting, Rhydian starts by setting a Welsh skill level on the position – following the guidance in his organisation's recruitment policy document. He does not follow a flowchart. A panel is then given an opportunity to consider the level and judge whether it is appropriate.

Rhydian has advertised through Welsh language websites in the past, but is unable to remember their names. With the interviews, candidates are given the option to be interviewed in either Welsh or English. If an applicant chooses English, they are expected to answer one question in Welsh.

Attracting candidates

Rhydian acknowledges that individuals with the required Welsh skills are not always easy to find. If he fails in his first attempt to fill a position with Welsh language requirements, he applies to lower the Welsh level and re-advertise.

⁴ A pseudonym is used in this case study.

He also has difficulty attracting individuals with a combination of the necessary Welsh skills and specific technical skills required. With regards to these positions, he has found a solution, which is to prioritise the Welsh language. With one of his teams, he has filled positions (roles requiring specific technical skills) by appointing individuals with the necessary Welsh skills. He has then placed expectations upon these individuals to develop the technical skills on the job. The manager feels this is easier than teaching Welsh skills to individuals with the necessary technical skills.

Other challenges

Rhydian is concerned that prospective applicants do not understand his organisation's system of categorising position language requirements. He worries that competent individuals assume they do not have the necessary skills – because they have not fully understood the requirements. Rhydian stresses the importance of stating job requirements simply and clearly in job advertisements and job descriptions.

Another concern of his is time constraints. When positions need filling before a certain time, he admits that Welsh skills are less prioritised (due to the fact that filling the roles is given priority above all else).

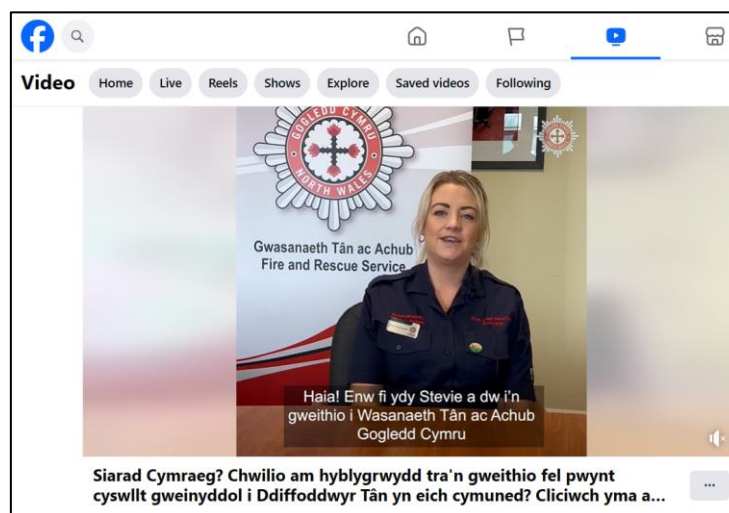
Job advertising – meeting challenges

TikTok videos

During Seminar 1, there was considerable discussion on social media possibilities for advertising. The [work of BT on TikTok](#) was identified as an example to emulate. Their videos also provide insight into a staff member's everyday life. No attendees indicated that their organisation maintains this practice.

Social media videos

In an effort to attract Welsh speakers to its workforce, North Wales Fire and Rescue Service has published videos on social media. The purpose of the videos is to highlight a post where Welsh skills are required, and in them (example [here](#)) the current post holder describes the role through the medium of Welsh. An advantage of the videos is that they give prospective candidates an idea – audibly – of the level of Welsh needed for the role.

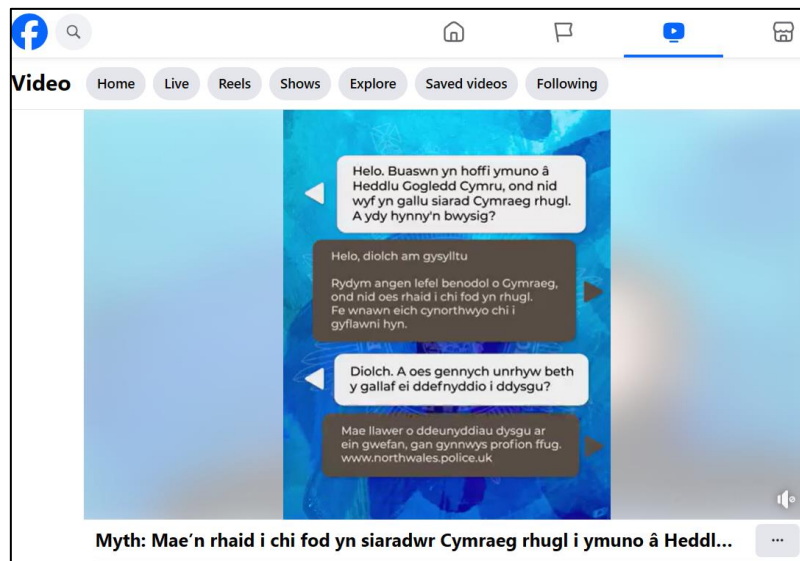


Source: Screenshot of 'Siarad Cymraeg?' video.

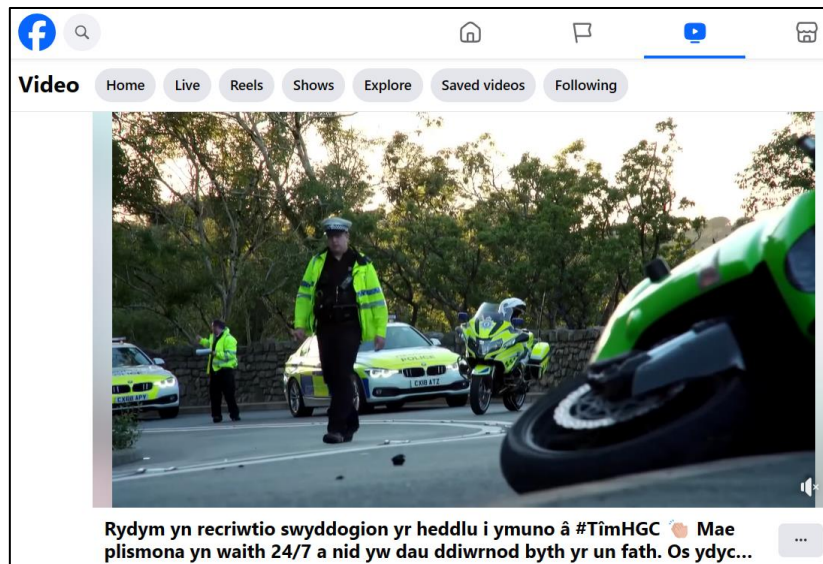
'Myth' busting videos

Over the summer of 2022 North Wales Police published a series of videos on social media challenging 'myths' about what is needed to be a police officer. Videos have been published about colour blindness, tattoos and the Welsh language ([link](#)). The purpose of the Welsh language video was to convince the public that it is not necessary to be a fully fluent Welsh speaker to work with the force.

The force also publishes 'behind the scenes' videos giving a taste of a police officer's life. These videos are mostly in English, but [here](#) is a Welsh example, which includes speakers with different dialects.



Source: Screenshot of video challenging 'myths'.



Source: Screenshot of 'behind the scenes' video.

3. Conducting interviews and assessing candidate language ability and confidence

Conducting interviews – practices

- The vast majority of organisations (14/15) ensure that candidates can identify their preferred language for interview in advance (Appendix B, Chart 17). An example of this practice can be found in 'Case Study 1', and an example of the opposite in 'Case Study 2'. The majority (11/15) assess candidates' Welsh language skills for each position (whether or not the position requires the Welsh language) as part of the recruitment process (Chart 18). An example of an individual who did not have that option can be found in Case Study 2.
- Each organisation assesses candidate Welsh language skills in the case of posts requiring Welsh language skills as part of the recruitment process (Chart 19). Almost all organisations (14/15) provide staff with Welsh language skills training (Chart 20).
- Seminar 1 attendees agreed that it was necessary to ensure that the majority of the panel were Welsh speakers in cases where the candidate wishes to be interviewed in Welsh.
- It was felt in Seminar 1 that the interview 'language ethos' had to reflect the use of Welsh and English at the organisation as this offered candidates an insight into the linguistic ethos of the organisation. There was a sense that, were Welsh not spoken in interviews, prospective members of staff may get the impression that the Welsh language does not have a central place in the organisation.
- It was agreed in Seminar 1 that it was crucial to clearly explain the linguistic arrangements of interviews to candidates.

Conducting interviews – meeting challenges

List of managers who have already conducted interviews in Welsh

During Seminar 1, one attendee mentioned that their organisation makes use of such lists. They mentioned that staff at the organisation turned to this list when looking for interviewees, which meant there was no last-minute effort to find suitable staff.

Question bank

During Seminar 1, one attendee mentioned a pool of questions (Welsh as well as English questions) that could be drawn upon when preparing for interviews.

Assessing candidate language ability and confidence – practices

- It emerged in Seminar 1 that the practice of assessing candidate language skills is very rarely formal.
- It was felt in Seminar 1 that the process of assessing Welsh language skills was too intense, and that English skills were not being subjected to the same scrutiny. The view was shared that Welsh language skills needed less intense scrutiny.
- It was agreed in Seminar 1 that there is work to be done in raising management awareness and understanding of different levels/aspects of language skills.

Assessing candidate language ability and confidence – meeting challenges

No responses to the challenges emerged during this research.

Case study 2: a candidate's experience of the recruitment process

The recruitment process

Anna⁵ considers herself to be a first language Welsh speaker who is not very confident in using Welsh at work. She went to a Welsh school, one of her parents speaks Welsh, and she speaks the language with some members of her family. Despite all this, Anna did not state at all that she spoke Welsh when she applied for her current job, nor did she make use of the Welsh language during the recruitment process.

She was interviewed in English for her current job, and the application form did not give her the option to choose to be interviewed in Welsh, she said. Her Welsh language skills were not assessed before, during, or after the interview. Not a single member of the panel could speak Welsh, she said, and looking back she feels a Welsh interview would have been a good thing for her.

Following appointment

She worked for three weeks at her job before realising that others in her team could speak Welsh. She therefore spent her first few weeks speaking only English in the workplace. She now speaks Welsh with a few of her colleagues.

Anna attends fortnightly coffee and chat sessions (when she has the time), and in these sessions she helps learners develop their skills. She feels she is now using more Welsh beyond work, which she believes is partly due to the influence of the workplace (i.e. the fact that she has the opportunity to use the Welsh language there). However, she still worries that she could lose her Welsh by not using the language enough.

Working in England

Prior to her current job she worked in England for 10 years exclusively through the medium of English, which she feels has undermined her confidence in her Welsh. Having spent a decade in England, it was an 'automatic' step to fill out the application for her current post in English only, she said.

4. Induction and support for staff skill development in the workplace

Developing skills in the workplace – practices

- The majority of organisations (9/15) reported that less than half of their new staff - those first appointed in 2023 - had received training to develop Welsh language skills (Appendix B, Chart 21).
- Organisations inform staff, prospective staff and job applicants of learning/training opportunities to develop their Welsh language skills in a number of ways. It emerged that the two methods most commonly used are: sharing information through e-mails to staff and sharing information at performance appraisal meetings (Chart 22).

⁵ A pseudonym is used in this case study.

- The majority of organisations (10/15) have a procedure in place to support, monitor and evaluate the development of staff's language skills and their use of Welsh at work (Chart 23).
- Organisations raise awareness among staff, prospective staff and job applicants of their bilingual nature through a variety of methods (Chart 24). Raising awareness through the new staff induction process is the most popular method (13/15). Language awareness training is second (12/15).

Developing skills in the workplace – meeting challenges

In-house Welsh tutor

During Seminar 1, several attendees mentioned that their organisations have in-house Welsh tutors and that this enables them to more effectively provide staff with Welsh language training.

Use of 'Working Welsh' resource

An attendee from one organisation, during Seminar 1, referred to the National Welsh Language Learning Centre's 'Working Welsh' resources and their benefit in supporting staff to learn Welsh.

Welsh Language Champions Scheme/Mentoring scheme

Several Seminar 1 attendees mentioned that they have 'champion' and 'mentoring' schemes in place. These are free schemes and employees voluntarily contribute to them. Natural Resources Wales provided sample materials from their scheme.

Under their mentoring scheme, staff members who are fluent Welsh speakers (individuals whose first language is Welsh or "very experienced learners") can provide support to staff learners. One-to-one sessions - no longer than 30 minutes - are held between mentor and learner and emphasis is placed on informal use of Welsh. Through this system, it is hoped that learners "experience different accents and hear Welsh spoken naturally" (the words of the document 'Welsh Learner Mentoring Scheme').



Source: Screenshot of 'Welsh Learner Mentoring Scheme' document which explains that Natural Resources Wales is committed to supporting practical support who are learning Welsh

As part of the scheme, guidance will be provided to learners as well as mentors.

Examples of advice given in the learner's guide include:

- Remember that your mentor is not a tutor therefore avoid asking questions about grammar or vocabulary, but ask how to say something in Welsh
- If you don't understand anything, ask your mentor to repeat what they said
- If you are not sure how to say a word, use the English word and then turn to Welsh

Here are examples of advice given in the mentor guide:



- Keep everything simple and informal, be flexible when it comes to time
- Don't seem to know it all, or rush through sessions, don't correct the learner and laugh when they make mistakes, keep going in Welsh
- Don't finish the sentences. The learner speaks slowly because it takes time to think

Welsh language champions scheme

North Wales Fire and Rescue Service has a 'Champions' system in place within their organisation. Under this system, the organisation's fluent Welsh speakers can receive a quarterly stipend of £62.50 to support their colleagues in developing Welsh language skills. Champions receive a report form outlining 10 tasks, and are expected to complete at least five of these during that quarter in order to receive their stipend. The 10 tasks include the following:

- Raising awareness of Welsh in the workplace
- Speaking Welsh regularly with colleagues
- Assisting with individual recruitment – e.g. open days or interviews
- Keeping in touch with learners on a regular basis
- Taking part in Welsh language related events e.g. the annual Champions seminar

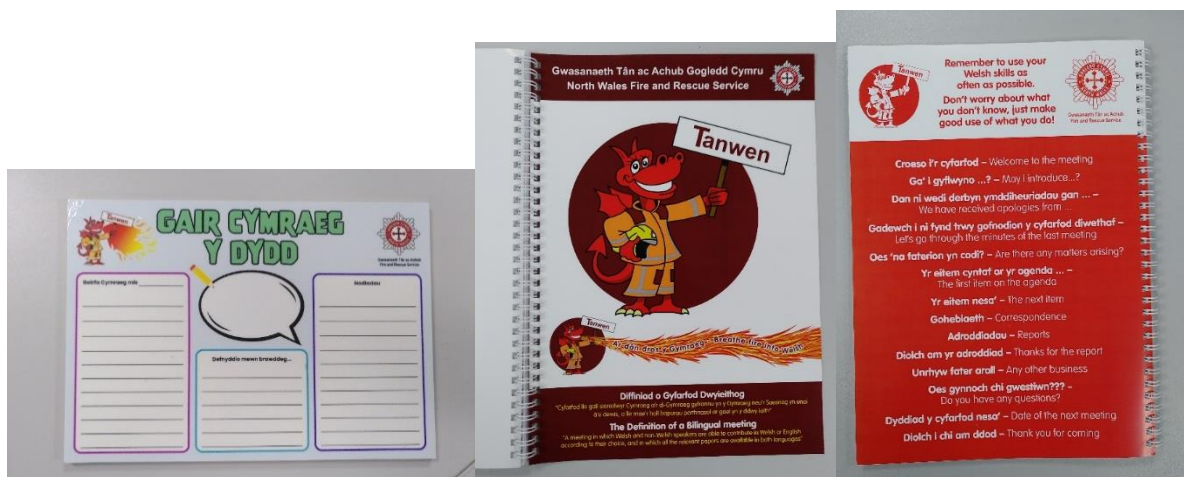
Forms need to be completed by the end of March, June, September and December; and the champions then receive payment the following month. The reporting form is accompanied by a more detailed agreement and guidance.

	
“Ar dân dros y Gymraeg”	
Ffurflen adrodd ar gyfer Hyrwyddwyr Iaith Gymraeg	
<p>• Dylid cwblhau'r ffurflen hon a'i hanfon yn ôl pob chwarter i [redacted] Os gwelwch yn dda, nodwch yr holl weithgareddau yr ydych wedi eu cwblhau a pha mor aml. Os nad ydych wedi cwblhau gweithgaredd benodol gadewch yr adran honno'n wag.</p>	

Enw:	Unwaith neu ddwy	Unwaith y mis	Bob wythnos am gyfnod	Arall
Rhif Gwasanaeth Tân:				
Dyddiad:				
Gweithgaredd				
1. * Cynorthwyo aelod staff i baratoi ar gyfer asesiadau Cymraeg lefelau 1-5 – nodwch pa mor aml, canlyniad y prawf, ac enw'r unigolyn a safodd y prawf. (Cysylltwch â [redacted] neu [redacted] i gael gwybod am aelodau staff sydd wedi gofyn am gymorth gyda'r profion)				

Source: Screenshots of Welsh language champions report form which the language champion is required to complete every quarter listing all the activities completed and their frequency

The organization also provides the hard material below so that champions can raise awareness of the Welsh language in their daily work; and to motivate more staff to use Welsh in the office, station, and at meetings.



Source: Photos of champions' hard copies. On the left is a 'Gair Cymraeg y dydd'/'Welsh word of the day' laminated poster on which Welsh vocabulary can be written. The other two images are the front and back cover of an officer's book.

Output

The evidence-gathering phases of this study resulted in co-producing an accessible checklist for managers and recruiters within the organisations that are members of the north Wales Public Services Boards. There was an opportunity in Seminar 2 to further refine the output. The checklist outlines a series of steps recruiters can take that could strengthen their efforts to:

- attract candidates with Welsh skills
- provide candidates with a positive experience
- raise candidates' and staff's confidence in their Welsh

A compact version of the 'Attract candidates with Welsh skills' checklist has been included below on p16. There is a more detailed version below on pp17-18. It should be noted that this output is not a complete guide on the recruitment process as a whole.

Attract candidates with Welsh skills

The purpose of this resource is to give you advice on how to:

- Attract candidates with Welsh skills
- Provide candidates with a positive experience
- Raise candidates' and staff's confidence in their Welsh



This resource is not a complete guide to the recruitment process. There is a more detailed version of this resource in the report.

Attract candidates with Welsh skills



Have you...?

- Worded the text of the job description and/or personal specification in a way that makes language requirements clear and easy for everyone to understand
- Identified links and sources that will help identify candidates e.g. schools, universities, websites
- Made sure that everything is written in the Cymraeg Clir style

Provide candidates with a positive experience



Have you...?

- Made sure that the majority of the panel are Welsh speakers
- Made sure that candidates are aware if simultaneous translation will be used or not during the interview process
- Decided how and when to assess candidates' skills in Welsh and English (before, during or after the interview)
- Clearly stated the support available for reaching the required level in the job offer documentation

Raise candidates' and staff's confidence in their Welsh



Have you...?

- Made sure that the Welsh language is evident in extending a welcome to the individual
- Made use of [Iaith Gwaith](#) resources to encourage Welsh language use in the workplace

SWRDD
GWASANAETHAU
CYHOEDDUS
GWYNEDD AC
YNYN MON



y ganolfan cynllunio iaith
welsh centre for language planning

Attract candidates with Welsh skills

1. Describing language requirements and job advertising in order to attract candidates with Welsh skills

- **Designating role language requirements** Define the Welsh language requirements of all job roles in terms of listening, speaking, reading and writing levels. If the organisation implements Welsh Language Standards, the Welsh language skills requirements for all posts must also be categorised as either i) essential; ii) need to be learnt after being appointed to the post; iii) desirable; or iv) Welsh language skills not necessary. Through category 'ii)' it is possible to set expectations upon the candidate to attain the Welsh language skills within a reasonable period of time. Arrangements will need to be made, of course, to support that.

Preparing the ad and job description When advertising the position, you can get creative about how you describe the requirements or language levels for the position in order to attract candidates and make the language requirements clear. You can also explain the bilingual nature of the organisation, and how the organisation supports individuals to learn and practise using Welsh at work, in line with the requirements of the role.

If your organisation is implementing the Welsh Language Standards it is important to follow the advice given in [the Welsh Language Commissioner's advice document](#) and identify the linguistic category of the post (for posts categorised as being where skills in Welsh are essential, desirable or need to be learnt) when advertising the post. Identifying the category of job language requirements in the job description, the person specification and/or the advertisement itself meets this demand.

Remember that if you also choose to set certain levels for listening, speaking, reading and writing skills, that as well as the category needs to be specified when advertising.

- **Promote** by:
 - marketing, sharing the information widely, job fair(s), organisation website, social media and specialist websites, poster in a community location/shop, Jobcentres, Welsh language organisations, and local papers. Need to be creative – create videos, network, ask for help from the current workforce to spread the word. Consider promoting the role with a video like [this](#) where an existing member of staff explains their work and how they use Welsh at work. Also consider drawing upon your organisation's communications team for support.
 - identify contacts and sources that will help you find applicants (e.g. schools, colleges, universities, partnerships, Mentrau Iaith (local Welsh Language Initiatives), websites (e.g. your organisation's website, LinkedIn, Lleol.cymru, golwg360, magazines, newspapers, local newspapers).
- **Application** Make the application process as easy as possible. Ensure that Welsh documents are written in [Cymraeg Clir](#) (Clear Welsh). Ensure applicants can indicate their preference to be interviewed or assessed in Welsh on the application form.

2. Conducting interviews and assessing candidate language ability and confidence in a way that provides candidates with a positive experience

- **Create a shortlist of candidates** Invite candidates with relevant skills and qualifications to an interview. It is the organisation's decision whether they only want to interview individuals who possess the level of Welsh skills required at the time of inviting them to an interview, or whether they are willing to invite candidates who do not yet meet the expected level. Consideration should be given to the support that can be provided to support candidates to develop the necessary Welsh skills.
- **Interview panel** Strive to ensure that the majority of the panel are Welsh speakers in cases where the applicant prefers to be interviewed in Welsh. Arrange a translation service for members of the interview panel who do not speak Welsh. Translate a Welsh application into English if members of the interview panel are non-Welsh speaking.
- **Assessment questions and tasks** Select interview questions and tasks in both English and Welsh from a bank of bilingual questions and tasks.
- **Schedule and conduct an interview** Arrange simultaneous translation if needed. Ensure that candidates are aware of the interview process in terms of if simultaneous translation will be used or not. Share information about the organisation's bilingual mission, vision and values with the candidates during the interview.
- **Candidate assessment** Determine how to assess candidate's skills in both Welsh and English (before, during or after the interview). One possibility is to create a 'merit list' – a list of people interviewed but not offered the job. Then, in the event of a similar vacancy in the future, this list can be referenced, and the post immediately offered to a suitable person/people whose name(s) is on the list.

3. Inducting and supporting staff to develop their skills in the workplace and raising candidates' and staff's confidence in their Welsh

- **Offer the role** to the successful candidate orally and then in writing in their preferred language or bilingually. Clearly identify the role's language requirements and the support that will be provided to reach the necessary level in Welsh in the job offer documentation. Prepare materials/forms that the applicant needs to complete to accept the offer. Ensure that all forms and materials are bilingual.
- **Induction** A personal welcome to the individual ensuring that the Welsh language is prominently featured from the outset e.g. who are the other staff who can speak Welsh, who are the Welsh language champions/who is available to support with Welsh language issues, encouraging the use of Welsh from the outset. [Working Welsh](#) resources can be used to encourage the use of Welsh in your workplaces.

Appendices

Appendix A: Survey Questions

1. Main details / Prif fanylion

The Welsh language sub-group of the Gwynedd and Anglesey Public Services Board (PSB) has commissioned IAITH to investigate the challenges and successes of bilingual workforce planning among organisations that make up the north Wales Public Services Boards.

As part of this work we kindly ask you to complete this questionnaire.

The questionnaire asks you to share information about your organisation's recruitment practices as well as approximate relevant figures (regarding those jobs advertised in 2023 with Welsh language requirements). Your views and experiences are important to help inform the work of north Wales' three PSBs.

You can find an information sheet and privacy notice [here](#)

The questionnaire should take approximately 10 minutes to complete.

Thanks for your help with this work.

Mae is-grŵp iaith Gymraeg Bwrdd Gwasanaethau Cyhoeddus (BGC) Gwynedd a Môn wedi comisiynu IAITH i ymchwilio i heriau a llwyddiannau cynllunio gweithlu dwyieithog ymhlith sefydliadau sy'n rhan o Fyrddau Gwasanaethau Cyhoeddus gogledd Cymru.

Fel rhan o'r gwaith hwn rydym yn gofyn yn garedig i chi lenwi'r holiadur hwn.

Mae'r holiadur yn gofyn ichi rannu gwybodaeth am arferion recriwtio eich sefydliad yn ogystal â bras ffigurau perthnasol (ynghylch y swyddi hynny a hysbysebwyd yn 2023 â gofynion iaith Gymraeg). Mae eich barn a'ch profiadau yn bwysig er mwyn helpu i lywio gwaith tri BGC gogledd Cymru.

Gallwch ddod o hyd i daflen wybodaeth a hysbysiad preifatrwydd [yma](#)

Dylai'r holiadur gymryd oddeutu 10 munud i'w gwblhau.

Diolch am eich cymorth gyda'r gwaith hwn.

1. Please state the name of your organisation:

Nodwch enw eich sefydliad os gwelwch yn dda: *

2. In which part of north Wales is the headquarters of your organisation located?

Ym mha rhan o ogledd Cymru mae pencadlys eich sefydliad chi? *

- Anglesey / Ynys Môn
- Gwynedd
- Conwy
- Denbighshire / Sir Ddinbych
- Flintshire / Sir y Fflint
- Wrexham / Wrecsam
- Other / Arall

3. Which sector is your organisation part of?

Dewiswch y sector briodol i'ch sefydliad. *

- Local Authority / *Awdurdod Lleol*
- National Park Authority / *Awdurdod Parc Cenedlaethol*
- Health / *Iechyd*
- Education / *Addysg*
- Environment / *yr Amgylchedd*
- Policing / *Plismona*
- Fire Service / *Gwasanaeth Tân*
- Justice / *Cyfiawnder*
- Voluntary Sector / *Sector Gwirfoddol*
- Other (Please specify) / Arall (nodwch os gwelwch yn dda):

4. Are you struggling to attract Welsh-speaking applicants to jobs that indicate the need for Welsh language skills?

A ydych yn cael trafferth denu ymgeiswyr sy'n medru'r Gymraeg i swyddi sy'n nodi'r angen am sgiliau iaith Gymraeg? *

Yes / *Ydyn*

No / *Nac ydyn*

2. Main details

5. To which jobs with Welsh language requirements is it difficult to attract Welsh-speaking applicants? Tick the relevant posts in the list below:

Pa swyddi (gyda gofynion iaith Gymraeg) sy'n anodd denu ymgeiswyr sy'n siarad Cymraeg iddynt? Ticiwch y swyddi perthnasol yn y rhestr isod: *

Administrative / *Gweinyddol*

Care / *Gofal*

Reception / *Derbynfa*

Managers / *Rheolwyr*

Technical / *Technegol*

Finance / *Cyllid*

Areas of Expertise (elaborate below) / *Meysydd Arbenigol (manyfwch isod)*

Other types of jobs - Please specify / *Math arall o swyddi - Nodwch os gwelwch yn dda:*

Areas of Expertise - further details / *Meysydd Arbenigol - manylion pellach:*

3. Main details / Prif fanylion

6. In your experience, what is the Welsh capability of job applicants? Select the relevant options below.

Yn eich profiad chi, beth yw gallu Cymraeg ymgeiswyr swyddi? Dewiswch yr opsiynau perthnasol isod. *

- No Welsh at all / *dim Cymraeg o gwbl*
- Just a few words of Welsh / *Ychydig eiriau o Gymraeg yn unig*
- Some ability in Welsh (e.g. have learnt Welsh at school) but haven't used any Welsh for some time. / *Rhywfaint o allu yn y Gymraeg (e.e. wedi dysgu Cymraeg yn yr ysgol) ond heb ddefnyddio unrhyw Gymraeg ers peth amser.*
- They use Welsh in informal contexts but aren't very confident in using Welsh at work / *Yn defnyddio'r Gymraeg mewn cyd-destunau anffurfiol ond ddim yn hyderus iawn wrth ddefnyddio'r Gymraeg yn y gwaith*
- They use Welsh frequently and are confident in using Welsh at work / *Yn defnyddio'r Gymraeg yn aml ac yn hyderus wrth ddefnyddio'r Gymraeg yn y gwaith*

4. Recruitment figures / Ffigurau recriwtio

7. How many of the jobs you advertised during 2023 had Welsh language requirements?

Faint o'r swyddi wnaethoch chi eu hysbysebu yn ystod 2023 oedd yn nodi gofynion iaith Gymraeg? *

- None / *Dim*
- Less than half / *Llai na hanner*
- Half / *Hanner*
- More than half / *Mwy na hanner*
- All / *Pob un*

8. What percentage of posts with Welsh language requirements that you advertised during 2023 were filled?

Pa ganran o'r swyddi gyda gofynion iaith Gymraeg wnaethoch chi eu hysbysebu yn ystod 2023 gafodd eu llenwi? *

9. How many of your jobs with Welsh language requirements were advertised twice or more during 2023?

Faint o'ch swyddi gyda gofynion iaith Gymraeg gafodd eu hysbysebu ddwywaith neu fwy yn ystod 2023? *

- None / *Dim un*
- Less than half / *Llai na hanner*
- Half / *Hanner*
- More than half / *Mwy na hanner*
- All / *Pob un*

10. During 2023, with those jobs (with Welsh language requirements) that had to be advertised a second time, in how many cases did the language level have to be lowered the second time (e.g. from 'Welsh essential' to 'Welsh desirable'; or from 'Level 4' to 'Level 3')?

Yn ystod 2023, gyda'r swyddi hynny (gyda gofynion iaith Gymraeg) lle bu'n rhaid hysbysebu am yr eildro, mewn sawl achos y bu'n rhaid gostwng lefel iaith yr eildro (e.e o 'Cymraeg hanfodol' i 'Cymraeg dymunol'; neu o 'Lefel 4' i 'Lefel 3')? *

- None / *Dim un*
- Less than half / *Llai na hanner*
- Half / *Hanner*
- More than half / *Mwy na hanner*
- All / *Pob un*

11. Of those posts (those requiring Welsh skills) that your organisation was able to fill in 2023, how many were filled by applicants without the advertised necessary Welsh skills of the post?

O'r swyddi hynny (y rheiny sy'n galw am sgiliau Cymraeg) y llwyddodd eich sefydliad eu llenwi yn 2023, faint ohonynt y llenwyd gan ymgeiswyr nad oedd ganddynt sgiliau Cymraeg angenrheidiol hysbysedig y swydd? *

- None / *Dim un*
- Less than half / *Llai na hanner*
- Half / *Hanner*
- More than half / *Mwy na hanner*
- All / *Pob un*

5. Categorisation and advertising / Categorioidio a hysbysebu

12. Which of the job language requirements categorisation methods below do you use?

Pa un o'r dulliau categorioiddio anghenion iaith swyddi isod ydych chi'n ei ddefnyddio? *

- Essential or desirable / *Hanfodol neu ddymunol*
- Essential, desirable, not necessary / *Hanfodol, dymunol, ddim yn angenrheidiol*
- Essential, desirable, required to learn, not necessary / *Hanfodol, dymunol, angen dysgu, ddim yn angenrheidiol*
- There is no method per se / *Does dim dull fel y cyfryw*
- Other - please specify / *Arall - nodwch*

13. How do you communicate and describe the Welsh language requirements of your jobs? Please specify the exact categories that you use.

Sut ydych chi'n cyfleu a disgrifio anghenion iaith Gymraeg eich swyddi? Nodwch yr union categorïau yr ydych yn eu defnyddio. *

14. How are job categories chosen?

Sut mae categorïau swyddi yn cael eu dewis? *

- Manager's personal opinion / *Barn bersonol rheolwr*
- Manager's opinion + input of other managers/language officers / *Barn y rheolwr a mewnbwn rheolwyr eraill/swyddogion iaith*
- Follow guidelines e.g. Flowchart system / *Dilyn canllaw e.e. System siart llif*
- Other (insert your answer) / *Arall (rhowch eich ateb):*

15. With vacancies, where do you identify the language requirements category of the job?

Gyda swyddi gwag, lle ydych chi'n nodi categori anghenion iaith y swydd? *

- Advert only / *Hysbyseb yn unig*
- Job description only / *Swydd ddisgrifiad yn unig*
- In the advertisement and job description / *Yn yr hysbyseb a'r swydd ddisgrifiad*
- Other 'Somewhere else' (insert your answer) / *Arall 'Rhywle arall' (nodwch eich ateb):*

16. Do you refer applicants to the organisation's Welsh language policy in your job advert documentation?

A ydych yn cyfeirio ymgeiswyr at bolisi iaith Gymraeg y sefydliad yn eich dogfennaeth hysbysebion swyddi?

- Yes / *Ydyn*
- No / *Nac ydyn*

17. Do your adverts and/or job descriptions indicate that your organisation provides support to learn and develop Welsh language skills?

A yw eich hysbysebion a/neu ddisgrifiadau swyddi yn nodi bod eich sefydliad yn darparu cefnogaeth i ddysgu a datblygu sgiliau Cymraeg?

- Yes / *Ydyn*
- No / *Nac ydyn*

18. Do you impose a condition upon candidates without the necessary skills to develop Welsh language skills to the level essential / desirable to the job?

A ydych yn gosod amod ar ymgeiswyr nad oes ganddynt y sgiliau angenrheidiol i ddatblygu sgiliau Cymraeg i'r lefel sy'n hanfodol / dymunol i'r swydd? *

- Always / *Bob tro*
- Sometimes / *Weithiau*
- Never / *Byth*

19. On which websites do you advertise your organisation's vacancies (i.e. every single advert – not just those calling for Welsh language skills)?

Ar ba wefannau ydych chi'n hysbysebu swyddi gwag eich sefydliad (h.y. pob un hysbyseb – nid dim ond y rheiny sy'n galw am sgiliau Cymraeg)? *

- Your organisation's website / *Gwefan eich sefydliad*
- Indeed
- Linked In
- Lleol. Cymru
- Golwg360
- Swyddle
- 'Other website/other websites (specify) / 'Gwefan arall/gwefannau eraill (nodwch)':

20. On which websites do you advertise your organisation's vacancies (those that require Welsh language skills)?

Ar ba wefannau ydych chi'n hysbysebu swyddi gwag eich sefydliad (y rheiny sy'n galw am sgiliau Cymraeg)? *

- Your organisation's website / *Gwefan eich sefydliad*
- Lleol.cymru
- Golwg360
- Swyddle
- Linked In
- Other website/other websites (Specify) / *Gwefan arall/gwefannau eraill (Nodwch) :*

21. Do you advertise jobs (those that require Welsh skills) anywhere else except online? If 'Yes', please indicate where below.

Ydych chi'n hysbysebu swyddi (y rheiny sy'n galw am sgiliau Cymraeg) mewn unrhyw fan arall oni bai am ar-lein? Os ydych, nodwch ble isod.

- Yes / *Ydyn*
- No / *Nac ydyn*

Specify where below / *Nodwch ble isod*

6. Interview and assessment / Cyfweld ac asesu

22. Can candidates state their preferred language for the interview in advance?

Oes modd i ymgeiswyr nodi eu dewis iaith ar gyfer y cyfweliad o flaen llaw? *

Yes / Oes

No / Nac oes

23. Do you assess candidate Welsh language skills with every position (regardless of Welsh language requirements) as part of the recruitment process?

A ydych yn asesu sgiliau iaith Gymraeg ymgeiswyr â phob swydd (boed gyda gofynion iaith Gymraeg neu beidio) fel rhan o'r broses recriwtio? *

Yes / Ydyn

No / Nac ydyn

24. Do you assess candidate Welsh language skills (in cases of jobs requiring Welsh language skills) as part of the recruitment process?

A ydych yn asesu sgiliau iaith Gymraeg ymgeiswyr (mewn achosion swyddi sy'n galw am sgiliau Cymraeg) fel rhan o'r broses recriwtio? *

Yes / Ydyn

No / Nac ydyn

25. Do you provide staff with Welsh language skills training?

A ydych yn darparu hyfforddiant sgiliau iaith Gymraeg i staff? *

Yes / Ydyn

No / Nac ydyn

7. Developing staff Welsh language skills / Datblygu sgiliau Cymraeg staff

26. Of those members of staff you first appointed in 2023, how many have been trained to develop Welsh language skills (whether in-house or with support beyond the organisation)?

O'r aelodau staff hynny a gafodd eu penodi gennych am y tro cyntaf yn 2023, faint o'r rhain sydd wedi derbyn hyfforddiant i ddatblygu sgiliau iaith Gymraeg (boed yn fewnol neu â chymorth y tu hwnt i'r sefydliad)? *

- None / *Dim*
- Less than half / *Llai na hanner*
- Half / *Hanner*
- More than half / *Mwy na hanner*
- All / *Pob un*

27. How do you inform staff, prospective staff and job applicants of learning/training opportunities to develop their Welsh language skills within your organisation?

Sut ydych yn rhoi gwybod i staff, darpar staff ac ymgeiswyr swyddi am gyfleoedd dysgu/hyfforddiant i ddatblygu eu sgiliau iaith Gymraeg oddi fewn eich sefydliad? *

- Job adverts / *Hysbysebion swydd*
- Job descriptions / *Swydd ddisgrifiadau*
- Promotional material in your offices (e.g. posters) / *Deunydd hyrwyddo yn eich swyddfeydd (e.e. posteri)*
- E-mails informing staff / *E-byst yn hysbysu staff*
- In performance appraisal meetings / *Mewn cyfarfodydd arfarnu perfformiad*
- Other (fill in box below) / *Arall (llenwch y blwch isod)*

28. Do you have a procedure in place to support, monitor and evaluate the development of your staff's language skills and their use of Welsh at work?

A oes gennych trefn ar waith i gefnogi, monitro ac arfarnu datblygiad sgiliau iaith eich staff a'r defnydd a wnânt o'r Gymraeg yn y gwaith?

Yes / Oes

No / Nac oes

29. How do you raise awareness among staff, prospective staff and job applicants of the bilingual nature of your organisation?

Sut ydych yn codi ymwybyddiaeth staff, darpar staff ac ymgeiswyr swyddi ynghylch natur ddwyieithog eich sefydliad? *

Job adverts / *Hysbysebion swydd*

Job descriptions / *Swydd ddisgrifiadau*

Promotional material in your offices (e.g. posters) / *Deunydd hyrwyddo yn eich swyddfeydd (e.e. posteri)*

As part of the induction of new staff / *Fel rhan o anwytho staff newydd*

Language awareness training / *Hyfforddiant ymwybyddiaeth iaith*

E-mails informing staff / *E-byst yn hysbysu staff*

Other (fill box below) / *Arall (llenwch y blwch isod)*

8. Any other matter / Unrhyw fater arall

30. Is there anything you'd like to add that you didn't get a chance to get across with the previous questions?

Oes unrhyw beth yr hoffech ei ychwanegu na chawsoch gyfle i'w gyfleu yn y cwestiynau blaenorol?

Appendix B: Survey Data

Table 1 / Tabl 1 - What percentage of posts with Welsh language requirements that you advertised during 2023 were filled? Pa ganran o'r swyddi gyda gofynion iaith Gymraeg wnaethoch chi eu hysbysebu yn ystod 2023 gafodd eu llenwi?

Organisation 1 / Sefydliad 1	97
Organisation 2 / Sefydliad 2	80
Organisation 3 / Sefydliad 3	75%
Organisation 4 / Sefydliad 4	70
Organisation 5 / Sefydliad 5	70
Organisation 6 / Sefydliad 6	70
Organisation 7 / Sefydliad 7	50%
Organisation 8 / Sefydliad 8	50
Organisation 9 / Sefydliad 9	38
Organisation 10 / Sefydliad 10	1
Organisation 11 / Sefydliad 11	0
Organisation 12 / Sefydliad 12	?
Organisation 13 / Sefydliad 13	To be confirmed
Organisation 14 / Sefydliad 14	difficult to assess
Organisation 15 / Sefydliad 15	unknown

Table 2 / Tabl 2 - How do you communicate and describe the Welsh language requirements of your jobs? Please specify the exact categories you are using. Sut ydych chi'n cyfleu a disgrifio anghenion iaith Gymraeg eich swyddi? Nodwch yr union categorïau yr ydych yn eu defnyddio.

On adverts and website.

Preliminary (NWP Level 1) Can say place names/Welsh first names or Welsh signs correctly. Can recognise departments / locations / ranks in Welsh. Can greet and introduce others in Welsh.

Starter (NWP Level 2) Can understand the essence of a conversation in Welsh. Can convey basic information e.g. simple admin. or routine tasks. Can understand the essence of a request from the public and respond to simple requests. Can give and receive instructions and directions.
Intermediate (NWP Level 3) Can understand much in the office or in meetings. Can take and pass on messages likely to require attention during a normal working day. Can converse partly in Welsh but turns to English in discussion and to give detailed information. Can describe people and locations.
Competent (NWP Level 4) Can use Welsh to a high level in most areas – being able to discuss most matters at meetings. But might turn to using English when dealing with more complex issues.
Will be able to write emails, reports and papers but need proof-reading support.
Fluent (NWP Level 5) Will be able to discuss complex matters in Welsh at meetings.
Will be able to write and produce reports and presentations in Welsh without any support

The level required is stated under the job requirements for all advertised vacancies.

5 levels

Welsh language skills are essential
Welsh language skills are desirable
Welsh language skills can be learnt

We have a specific framework that explains how the linguistic level of jobs and staff is designated. The categories of Listening and speaking, Reading and comprehension, Writing are used, and the levels are divided into Entry, Foundation, Intermediate and Advanced standards.

The language skill requirements of each job are stated in the job description as well as a 'language skills' leaflet to explain/define the levels.

Language levels 1- 5

Require at least level 2 from everyone with the condition that they learn to level 2 if they do not have the skills upon appointment.

Essential
Desirable

Welsh language skills need to be learnt when appointed to the post
Welsh language skills are not necessary

In the advert and then within the personal details section. Essential Welsh posts have 4 choices as to what is meant by essential, as follows;

- the ability to speak and write Welsh fluently in a wide variety of situations is essential for this position (where speaking and writing in Welsh is required to a high standard e.g. marketing role, translator).
- the ability to speak Welsh fluently and perform tasks such as writing e-mails in Welsh for a variety of audiences is essential for this job (where it is required to speak Welsh fluently and perform tasks such as writing e-mails in Welsh for a variety of audiences e.g. Clerical Officer, Personal Assistant)
- the ability to speak Welsh confidently and to perform some written tasks in Welsh is essential for this job, for example contributing to a bilingual meeting and writing simple e-mails in Welsh (where some tasks are required to be performed in Welsh e.g. Project Manager) .
- the ability to speak Welsh confidently to perform certain tasks is essential for this job e.g. speaking to staff and students, answering phone calls, dealing with urgent queries in Welsh (where there is a requirement to be able to speak Welsh in most situations relevant to the job, but they will not be required to read or write in Welsh e.g. Safety and Response Operator).

There is then a category of essential or willing to learn, desirable, and no requirement (but note the expectation to work positively within a bilingual environment). The following is also a standard sentence: If candidates are currently unable to speak/write in Welsh, there are many opportunities to learn if the successful candidate wishes to do so.

Complying with the Welsh Language Standards means that we must include the words Essential, Desirable or Welsh required to be learnt as part of the advertisement. This is an example of wording we have included in adverts: We are looking for a fluent Welsh speaker to join our Contact Centre team. If you can converse with customers through the medium of Welsh with confidence, we want to hear from you. If you are a Welsh speaker who has not used their Welsh language skills for some time, we can help develop your confidence to enable you to deal with telephone enquiries in Welsh.

This is an exciting time for a fluent Welsh speaker to join our team as we strive towards delivering a multi-channel Contact Centre.

Essential or desirable / Hanfodol neu ddymunol

Welsh essential post requires good conversational Welsh. If you have not used your Welsh in a while, that's fine as we have further support and development that can be given including access to accredited Welsh language courses and informal chatting sessions. Applicants are encouraged to apply in Welsh however this is not essential, as spoken Welsh is the key skill required in this particular role.

Or

Whilst this is a Welsh essential post, non-Welsh speaking candidates will be considered on the condition they commit to learn Welsh to the required level within a reasonable time frame. We have support and development that can be given including access to accredited Welsh language courses and informal chatting sessions.

Or

We welcome applications from candidates who demonstrate their capability to work in both English and Welsh or

This is a Welsh essential post where written and spoken Welsh is required. Applicants must apply in Welsh for this post.

Welsh language Essential - speaking, listening, writing and we identify which one(s) are required for the job role and it might just be that speaking is required not writing for example. We are currently moving to the following categories for all vacancy management processes:

- Welsh language skills are essential - level 3
- Welsh language skills are essential - level 4
- Welsh language skills are essential - level 5
- Welsh language skills are desirable
- It is necessary to learn Welsh skills after being appointed to the post
- Welsh language skills are not necessary

not sure

Chart 1 / Siart 1 - Are you struggling to attract Welsh-speaking applicants to jobs that indicate the need for Welsh language skills? A ydych yn cael trafferth denu ymgeiswyr sy'n medru'r Gymraeg i swyddi sy'n nodi'r angen am sgiliau iaith Gymraeg?

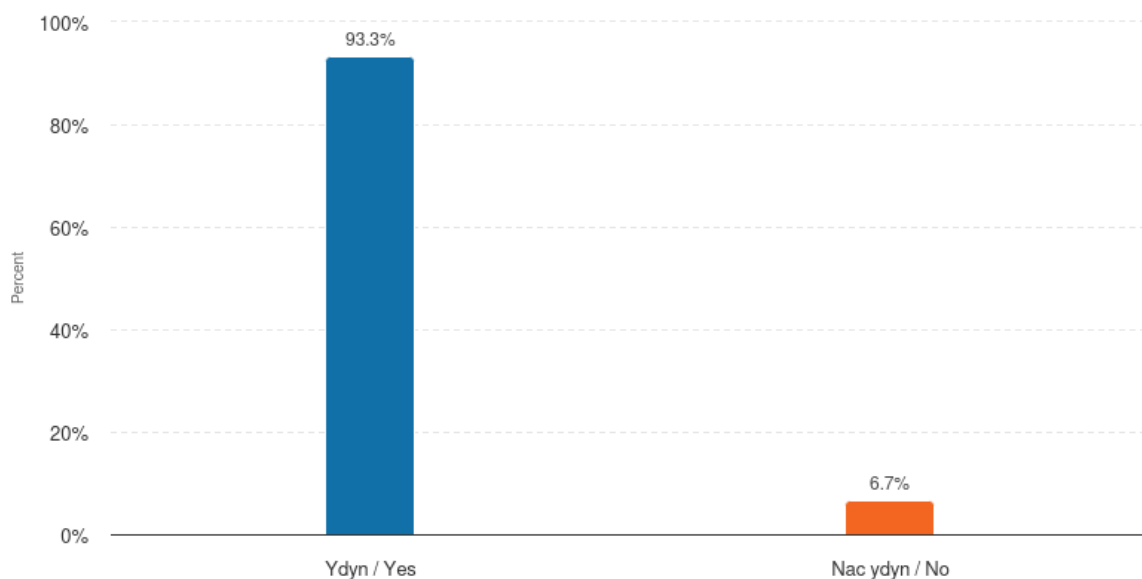
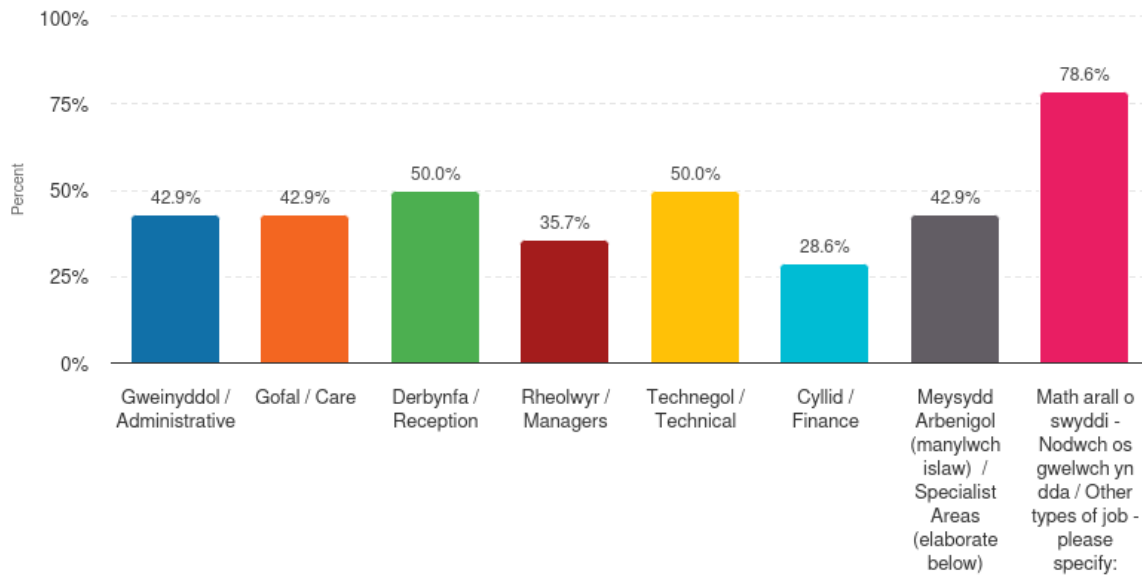


Chart 2 / Siart 2 - To which jobs with Welsh language requirements is it difficult to attract Welsh-speaking applicants? Tick the relevant posts in the list below: Pa swyddi gyda gofynion iaith Gymraeg sy'n anodd denu ymgeiswyr sy'n medru'r Gymraeg iddynt?



Other types of jobs - Please specify / Mathau eraill o swyddi - Nodwch os gwelwch yn dda :

- The College is actually struggling to attract candidates for all roles regardless of Welsh skill requirements. More often the Welsh requirements of a vacancy result in offering roles to candidates who do not necessarily have all the other skills required for the role but who do go some way to meeting the Welsh requirements. The result is filling a post with someone who can converse in the preferred language requirements of the role but then may not have all the other skills.
- Translation and call handlers
- Engineers, Hydrometry Specialists, Governance, ICT (Developers, Software Engineers)
- Health and Safety, Human Resources, Planning
- Operational jobs in prison and to a lesser extent in Probation
- Classroom Assistants
- Professional jobs requiring a specific qualification as well as a good standard of Welsh e.g. Archivist position
- Allied Health Professionals
- One area of expertise for example is Information Technology.
- Contact Centres/Call Centres
- Mainly Customer Services

Areas of Expertise - further details / Meysydd Arbenigol - manylion pellach:

- Health and Safety, Human Resources, Planning

Chart 3 / Siart 3 - In your experience, what is the Welsh ability of job applicants? Select the relevant options below. Yn eich profiad chi, beth yw gallu Cymraeg ymgeiswyr swyddi? Dewiswch yr opsiynau perthnasol.

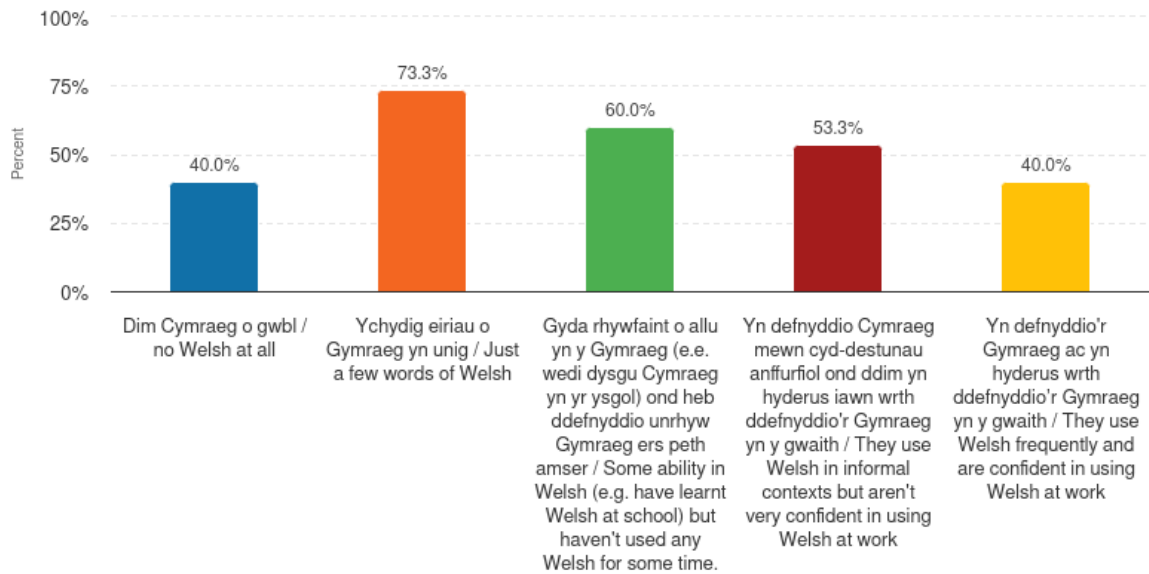


Chart 4 / Siart 4 - How many of the posts that you advertised during 2023 had Welsh language requirements? Faint o'r swyddi wnaethoch chi eu hysbysebu yn ystod 2023 oedd yn nodi gofynion iaith Gymraeg?

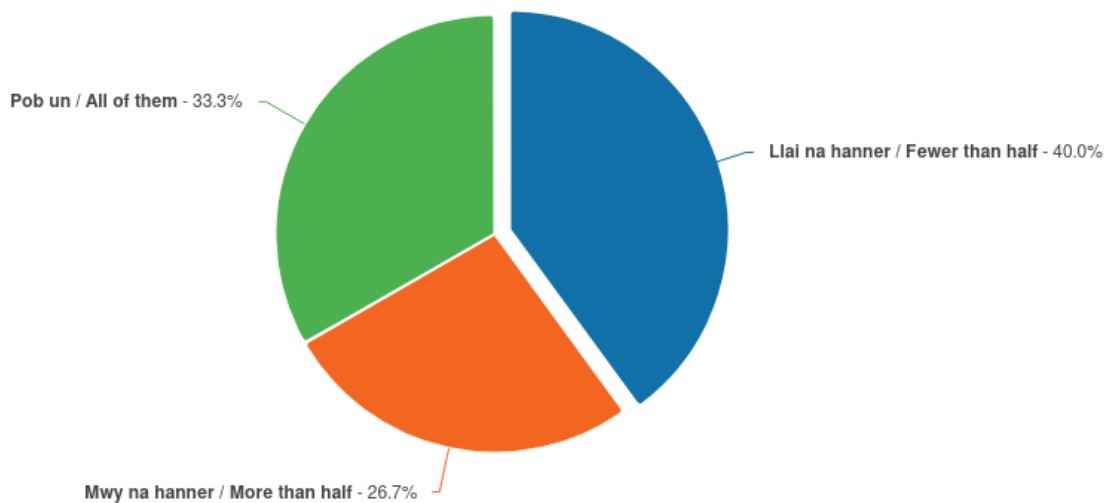


Chart 5 / Siart 5 - How many of your posts with Welsh language requirements were advertised twice or more during 2023? Faint o'ch swyddi gyda gofynion iaith Gymraeg gafodd eu hysbysebu ddwywaith neu fwy yn ystod 2023?

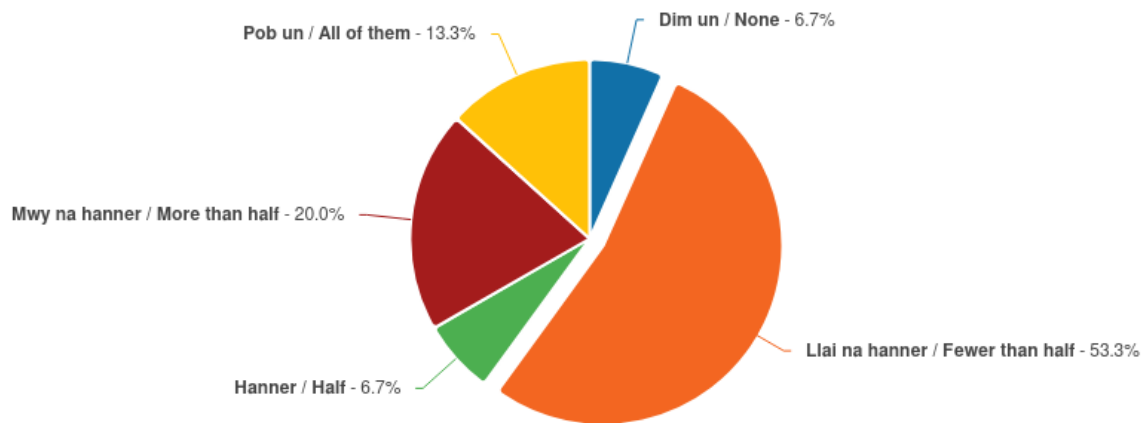


Chart 6 / Siart 6 - During 2023, with those posts (with Welsh language requirements) which had to be advertised a second time, in how many cases did the language level have to be lowered a second time (e.g. from 'Welsh essential' to 'Welsh desirable'; or from 'Level 4' to 'Level 3')? Yn ystod 2023, gyda'r swyddi hynny (gyda gofynion iaith Gymraeg) lle bu'n rhaid hysbysebu am yr eildro, mewn sawl achos y bu'n rhaid gostwng lefel iaith yr eildro (e.e o 'Cymraeg hanfodol' i 'Cymraeg dymunol'; neu o 'Lefel 4' i 'Lefel 3')?

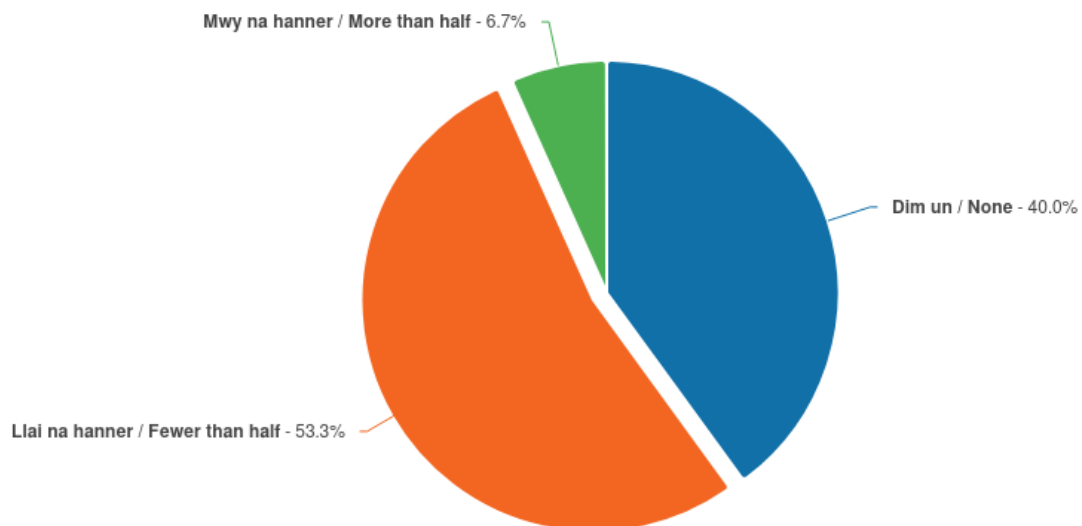


Chart 7 / Siart 7 - Of those positions (those requiring Welsh language skills) that your organisation was able to fill in 2023, how many were filled by applicants without the advertised necessary Welsh skills of the post? O'r swyddi hynny (sy'n galw am sgiliau Cymraeg) y llwyddodd eich sefydliad i'w llenwi yn 2023, faint ohonynt a lenwyd gan ymgeiswyr nad oedd ganddynt sgiliau Cymraeg angenrheidiol hysbysedig y swydd?

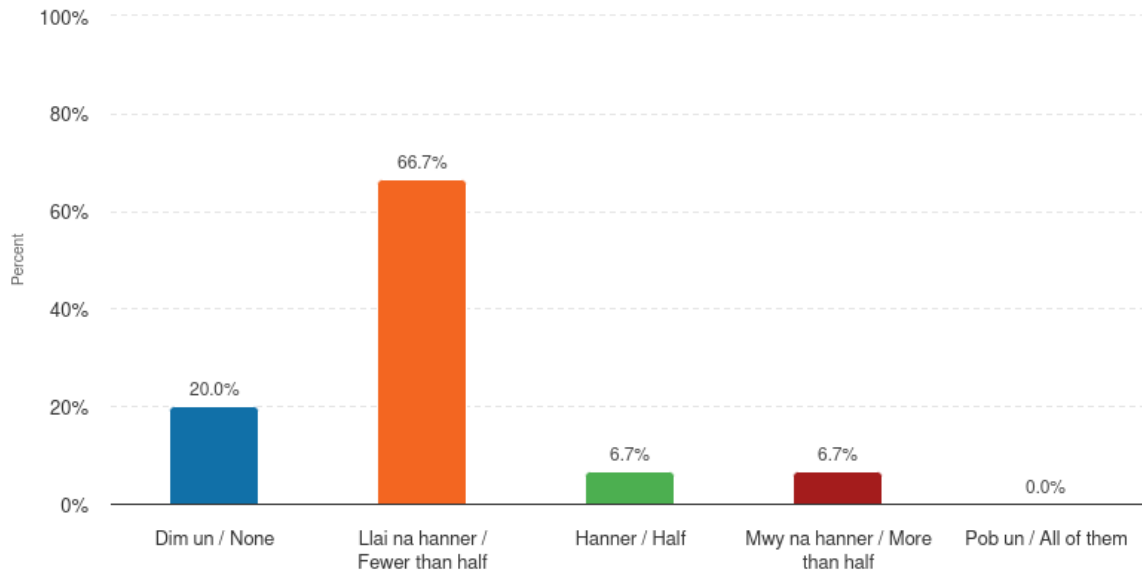
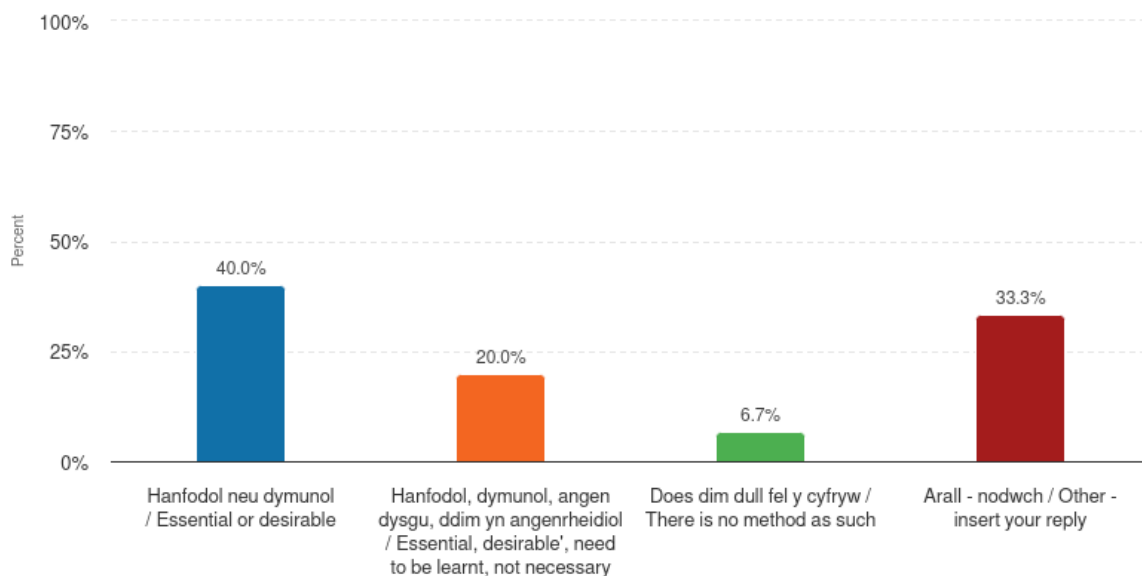


Chart 8 / Siart 8 - Which of the job language requirements categorisation methods below do you use? Pa un o'r dulliau categoreiddio anghenion iaith swydd isod ydych chi'n ei ddefnyddio?



Other - please specify / Arall - nodwch

All posts advertised with Welsh skills requirements in speaking, understanding and written Welsh. Levels range from linguistic courtesy to proficient.

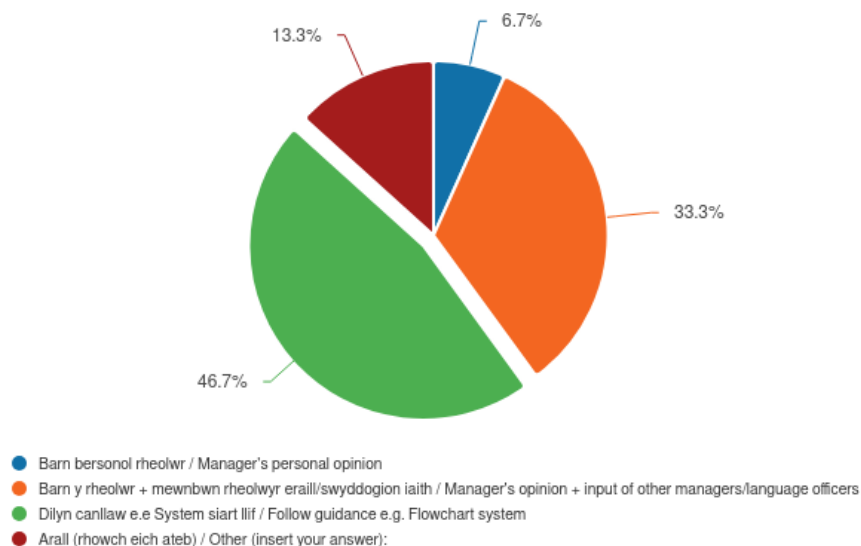
We have a sliding scale from 0 (No Welsh) - 5 (fluent Welsh). Most roles we require a L2 on entry (resources provided to get to this level but it's very basic level Welsh rather than GCSE level).

Essential for each job, but there are different levels of practical requirements (listening and speaking, reading and writing) for each job.

All jobs are Welsh essential, levels 1-5 scale is used for each job (listening and speaking, reading, speaking and writing).

The one chosen above is used by us, albeit using different terms

Chart 9 / Siart 9 - How are job categories chosen? Sut mae categorïau swyddi yn cael eu dewis?

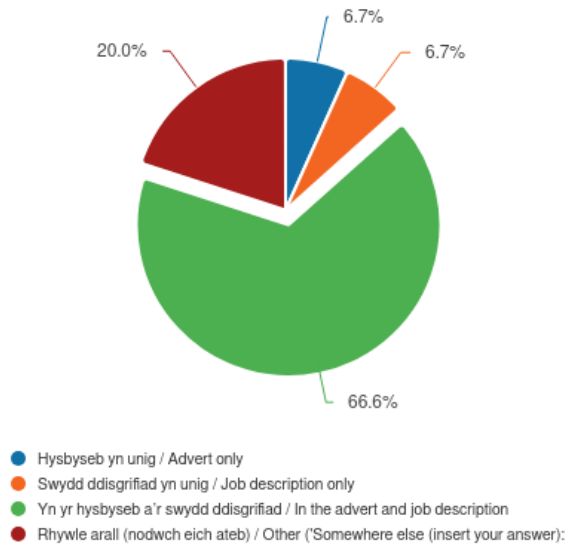


Other (give your answer) / Arall (rhowch eich ateb)

Decided amongst HR officers, Welsh language dept (if necessary) and line manager, although majority categorised at Level 2.

Decision Tree

Chart 10 / Siart 10 - With vacancies, where do you specify the language requirements category of the job? Gyda swyddi gwag, ble ydych chi'n nodi categori anghenion iaith y swydd?



Somewhere else (enter your answer) / Rhywle arall (nodwch eich ateb)

Advertisement, and within the personal requirements.

Person specification

Advert, job description and person spec.

Chart 11 / Siart 11 - Do you refer applicants to the organisation's Welsh language policy in your job advert documentation? A ydych yn cyfeirio ymgeiswyr at bolisi iaith Gymraeg y sefydliad yn eich dogfennaeth hysbysebion swyddi?

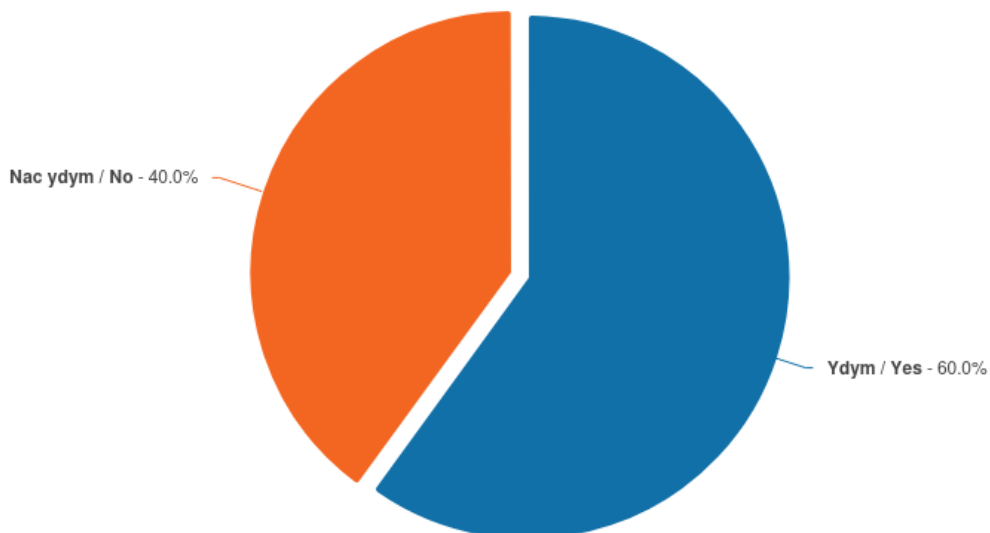


Chart 12 / Siart 12 - Do your adverts and/or job descriptions state that your organisation provides support to learn and develop Welsh language skills? A yw eich hysbysebion a/neu ddisgrifiadau swydd yn nodi bod eich sefydliad yn darparu cymorth i ddysgu a datblygu sgiliau Cymraeg?

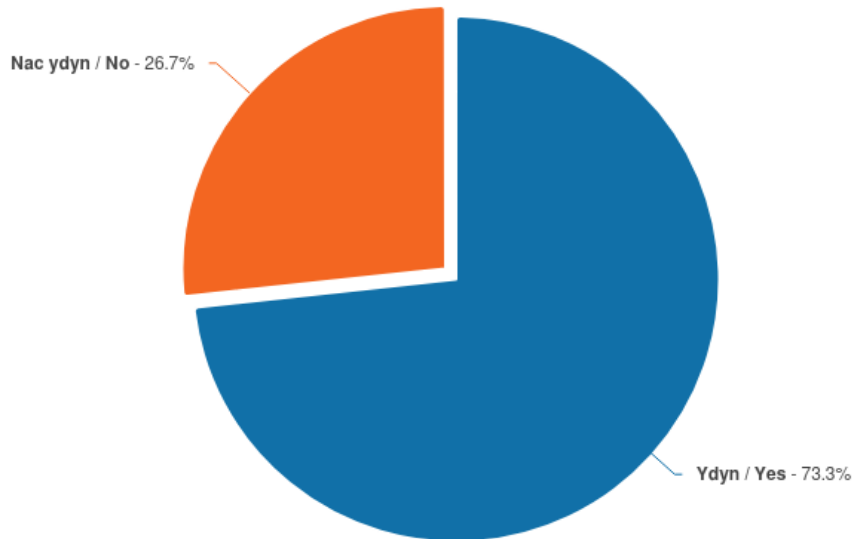


Chart 13 / Siart 13 - Do you impose a condition upon candidates without the necessary skills to develop Welsh language skills to the level essential / desirable for the job? A ydych yn gosod amod ar ymgeiswyr heb y sgiliau angenrheidiol i ddatblygu sgiliau Cymraeg i'r lefel sy'n hanfodol / dymunol i'r swydd?

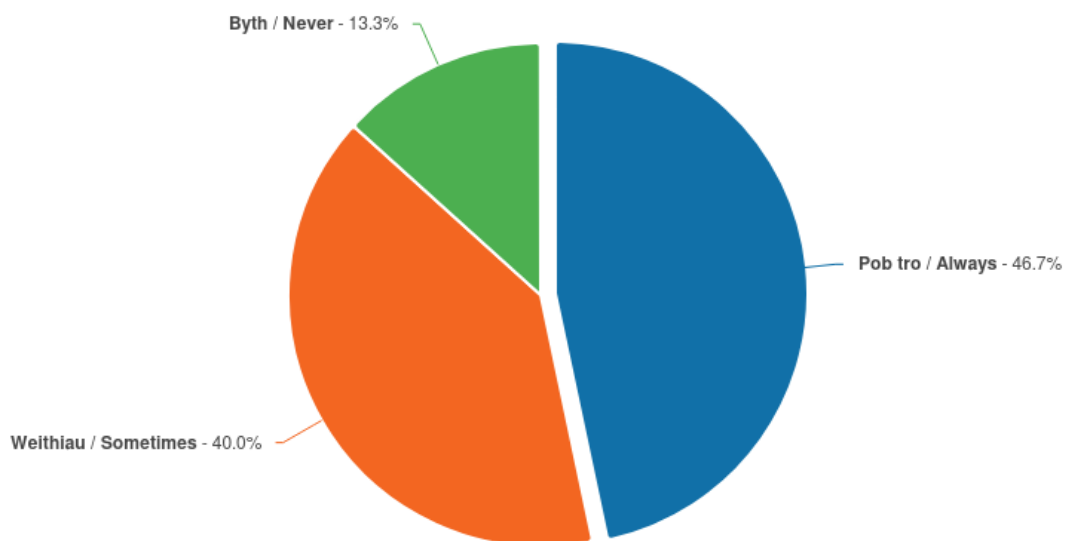
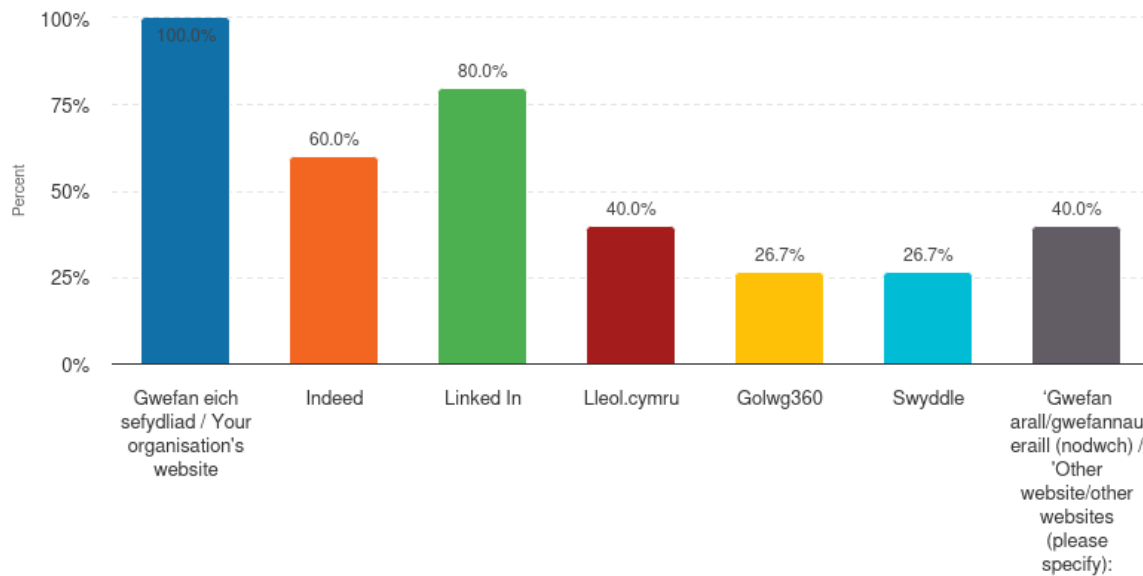


Chart 14 / Siart 14 - On which websites do you advertise your organisation's vacancies (i.e. every single advert – not only those calling for Welsh language skills)? Ar ba wefannau ydych chi'n hysbysebu swyddi gwag eich sefydliad (h.y. pob un hysbyseb – nid dim ond y rheiny sy'n galw am sgiliau Cymraeg)?



Other website/other websites (specify) / Gwefan arall/gwefannau eraill (nodwch)

Education Wales and Black Leadership Group

Total Jobs, CV Library and Reed

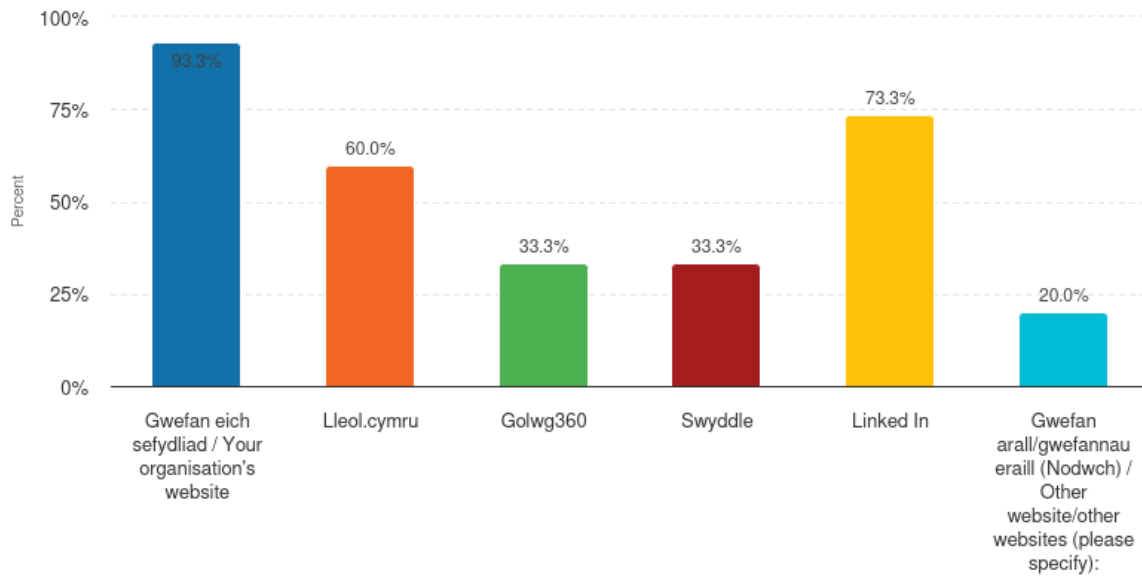
Facebook

Trac.jobs/healthjobsuk.com

Those relevant to the field, for example professional body

ETeach, Indeed plus other bespoke websites.

Chart 15 / Siart 15 - On which websites do you advertise your organisation's vacancies (those requiring Welsh language skills)? Ar ba wefannau ydych chi'n hysbysebu swyddi gwag eich sefydliad (y rheiny sy'n galw am sgiliau Cymraeg)?



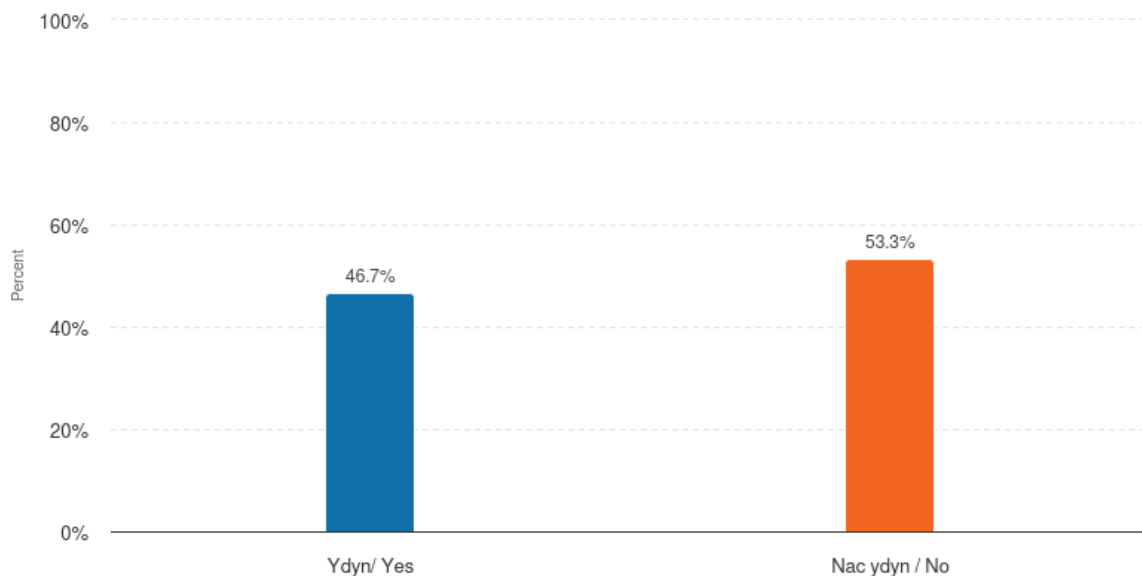
Other website/other websites (Specify) / Gwefan arall/gwefannau eraill (Nodwch) :

Facebook

As above. We have used Swyddle but did not attract any Welsh speakers, and so recruiting managers are reluctant to use.

Safle Swyddi

Chart 16 / Siart 16 - Do you advertise jobs (those requiring Welsh language skills) anywhere else except online? If 'Yes', please indicate where below. Ydych chi'n hysbysebu swyddi (y rheiny sy'n galw am sgiliau Cymraeg) mewn unrhyw fan arall oni bai am ar-lein? Os felly, nodwch ble isod.



Specify where below / Nodwch ble isod

Education Wales and Black Leadership Group plus others as appropriate for the role.

Civvy Street and Pathfinder magazines

Trade specific journals and magazines etc.

We send to Welsh medium schools and ask them to promote on their websites and social media. We circulate to our internal Welsh Language Network and ask them to promote through their own networks and social media.

On Facebook and X

local newspapers on occasions

Government job site

Chart 17 / Siart 17 - Can applicants state their preferred language for interview in advance? Oes modd i ymgeiswyr nodi eu dewis iaith ar gyfer y cyfweiliad o flaen llaw?

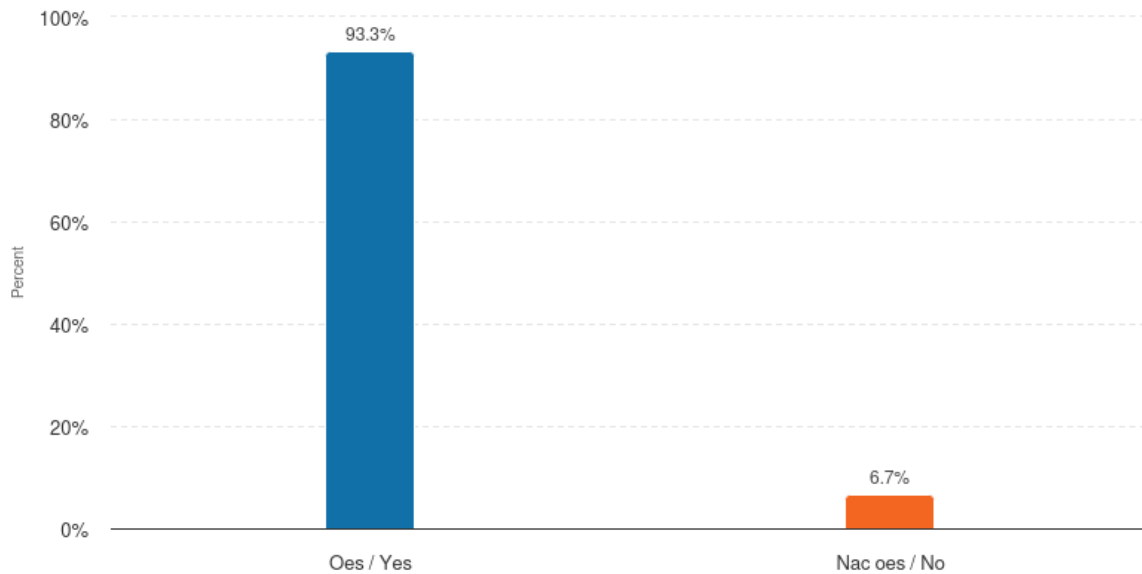


Chart 18 / Siart 18 - Do you assess candidate Welsh language skills with all jobs (regardless of Welsh language requirements) as part of the recruitment process? A ydych yn asesu sgiliau iaith Gymraeg ymgeiswyr gyda phob swydd (boed gyda gofynion iaith Gymraeg neu beidio) fel rhan o'r broses recriwtio?

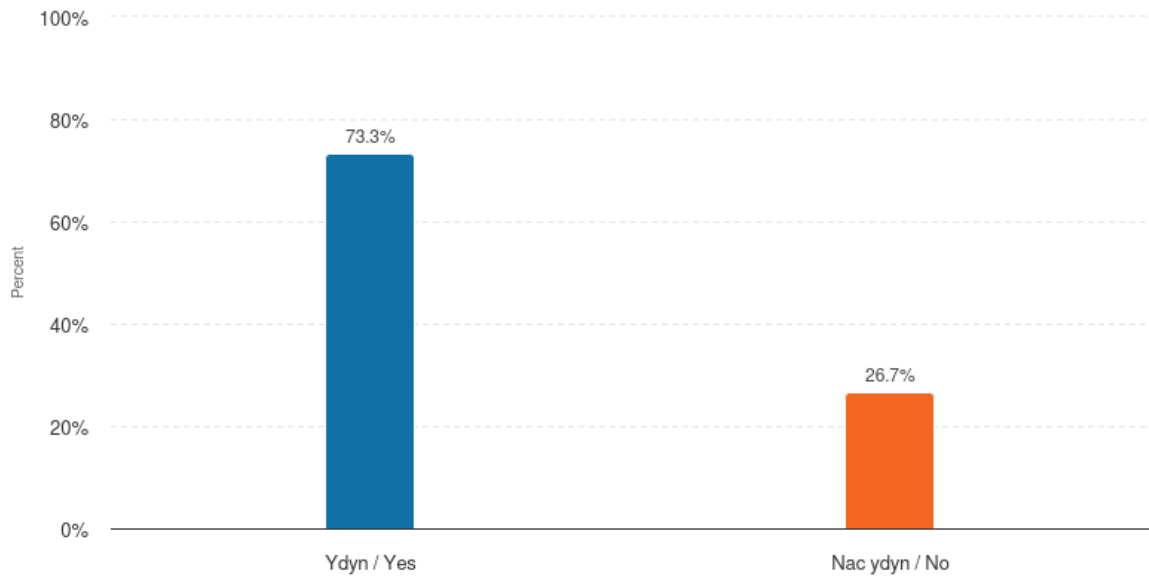


Chart 19 / Siart 19 - Do you assess candidate Welsh language skills (in cases of jobs requiring Welsh language skills) as part of the recruitment process? A ydych yn asesu sgiliau iaith Gymraeg ymgeiswyr (mewn achosion swyddi sy'n galw am sgiliau Cymraeg) fel rhan o'r broses recriwtio?

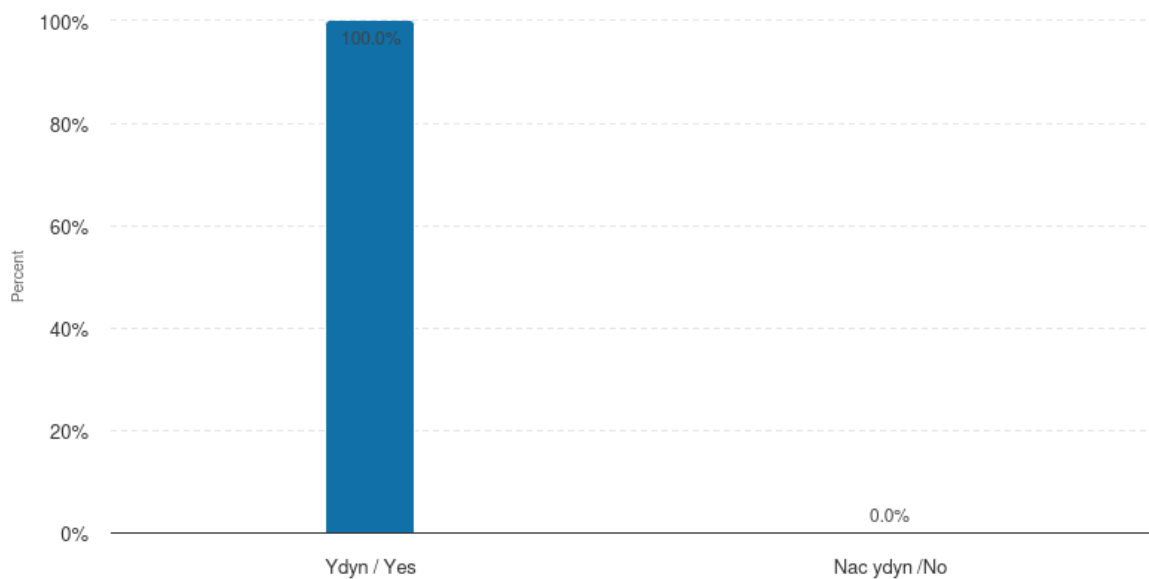


Chart 20 / Siart 20 - Do you provide staff with Welsh language skills training? A ydych yn darparu hyfforddiant sgiliau iaith Gymraeg i staff?

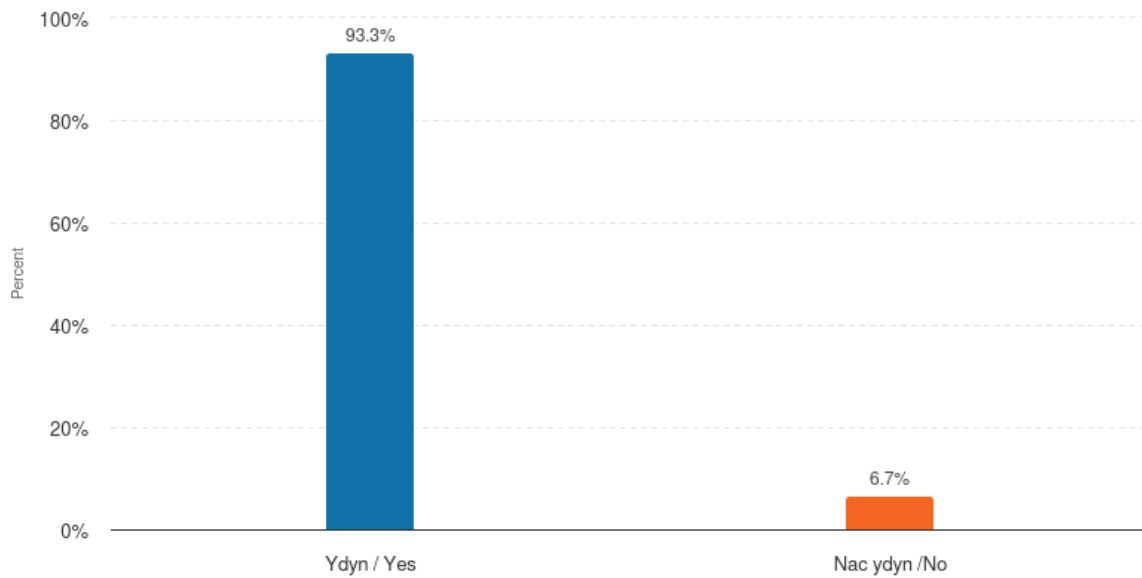


Chart 21 / Siart 21 - Of those staff members you first appointed in 2023, how many of these have been trained to develop Welsh language skills (whether in-house or with support beyond the organisation)? O'r aelodau staff hynny a gafodd eu penodi gennych am y tro cyntaf yn 2023, faint o'r rhain sydd wedi derbyn hyfforddiant i ddatblygu sgiliau iaith Gymraeg (boed yn fewnol neu â chymorth y tu hwnt i'r sefydliad)?

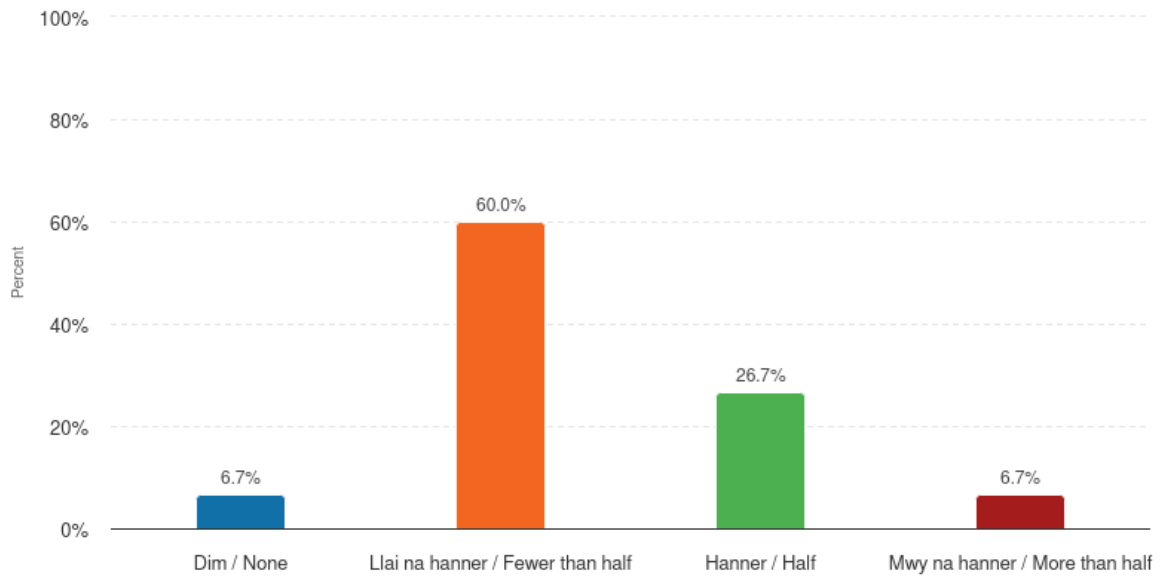
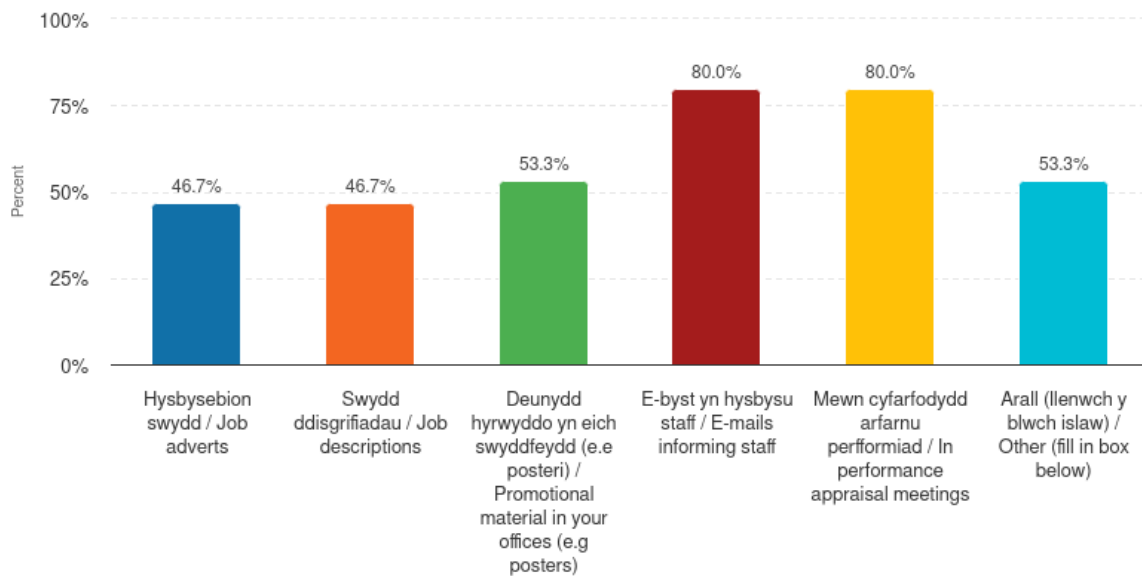


Chart 22 / Siart 22 - How do you inform staff, prospective staff and job applicants about learning/training opportunities to develop their Welsh language skills within your organisation? Sut ydych yn rhoi gwybod i staff, darpar staff ac ymgeiswyr swyddi am gyfleoedd dysgu/hyfforddiant i ddatblygu eu sgiliau iaith Gymraeg oddi fewn eich sefydliad?



Other / Arall

Those coming at Level 2 are usually automatically assigned to a Level 3 training course in their first year with us.

Not done (as yet)

In-house e-learning platform

Intranet

As part of the induction process, and a face-to-face session held each month.

Through the Council intranet and website.
 Induction material for new starters
 On our intranet

Chart 23 / Siart 23 - Do you have a procedure in place to support, monitor and evaluate the development of your staff's language skills and their use of Welsh at work? A oes gennych drefn ar waith i gefnogi, monitro ac arfarnu datblygiad sgiliau iaith eich staff a'r defnydd a wnânt o'r Gymraeg yn y gwaith?

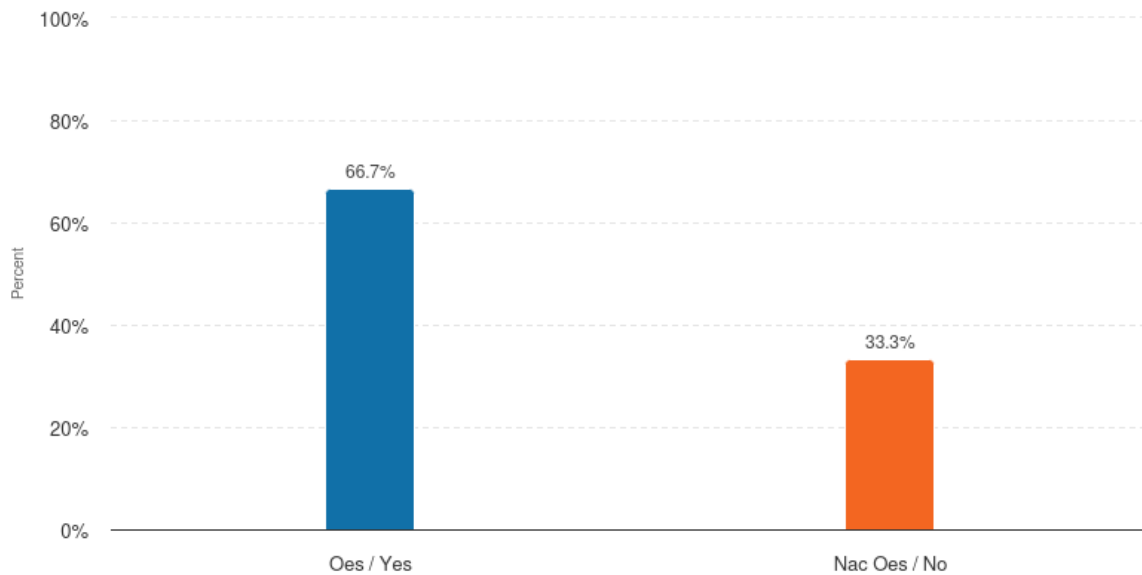
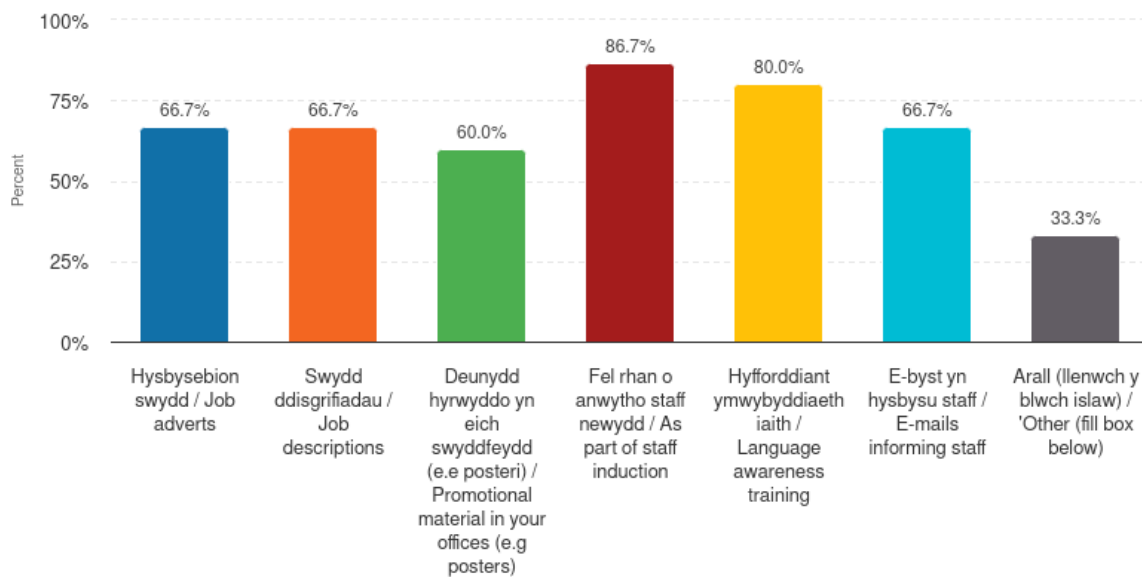


Chart 24 / Siart 24 - How do you raise awareness amongst staff, prospective staff and job applicants of the bilingual nature of your organisation? Sut ydych yn codi ymwybyddiaeth staff, darpar staff ac ymgeiswyr swyddi ynghylch natur ddwyieithog eich sefydliad?



Other / Arall

Intranet

Staff bulletin

Through the intranet and website

Intranet

we have a new starter website which is accessible to all of the public and this links to the Welsh Language and our strategy and options to learn Welsh.

Appendix C: The Interview Guide

Interviews: Questions

- **Staff who have applied for Welsh Essential jobs and their experiences of the process**
 - Which job were you applying for and when?
 - How was the application process?
 - Can you think of any changes that might have improved the experience for you?
 - What kind of speaker were you then, and what kind of speaker do you define yourself as now? Has the definition changed? (See definitions 1 to 5 below)
 - In which language did you submit your application (the CV and any supporting documents)?
 - If not in Welsh, why not?
 - In which language were you interviewed? Were your Welsh skills assessed in any way?
 - If you were not interviewed in Welsh, why not?
 - Was there use of simultaneous translation in the interview? How was that?

- **Staff who are Welsh speakers but did not make that known during the recruitment process**
 - Which job were you applying for and when?
 - How was the application process?
 - Can you think of any changes that might have improved the experience for you?
 - What kind of speaker were you then, and what kind of speaker do you define yourself as now? Has the definition changed? (See definitions 1 to 5 below)
 - In which language did you submit your application (the CV and any supporting documents)?
 - If not in Welsh, why not?
 - In which language were you interviewed? Were your Welsh language skills assessed in any way?
 - If you were not interviewed in Welsh, why not?

- **Managers concerned about designating Welsh Essential jobs**
 - Roughly how many jobs did you advertise as Welsh Essential jobs last year? The majority, a minority, about half?
 - How do you develop your team's bilingual capacity? Which practices do you have in place (e.g. in determining job language requirements or in advertising)?
 - If you are concerned about designating jobs as 'Welsh Essential', what is behind your concern?

- What types of jobs are you most reluctant to designate as 'Welsh Essential'? Why these?
 - What could be put in place to reduce your concerns about designating 'Welsh Essential' jobs?
 - If you are not concerned about designating jobs as 'Welsh Essential', why not?
 - What factors are at play that help you in this regard?
- **Staff on different job grades and job types who are supported to develop language skills at work.**
 - What is your job title, and what is the nature of your job? (e.g. do you provide a service, do you manage a team, do you give presentations?)
 - Since when have you been working in that role?
 - What were the language requirements for the post?
 - As what kind of speaker would you define yourself when you applied for your job? And as what kind do you define yourself now? (See definitions 1 to 5 below)
 - What support have you received to develop your language skills at work? What do you think of that support?
 - Has the support enabled you to reach the Welsh language skill level required for your job?
 - How do you think this support could be improved?
 - If you don't receive support through your organisation, have you tried to develop your skills on your own?
 - E.g. Welsh language learning apps, evening lessons (lessons not funded by your organisation)
 - Why do you learn on your own, rather than demand the support of your organisation?
 - Do you now use Welsh at work? How (e.g. informally, in e-mails, giving a presentation etc)?
 - What changes could be introduced so that you make more use of Welsh at work?

The five types of speaker

1. No Welsh at all / *Dim Cymraeg o gwbl*
2. Just a few words of Welsh / *Ychydig eiriau o Gymraeg yn unig*
3. Has some ability in Welsh (e.g. learnt Welsh at school) but hasn't used any Welsh for some time / *Rhywfaint o allu yn y Gymraeg (e.e. wedi dysgu Cymraeg yn yr ysgol) ond heb ddefnyddio unrhyw Gymraeg ers peth amser*
4. Speaks and uses Welsh informally but is not very confident in using Welsh at work / *Yn siarad a defnyddio'r Gymraeg yn anffurfiol ond ddim yn hyderus iawn wrth ddefnyddio'r Gymraeg yn y gwaith*
5. Uses Welsh frequently and is confident in using Welsh at work / *Yn defnyddio'r Gymraeg yn aml ac yn hyderus wrth ddefnyddio'r Gymraeg yn y gwaith*