



Ordnance
Survey®

Arolwg
Ordnans®

Welsh language scheme



Contents

Ordnance Survey Welsh language scheme: 7 November 2006

Section	Page no
1 Introduction	2
2 Background to the organisation	2
3 Service and product delivery	2
3.1 Policies, legislation and initiatives	2
3.2 Delivering services and products	2
3.3 Services undertaken on our behalf by third parties	2
3.4 Standards of quality	3
4 Dealing with the Welsh-speaking public	3
4.1 Correspondence	3
4.2 Telephone communications	3
4.3 Meetings with the public in Wales	3
4.4 Other dealings with the public in Wales	3
5 Our public face	3
5.1 Publicity campaigns, exhibitions and advertising	3
5.2 Supporting publications	4
5.3 Websites	4
5.4 Contracts forms and associated explanatory material	
5.5 Corporate identity	4
5.6 Official notices, public notices and staff recruitment notices	4
5.7 Press releases and contact with the media	5
6 Implementing the scheme	5
6.1 Staffing	5
6.2 Recruitment	5
6.3 Language training	6
6.4 Vocational training	6
6.5 Information and communications technology	6
6.6 Partnership working	6
6.7 Internal arrangements	6
6.8 Monitoring	6
6.9 Reviewing and amending the scheme	6
6.10 Complaints and suggestions for improvement	7

1 Introduction

Under the Welsh Language Act 1993 every public body providing services to the public in Wales has to prepare a scheme setting out how it will provide those services in Welsh.

This is Ordnance Survey's scheme.

It describes how we will give effect, so far as is both appropriate in the circumstances and reasonably practicable, to the principle established by the Welsh Language Act that, in the conduct of public business and the administration of justice in Wales, the Welsh and English languages should be treated on a basis of equality.

The scheme covers the services that we provide to the public in Wales.

In this scheme, the term public means individuals, legal persons and corporate bodies. It includes the public as a whole, or a section of the public, as well as individual members of the public. The term includes voluntary organisations and charities. Directors and others representing limited companies are also within the meaning of the term 'public'. It does not, however, include persons who are acting in a capacity that is representative of the Crown, Government or the State. Consequently, persons who fulfil official functions of a public nature, even though they are legal persons, do not come within the meaning of the word public when they are fulfilling those official functions.

Further information about the scope and purpose of Welsh language schemes can be found in the Welsh Language Board's guidelines (www.Welsh-language-board.org.uk).

This scheme was prepared under Section 21 of the Act – and in accordance with guidelines issued by the Welsh Language Board under Section 9 of the Act. It came into effect on xxxx.

2 Background to the organisation

Ordnance Survey is the national mapping agency of Great Britain, recording and providing the definitive record of the features of the natural and built environment. Our activities focus on the creation and maintenance of geographic data that includes topographic, road network, address and aerial imagery data.

Ordnance Survey operates as a Trading Fund, which means that we generate revenue from our activities that is sufficient to recover all of our operating costs and generate a small return on capital employed.

The large majority of our activities and staff are based at our head office in Southampton. In addition, we also have a network of field offices across Wales, England and Scotland. These offices are the working base for our field surveyors, who update our databases from data collected in the field. These offices do not provide services to the public.

Further information about us can be found on our website, www.ordnancesurvey.co.uk, or from our Customer Service Centre (contact details are at the end of this document).

3 Service and product delivery

3.1 Policies, legislation and initiatives

Our policies, initiatives and services will be consistent with this scheme. They will support the use of Welsh and will, whenever possible, help the public in Wales use Welsh as part of their day-to-day lives.

When we contribute to the development or delivery of policies, initiatives, services or new legislation led by other organisations, we will do so in a way that is consistent with this scheme.

3.2 Delivering services and products

We will ensure that as many as possible of our services are available in Welsh – and we will let the public know when they are.

The commitments made in this section apply to services and products related to the consumer and education markets in Wales. It does not in general cover material related to business-to-business products.

Our products will make appropriate use of bilingual content and presentation, and our small-scale maps currently reflect the most visible aspect of Ordnance Survey's commitment to our Welsh Language scheme. Our OS Landranger Maps show a high proportion of bilingual names in Wales and have a full version of the legend, bilingual cover and notes for those maps wholly or partially covering Wales.

3.3 Services undertaken on our behalf by third parties

Any agreements or arrangements that we make with third parties will be consistent with the relevant parts of this scheme when those agreements or arrangements relate to the provision of services to the public in Wales.

This will include services that are contracted out, granting licences and granting other permissions.

3.4 Standards of quality

Products and services provided in Welsh and English will be of equal quality and will be provided within the same timescale

4 Dealing with the Welsh-speaking public

4.1 Correspondence

Our normal practice will be as follows:

When someone writes to us in Welsh we will issue a reply in Welsh (if a reply is required). Our target time for replying will be the same as for replying to letters written in English.

When we initiate correspondence with an individual, group or organisation, we will do so in Welsh when we know that they would prefer to correspond in Welsh.

When we send standard or circular correspondence to several recipients in Wales, it will be bilingual unless we know that all recipients would prefer to receive it in Welsh or English only.

If the Welsh and English versions of any correspondence have to be published separately, our normal practice will be to ensure that both versions are available at the same time.

Enclosures sent with bilingual letters will be bilingual, when available.

Enclosures sent with Welsh letters will be Welsh or bilingual, when available.

The above will apply to email correspondence as well as paper correspondence.

All hard-copy Welsh correspondence that we issue will be signed.

We will record the language preference of those who wish to correspond with us in Welsh.

We will use a scoring system, to be agreed with the Welsh Language Board, to identify objectively any standard or circular correspondence that need not be published in Welsh or bilingually (for instance, when the correspondence is very technical or lengthy).

4.2 Telephone communications

A telephone helpline will be used to give information, services or support to the public, which will provide a Welsh-language facility. This is a separate line, which will be advertised alongside the English language service.

4.3 Meetings with the public in Wales

Because of their location, it would not be practicable for staff in our offices outside Wales to conduct face-to-face meetings with the public through the medium of Welsh. However, when we arrange or attend face-to-face meetings with the public, we will establish their language preference at the earliest opportunity and, whenever possible, ensure that a suitably qualified Welsh-speaking member of staff deals with those whose preferred language is Welsh.

If no suitably qualified Welsh speaker is available, we will offer the choice of continuing the meeting in English, or dealing with the subject by corresponding in Welsh.

The above will also apply to meetings held using videoconferencing and similar equipment.

4.4 Other dealings with the public in Wales

When we undertake public surveys and consultations, our normal practice will be to ensure that all aspects of communication with the public will be bilingual.

Whenever practicable, respondents will be asked if they wish to respond to the survey in Welsh or English.

When we arrange seminars, training courses or similar events for the public, we will assess the need to provide them in Welsh.

5 Our public face

5.1 Publicity campaigns, exhibitions and advertising

Publicity, public information, exhibition and advertising material we use in Wales will be produced bilingually, or as separate Welsh and English versions. If the Welsh and English versions have to be published separately, both versions will be equal with regard to size, prominence and quality – and both versions will be available simultaneously and will be equally accessible.

Any advertisements placed in English language newspapers (or similar material) distributed mainly or wholly in Wales will be bilingual, or will appear as separate Welsh and English versions (with both versions appearing simultaneously, and being equal with regard to size, prominence and quality).

In Welsh language publications advertisements will be in Welsh only.

Television, cinema and radio advertising will be conducted in Welsh and English. Television

campaigns that appear on S4C during Welsh programming hours will be in Welsh. Radio campaigns broadcast during Welsh language programmes on commercial radio stations will be in Welsh.

Our normal practice will be to avoid using Welsh language subtitles or dubbing adverts into Welsh.

Telephone response lines and other ways of responding to campaigns in Wales will be bilingual or will include a separate Welsh response service.

5.2 Supporting publications

Our normal practice will be to publish material made available to the public bilingually, with the Welsh and English versions together in one document.

If the Welsh and English versions have to be published separately (for instance, where a single document would be too lengthy or bulky), both versions will be of equal size and quality – and our normal practice will be to ensure that both versions are available at the same time and are equally accessible. Each version will note clearly that the material is available in the other language.

We will use a scoring system, to be agreed with the Welsh Language Board, to identify objectively when material should be published as separate Welsh and English versions or as bilingual documents.

If not available free of charge, the price of a bilingual document will not be greater than that of a single language publication – and the price of separate Welsh and English versions will be the same.

The above will also apply to material made available electronically on our website, on CD-ROM or otherwise.

5.3 Websites

Our websites will include pages in both Welsh and English.

We will produce and publicise a dedicated Welsh website containing high-level business, consumer and corporate information. Specific areas of the website will also be produced in, or translated to, Welsh where appropriate and will have specific Welsh URLs and linked to and from the main Ordnance Survey website. Whenever we post English language publications on our main website, Welsh versions will also be posted at the same time, if available.

When designing or redeveloping Welsh websites, we will take into consideration the Welsh Language Board's guidelines for website design.

5.4 Contracts forms and associated explanatory material

Our normal practice will be to ensure that all forms and associated explanatory material for use by the general public in Wales will be fully bilingual, with the Welsh and English versions together in one document. This will include interactive forms published on our websites. For business-to-business activity we will normally only publish in English, but will translate on request where there seems to be a business need.

If the Welsh and English versions have to be published separately (for instance, where a single document would be too lengthy or bulky), both versions will be of equal size and quality – and we will ensure that both versions are available at the same time and are equally accessible. Each version will note clearly that the material is available in the other language.

We will use a scoring system, to be agreed with the Welsh Language Board, to identify objectively when forms should be published as separate Welsh and English versions or as bilingual documents.

When we enter information on Welsh versions of forms that are sent to the public, we will do so in Welsh.

When we enter information on bilingual forms that are sent to the public, we will do so bilingually unless we know that the recipients would prefer to receive the information in Welsh or English only.

When other organisations distribute forms on our behalf, we will ensure that they do so in accordance with the above.

5.5 Corporate identity

We will adopt a bilingual corporate identity in Wales. Our name, contact details, logo, slogans and other standard information will appear in Welsh and English on all material that displays our corporate identity in Wales. This includes our stationery – and material such as business cards, identity badges, passes, tickets, invitations and vehicles.

5.6 Official notices, public notices and staff-recruitment notices

Official notices, public notices and staff-recruitment notices placed in English-language newspapers (or similar media) distributed mainly or wholly in Wales, will be bilingual, or appear as separate Welsh and English versions. Notices will be in Welsh in Welsh-language publications.

The Welsh and English versions will be equal in terms of format, size, quality and prominence – whether produced as a single bilingual version or as separate Welsh and English notices.

In the English-language media, posts where the ability to speak Welsh is essential may be advertised in Welsh, with a brief description in English.

Recruitment notices placed in English-language journals (and other publications) with a UK-wide distribution may be in English, unless the post is one where the ability to speak Welsh is essential, in which case the notice may be fully bilingual, or in Welsh with a brief explanation in English.

Any official notices, public notices or staff-recruitment notices placed elsewhere in Wales will be bilingual.

5.7 Press releases and contact with the media

Press releases to the press and broadcasting media in Wales will be issued in Welsh and English where deadlines permit – or according to the language preference of the recipient media organisation or publication.

Where possible, we will ensure that Welsh speakers are available to undertake interviews with the Welsh-language press and broadcasting media.

When we post these press releases on our website, our normal practice will be to post them in Welsh and English.

6 Implementing the scheme

6.1 Staffing

Our field survey offices in Wales are not open to the public. An unmanned sales office, using shared accommodation, is located in Cardiff and only occasionally accessible to the public for prearranged meetings with our sales staff. The following procedures will be implemented accordingly:

Surveyors will provide a limited bilingual response, explaining, in Welsh, that they are not fluent Welsh speakers. A Welsh-speaking surveyor will visit the survey site if requested.

All of our surveyors carry authority cards showing a portrait photograph and a statement of authorisation. They also carry an access card, explaining that they are operating on behalf of HM Government and will require access to

private property. We will provide our surveyors operating in Wales with bilingual versions of these items.

We will identify those jobs where the ability to speak Welsh is desirable or essential. This requirement may be defined as a component of a workplace or team, or it may be attached to a particular job.

From time to time we will undertake audits to establish the number, ability level and location of staff that can speak, read and write Welsh (including staff that are learning Welsh). We will also identify staff who wish to learn Welsh.

The results of these two exercises will be compared to identify workplaces where there is a shortage of Welsh-speaking staff.

We will respond to any shortages through our recruitment and training activities.

6.2 Recruitment

When recruiting staff we will be guided by the information gathered by following the procedures described under Staffing above.

When fluency in Welsh is considered to be desirable or essential this will be stated in job competencies and advertisements.

Where no suitable Welsh-speaking candidates can be found for a post where Welsh is desirable, the person appointed will be encouraged to learn Welsh.

A candidate unable to speak Welsh may be appointed to a post for which Welsh is considered essential, but where time can be allowed to learn the language. In these cases, learning the language to the required level of competence, within a reasonable agreed period, will be a condition of employment.

When no suitable Welsh-speaking candidates can be found for a post where Welsh is essential (or while a candidate unable to speak Welsh has been appointed and is learning the language) we will make temporary arrangements under which the Welsh language service can be provided (by using, for example, Welsh-speaking staff from elsewhere in our organisation to deliver parts of the service).

Information packs and application forms will be provided in Welsh and English for all of our jobs where fluency in Welsh is considered to be desirable or essential.

6.3 Language training

Our staff based in Wales will be encouraged to learn or improve their Welsh – and we will support those who wish to do so.

We will fund this training and allow staff to attend courses during work.

6.4 Vocational training

We will assess the need for specific vocational training through the medium of Welsh and introduce measures for meeting such need.

6.5 Information and communications technology

The need to provide information and services in Welsh, and operate in accordance with this scheme, will be catered for as we develop, design and purchase information and communications technology products and services.

Whenever possible, we will modify our existing information and communications technology systems to ensure that they enable us to provide information and services in Welsh – and operate in accordance with this scheme.

6.6 Partnership working

When we are the strategic and financial leader within a partnership, we will ensure that any public service aspects comply with this scheme.

When we join a partnership that another organisation is leading, our input to the partnership will comply with this scheme and we will encourage the other partners to comply.

When we are a partner in a consortium, we will encourage the consortium to comply with this scheme. When acting in the name of the consortium, we will operate in accordance with this scheme.

The above refers only to partnerships dealing with services available to the public in Wales.

6.7 Internal arrangements

The measures in this scheme carry the full authority, support and approval of our organisation.

Managers will have the responsibility of implementing those aspects of the scheme relevant to their work.

We will appoint a senior member of staff to coordinate the work required to deliver, monitor and review this scheme.

We will prepare, and continuously update, a detailed action plan to be agreed with the Welsh Language Board, setting out how we will ensure that we will operate in accordance with this scheme. The action plan will come into effect on the date on which the scheme comes into effect. The plan will include targets, deadlines and a report on progress against each target.

The scheme will be publicised to our staff and to the public in Wales. It will be published on our website in a prominent place.

We will produce desk instructions, or similar guidance, for our staff to ensure that they know how to implement the measures contained in this scheme.

Existing desk instructions, or similar guidance used by our staff, will be amended to reflect the measures contained in this scheme.

We will arrange briefing and training sessions for our staff to increase awareness of this scheme – and to explain how it will affect their day-to-day work.

We will ensure that we use only qualified translators or interpreters to help with the delivery of this scheme.

Any form of contact with the public in Wales, which is not specifically dealt with by this scheme, will be undertaken in a manner that is consistent with the general principles enshrined in this scheme.

6.8 Monitoring

We will monitor our progress in delivering this scheme against the targets set out in its accompanying action plan.

Our existing monitoring and reporting procedures will include reference to progress in delivering this scheme as appropriate.

We will send monitoring reports to the Welsh Language Board, when requested by them, outlining progress in delivering this scheme.

6.9 Reviewing and amending the scheme

We will review this scheme within four years of its coming into effect.

Also, from time to time, we may need to review this scheme, or propose amendments to this scheme, because of changes to our functions, or to the circumstances in which we undertake those functions, or for any other reason.

No changes will be made to this scheme without the Welsh Language Board's approval.

6.10 Complaints and suggestions for improvement

Complaints related to this scheme, or suggestions for improvement, should be directed to the Director of Strategy at the following address:

Ordnance Survey
Romsey Road
SOUTHAMPTON
SO16 4GU

Phone: 08456 05 05 05 (English language helpline)

Phone: 08456 05 05 04 (Welsh language helpline)

Email: customerservices@ordnancesurvey.co.uk

Website: www.ordnancesurvey.co.uk

Ordnance Survey, the OS Symbol, Arolwg Ordnans, Landranger and OS are registered trademarks of Ordnance Survey, the national mapping agency of Great Britain.