



# Chartered Institute of Housing Cymru Welsh Language Development Plan

Prepared in conjunction with the Welsh Language Commissioner – October 2019



Comisiynydd y  
Gymraeg  
Welsh Language  
Commissioner



## Who we are

The CIH is the professional organisation for people who work in housing. It is a registered charity and a non-profit making organisation, with its objectives set down under Royal Charter.

The CIH has over 21,000 individual members working for government, local authorities, housing associations, educational establishments and the private sector. The CIH's work is directed by its members and a Governing Board is in place to ensure that elected officers steer the work of the CIH. Members are organised into nine Branches in England, with Northern Ireland, Scotland and Wales each having National Business Units. .

Around 800 CIH members are based in Wales and these form the CIH Cymru National Business Unit which represents the interests and further the objectives of the CIH in Wales

The CIH has a *Wales Office* based in Cardiff, known as CIH Cymru, providing the Institute's services in a Welsh context, and supporting the Wales Board and its activities.

In addition to membership subscriptions and fees, CIH's income is drawn from training events and conferences, publications, education and professional practice.

## Our Aims and Activities

The primary aim of the CIH is set down by Royal Charter which states, it is to "*promote the art and science of housing, its standards and ideals, and the training and education of those engaged in the profession of housing practice.*"

To further these aims and objectives, we undertake a range of promotional, educational and sector/practice-related activities as well as supporting and representing our members. Where housing policy is devolved to national governments, such as in Wales, the services of CIH have developed to reflect this and are increasingly more bespoke to that particular nation..

The Wales Board, supported by CIH Cymru officers, is therefore active in:

- providing support and information to members in Wales;
- promoting membership and participation, and careers in housing;
- establishing links with local universities and colleges, and supporting professional courses validated by the CIH;
- organising seminars and conferences, and other networking events;
- producing newsletters and good practice guidance;
- carrying out housing policy research and development and policy consultations;
- briefing the media and politicians.

## Guiding principles

The Chartered Institute of Housing is not under a statutory obligation to provide Welsh Language Services, under The Welsh Language Measure (Wales) 2011. However, as a representative organisation, and a body that seeks to influence the policy agenda, the CIH recognises the importance of embracing equality and diversity issues. The Welsh language Scheme forms part of the CIH's Equality and Diversity Strategy, presenting, "opportunities to recognise and celebrate differences, provide products and services that are responsive to differing needs and preferences and promote skilled and diverse workforces" ..

Our commitments are not just driven by legislation and public policy steers. We believe this is an integral part of realising our future aims and objectives in Wales, meeting members' and providing excellence in public services.

We have assessed our current Welsh language provision and created a Development Plan (page 5 onwards) to support us to prioritise which Welsh language services we offer and to increase it's use over time.

At present the key Welsh language services that our members can utilise are –

## Our Cymraeg Offer -

- 1 – We strongly value the role of the Welsh language within our own work and recognise it's important role for our members and the communities they serve
- 2 – We encourage and support all staff in Wales to gain and utilise basic Welsh language skills
- 3 – We advertise all roles operating in Wales with Welsh language skills listed as desirable
- 4 – Our Tyfu Tai Cymru policy and research project operates on a bilingual basis
- 5 – Our on the day delivery of events in Wales are offered on a bilingual basis

We will also encourage our members to adopt the same approach through our promotional and professional activities, and partnerships with housing and other bodies in Wales.

## **Responsibility for the Scheme**

This Plan belongs to the CIH corporately, and ultimate responsibility for its successful implementation lies with the CIH Governing Body. The Company Secretary, supported by the Director, CIH Cymru, will ensure the Plan is being implemented satisfactorily. The CIH's Wales Board and will take an active interest in overall progress.

The Director, CIH Cymru will oversee implementation of those aspects of the Plan highlighted, and delivered by the Wales Office. Senior managers responsible for central services will ensure that, when the delivery of those services includes Wales, they will take any applicable commitments on board, liaising as necessary with colleagues in CIH Cymru.

The Scheme will not be amended without prior consultation with CIH Cymru Board and staff in Wales, the CIH Governing Body, and approval from the Welsh Language Board.

## **Enquiries and comments**

Any enquiries about this Scheme should be addressed to:

Mary Aluko, Company Secretary  
Chartered Institute of Housing  
Octavia House  
Westwood Way  
Coventry CV4 8JP

This section indicates the current level of CIH Cymru’s Welsh language provision and highlights how we will maintain, or increase these levels to ensure we achieve our guiding principles within our services and activities in Wales.

Your provision at present	Level	What we intend to do next. eg How will we maintain, or increase this level of provision? What are the performance indicators?	Who's responsible?	By when?
<b>1. Customer Interaction</b>		<ul style="list-style-type: none"> <li>Detailed later in the plan we will ensure all posts continue to contain Welsh language skills as desirable</li> </ul>		
<b>1.1. Face to face</b> We don't have the staff resource to provide customers with Welsh medium services face to face		<ul style="list-style-type: none"> <li>Complete an audit of current staff skill levels/confidence levels in using Welsh</li> <li>As a minimum engage all staff to develop Welsh skills to a courtesy level, encouraging use in day to day interactions</li> <li>We will support this through our L&amp;D offer to staff</li> </ul>	MK initially All staff – long term	April 2020
<b>1.2. Welsh medium services</b> The customer or service user must apply for a service in Welsh	①	<ul style="list-style-type: none"> <li>We will highlight that members can receive certain services in Welsh through:               <ul style="list-style-type: none"> <li>- Providing our member champions with information on our Welsh language offer</li> <li>- Include a regular feature in our Housing Matters newsletter to members</li> <li>- Include information online highlighting the offer to members and the wider public</li> </ul> </li> </ul>		
<b>1.3. Telephone services</b> Every officer answers the phone with a bilingual greeting. If they're not Welsh speakers they will offer to transfer the call to a Welsh speaking officer	②	<ul style="list-style-type: none"> <li>Provide all staff with a crib sheet detailing basic courteset level Welsh terminology</li> <li>Have 'using basic Welsh' as a standing agenda item at team meetings</li> </ul>	MK, MD, LF	April 2020

Your provision at present	Level	What we intend to do next. eg How will we maintain, or increase this level of provision? What are the performance indicators?	Who's responsible?	By when?
<b>1.4. Replying to letters and emails</b> We reply in Welsh to any correspondence we receive. This may lead to delays if another officer or professional translator has to write or translate the reply	②	<ul style="list-style-type: none"> <li>• Make all staff aware of our contact for translation</li> <li>• Advise staff that Matt Kennedy can be contacted in the first instance if correspondence is received in Welsh to advise on most appropriate action</li> </ul>	MK	January 2020
<b>1.5. Customer database – CRM</b> We have a CRM system, but don't hold information on the language choice of customers		<ul style="list-style-type: none"> <li>• Explore the possibility of holding this information on our CRM, collecting it when opportunities arise</li> </ul>	LF	December 2019
<b>1.6. Sending letters and emails</b> We communicate in English except for when the customer notes they would like to receive information in Welsh	①	<ul style="list-style-type: none"> <li>• Build awareness amongst staff around Microsoft translation tool</li> <li>• Ensure this is underpinned by a clear procedure all staff are aware of and follow</li> </ul>	MK	December 2019
<b>1.7. Iaith Gwaith</b> We don't have any Iaith Gwaith materials		<ul style="list-style-type: none"> <li>• We will order Iaith Gwaith materials to promote the fact we promote the use of the Welsh language through our work</li> </ul>	MK	December 2019
<b>2. Image</b>				
<b>2.1. Your company or organisation's name</b> We include Cymru in our title	②			

Your provision at present	Level	What we intend to do next. eg How will we maintain, or increase this level of provision? What are the performance indicators?	Who's responsible?	By when?
<b>2.2. Please note whether the following items are available:</b>				
<b>Business cards</b> English only		<ul style="list-style-type: none"> <li>New business cards are being provided bilingually.</li> <li>We will advise members of staff in Wales to request bilingual versions</li> </ul>	MK	November 2019
<b>Headed paper</b> English only		<ul style="list-style-type: none"> <li>When the time comes to renew our supply ensure these are done bilingually</li> </ul>	SD, MK	
<b>Pop-ups</b> Welsh and English equally	③			
<b>Advertising banners</b> English only				
<b>E-mail footers</b> English only		<ul style="list-style-type: none"> <li>We will work with staff in Wales to ensure style of footers move to bilingual versions</li> <li>We will engage with CIHs marketing department to ensure bilingual versions meet the layout standards expected across the organistaion</li> </ul>	MK All	January 2020
<b>Profile on social media</b> English with some Welsh	②	<ul style="list-style-type: none"> <li>We will work to ensure the generic information (about us, descriptions) are consistetly bilingual across all platforms</li> </ul>	MK	January 2020

Your provision at present	Level	What we intend to do next. eg How will we maintain, or increase this level of provision? What are the performance indicators?	Who's responsible?	By when?
<b>Publications eg information leaflets</b> Most major publications are done bilingually	①	<ul style="list-style-type: none"> <li>Undertake a costing exercise to consider the financial implications of translating all relevant materials</li> <li>Ensure as a minimum materials that are engaged with in Wales (such as specific research) maintain their bilingualism</li> </ul>	MD, MK, LF	
<b>Signs</b> English with some Welsh	①	<ul style="list-style-type: none"> <li>Main building sign is bilingual. We will work to complete an audit and cost exercise of the current office signage.</li> </ul>	SD	January 2020
<b>3. Digital</b>				
<b>3.1. Website</b> Our website is in English only	①	<ul style="list-style-type: none"> <li>We will gain a better understanding of what is possible with the new website coming online shortly</li> <li>Our desire is to create a Welsh language page for members</li> </ul>	MK	January 2020
<b>3.2. Social Media</b> Messages are posted in whichever language the officer posting speaks, if the officer can speak Welsh then posts will be made in Welsh	②	<ul style="list-style-type: none"> <li>Staff posting to social media from the Wales account will be advised wherever possible to have content translated</li> <li>We will be clear around expectations in terms of responsive and planned content, with a clear procedure in place that supports staff under both conditions that doesn't compromise the need to ensure engagement is done in a timely fashion.</li> </ul>	MK	April 2020



Your provision at present	Level	What we intend to do next. eg How will we maintain, or increase this level of provision? What are the performance indicators?	Who's responsible?	By when?
<b>4. Events</b>				
<b>4.1. When organising events do you ask if attendees would like to contribute in Welsh?</b> Yes, and we note that they're welcome to contribute to any discussion in Welsh or English	③			
<b>4.2. When organising an event that's open to the public in which language are the following?</b>				
<b>Invitations or marketing materials</b> English only		<ul style="list-style-type: none"> <li>We will look at the cost and lead-in time required to make these bilingual</li> </ul>	CN, MK	December 2020
<b>Forms e.g. booking, registration, feedback forms</b> English only		<ul style="list-style-type: none"> <li>We will look at the cost and lead-in time required to make these bilingual</li> </ul>	CN, MK	December 2020
<b>Publications eg programme, attendee pack</b> This is sometimes available in Welsh	①	<ul style="list-style-type: none"> <li>We will work to outline the cost, resource and time implications of ensuring this is done bilingually</li> </ul>		February 2020
<b>Speakers / Announcements</b> English only				

Your provision at present	Level	What we intend to do next. eg How will we maintain, or increase this level of provision? What are the performance indicators?	Who's responsible?	By when?
<b>Signs</b> Welsh and English are equal	③			
<b>Banners / Pop ups / Displays</b> Not applicable	③			
<b>Staff or volunteers to greet visitors / competitors</b> English only		<ul style="list-style-type: none"> <li>We will work with colleagues in our events team to ensure that delegates receive a bilingual greeting at our events in Wales</li> </ul>	CN, MK	April 2020
<b>Tickets (ticket system eg tocyn.wales / 10ventbrite.com)</b> English only				
<b>4.3. Providing training courses</b> We are unable to offer any training courses in Welsh at the moment		<ul style="list-style-type: none"> <li>Courses we offer would only be available in Welsh via simultaneous translation or by indentifying a Welsh speaking trainer</li> </ul>		
<b>5. Staff development</b>				
<b>5.1. Recruiting staff and volunteers</b> We note that Welsh language skills are desirable for all positions	②	<ul style="list-style-type: none"> <li>We will make it clear within our list of benefits for any position what our approach is to supporting staff to develop Welsh language skills</li> </ul>		
<b>5.2. Advertising vacant posts</b> We advertise every post bilingually	③			

Your provision at present	Level	What we intend to do next. eg How will we maintain, or increase this level of provision? What are the performance indicators?	Who's responsible?	By when?
<b>5.4. Recording officers' Welsh language skills</b> We don't record our officers' language skills		<ul style="list-style-type: none"> <li>We will complete an audit of current skill level among our staff in Wales and update this annually</li> </ul>	MD	December 2019
<b>5.4. Informing your staff about your Cymraeg Offer</b> We don't have any procedures in place		<ul style="list-style-type: none"> <li>We will disseminate a copy of this WLDP to all teams along with a 'what you need to know' document summarising the key points about each aspects of our work (like training, events, policy etc.)</li> </ul>	MK	April 2020
<b>5.5. Working with contractors and partners</b> We don't have any commitments to providing services in Welsh to discuss		<ul style="list-style-type: none"> <li>We will make it clear to partners that if we are the partner providing a service, we will conform with their Welsh language policy</li> </ul>		
<b>5.6. Learning and using the Welsh language</b> We don't offer our staff any Welsh language training		<ul style="list-style-type: none"> <li>We will make all staff aware of both online resources and <a href="#">Work Welsh</a> opportunities available to staff as part of the annual appraisal and performance development review processes.</li> </ul>	All managers	April 2020