



Y Cynnig Cymraeg / The Welsh Offer



Comisiynydd y
Gymraeg
Welsh Language
Commissioner

Why should you offer Welsh language services?

“We pride ourselves on having services available for our Welsh speaking customers and this award recognises the work we’ve done in a number of areas to ensure wherever possible we can correspond and speak to customers in Welsh and offer bilingual facilities”

Harri Jones, Principality.



94%

of Welsh speakers feel that providing Welsh language service helps a company make a good impression

75%

of Welsh speakers believe that charities should operate bilingually in Wales

86%

of the population in Wales feel that the Welsh language is something to be proud of.

What does the Cynnig Cymraeg mean?



Work with the Welsh Language Commissioner's Hybu team to give your customers a top quality Welsh language service

Celebrate what you already do in Welsh, and commit to continuing to use Welsh across your company

Be part of a wider campaign, with other retailers, banks, charities and businesses who are all part of the scheme



How does it work?



1. Assess your current Welsh language provision using the Welsh Language Commissioner's online self-assessment tool



2. Work with us on a Welsh Language Development Plan bespoke to your organisation

3. Work with us to identify your Welsh Offer – Cynnig Cymraeg: what are the top 5/6 things you offer your customers in Welsh?



Examples:



- **Corporate & Commercial business centres in Wales** - We have 2 business centres in Wales based in Cardiff and Swansea. Our local team of Relationship Directors and Credit Partners work with SMEs across Wales, building long term relationships and providing tailored solutions that meet their **commercial banking needs**
- **Welsh speaking staff** - We recruit from the communities which we operate in and we have many Welsh-speaking colleagues throughout our branches in Wales. We encourage colleagues who speak Welsh to help customers with their banking queries using their preferred language as they would do in normal day to day life. All of our Welsh-speaking branch colleagues are easily identified by a recognised orange badge with the laith Gwaith/Working Welsh logo on it.
- **Signs in our branches** - We've been refurbishing our branches, including some in Wales. Changes you can expect to see include dual language welcome walls and signs inside the branches. We'll carry on our refurbishment programme and so you'll see these changes in more branches in the future.
- **Cash machines** - We've recently installed new touch screen cash machines so you can now choose Welsh language on all of our UK cash machines. When you've used your debit or credit card once and chosen Welsh as your language, it will be remembered for future transactions. If you'd like any help with this please speak to a member of staff in a branch.



Examples:



This is our Welsh Offer which describes the Welsh language services that are available to our customers. As well as to offer development for our colleagues.

The Welsh language is important to the services we provide as we have many Welsh speaking customers. It is also important to support the Welsh language in Wales wherever we can in the community.

1. In our Welsh stores you will be able to recognise Welsh-speaking colleagues as they will be wearing the laith Gwaith – the logo used to identify fluent speakers or learners.
2. A more prominent presence of the Welsh language in our stores for customers and colleagues. This will include signage, promotional material.
3. Money Zone, our free financial education programme for schools and youth groups, will be delivered in both English and Welsh depending on the group's preference.
4. If you write to us in Welsh, we will respond in Welsh.

Examples:



Ein Cynnig Cymraeg

1. Byddwch yn gallu darllen ein gwybodaeth iechyd meddwl mwyaf poblogaidd yn Gymraeg a chyrraedd y cynnwys Cymraeg ar ein gwefan yn rhydd.
2. Byddwch yn gallu mynd at wasanaethau iechyd meddwl Cymru-gyfan Mind yn Gymraeg neu yn Saesneg. Fodd bynnag, efallai na fydd hynny'n bosibl bob tro ar lefel Mind lleol.
3. Bydd dewis cyfathrebu yn Gymraeg yn gam automatig hawdd i unrhyw un sy'n cysylltu â Mind, a byddwn yn cyfathrebu yn eich dewis iaith bob tro pan fydd hynny'n bosibl.
4. Byddwn yn hyrwyddo ein gwasanaethau a'n gwybodaeth yn dduyieithog ac yn sicrhau bod profiadau iechyd meddwl siaradwyr Cymraeg yn cael eu hadlewyrchu yn ein deunydd marchnata.
5. Byddwn yn cefnogi ac yn annog Cymraeg yn ein gweithle trwy recriutio'n rhagweithiol siaradwyr Cymraeg, darparu gwersi Cymraeg ar gyfer gweithwyr Mind Cymru ac annog defnydd anffurfiol o'r Gymraeg yn y gwaith.

Our Welsh Offer

1. You will be able to read our most popular mental health information in Welsh and easily navigate our Welsh language website content.
2. You will be able to access Mind Wales-wide mental health services in Welsh or English. However this may not always be possible at a local Mind level.
3. Choosing to communicate in Welsh will be an easy automatic step for anyone contacting Mind, and we will communicate in your preferred language wherever possible.
4. We will promote our services and information bilingually and ensure the mental health experiences of Welsh speakers are reflected in our marketing.
5. We will support and encourage Welsh in our workplace through proactively recruiting Welsh speakers, providing Welsh language lessons to Mind Cymru employees and encouraging the informal use of Welsh at work.



Examples:

R4W

COMMUNICATIONS

All of our event signage and printed communication items are produced in both Welsh and English, including road closure and parking notices.

EVENT DAY

We provide a platform for the Welsh language on event days with the use of bilingual signage and commentary teams. We also encourage our event sponsors and partners to consider the language in their event campaigns.

RACE NUMBERS

Runners can opt to have a 'Cymraeg' badge printed onto the bib they receive to wear on event day an innovative scheme that encourages natural conversation between Welsh speaking runners, event staff and volunteers.

DIGITAL MARKETING

The R4W and Cardiff Half Marathon websites are fully bilingual, with Welsh-speaking runners able to navigate all content in Welsh. All of our other event websites have dedicated Welsh sections with key information.



Receive approval from the
Commissioner for your Offer

Share with your customers
and staff

Be proud that your business
uses Welsh



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