



## HAFREN WELSH LANGUAGE STATEMENT

Please note that Hafren is managed by NPTC Group of Colleges which has a Welsh Language Scheme prepared under the Welsh Language Act of 1993 (Date of Approval 21/10/14) and this covers The Hafren operation. This policy statement is **ADDITIONAL** to the detailed scheme.

Hafren recognises that the Welsh Language has official status in Wales and should be treated no less favourably than the English Language. People in Wales should be able to live their lives through the medium of Welsh if they choose to.

We produce, promote and present work in English, Welsh and bilingually. We will continue to programme work in the language of choice of the artists with whom we work.

We are an organisation that supports and encourages accessibility to our programme and services and this includes providing a consistent service to our Welsh-speaking audiences in a language of their choice.

We welcome correspondence in both English and Welsh and aim to provide an equal standard of service in both languages.

We see this policy as forming part of a progressive and forward looking commitment within the arts to promote a bilingual Wales.

This policy seeks to :

- Offer a service of equal standing to Welsh and English speakers
- Understand and acknowledge the bilingual nature of Wales
- Give a wider access to our activities
- Raise our Welsh profile and recognise ownership by Welsh speakers and non-Welsh speakers alike
- Strengthen our ability to meet the requirements of funders and other partners
- Ensure conformity to the linguistic and cultural specification in legislation and best practice guidance as approved by the Welsh Language Commissioner.

## **External Communications**

### **Corporate Identity**

The word Hafren, when used to indicate our name, is already bilingual. Hafren's public image and corporate identity will be fully bilingual. This includes the use of strap lines, letterheads, business cards, compliment slips and other stationery, email signatures, signs and all other business documentation.

### **Signs and Signage**

All internal, external and electronic signs (including temporary signs displayed for more than 3 working days) will be bilingual.

The design of all signs will take into account guidelines on bilingual design as issued by the Welsh Language Commissioner, and be equal in terms of format, size, quality, legibility and prominence.

### **Corporate and Marketing Literature**

All printed corporate publications and any document intended for general external communication will be bilingual.

Our main marketing literature will include fully bilingual general information (e.g. dates, times, public information etc.). Where the performance is in English, there will be a Welsh synopsis, when the performance is in Welsh, there will be an English synopsis. Exceptions to this general principle may be advertising or publicity campaigns aimed at a particular target audience outside Wales.

Marketing literature received from incoming companies, film distributors and arts etc. will be accepted in English.

All external displays, public information stands and exhibitions will treat the two languages on a basis of equality, except where the organisers of the event rule that one of the two languages must be predominant.

We will capture language preference information from our customers whenever possible and use this data to communicate through their method and language of choice.

### **Surveys, Questionnaires and Focus Groups**

All surveys and questionnaires produced by Hafren will be bilingual

Any in-coming artists, companies or marketing organisations who wish to distribute surveys and questionnaires to Hafren users will be required to get prior authorisation from us. We will make decisions whether or not to allow the distribution of questionnaires without translation on a case-by-case basis.

### **Front of House**

We aim to ensure that a proportion of our customer-facing staff (volunteer ushers, front of house sales team and box office staff) can communicate bilingually.

We commit to ensuring that we will have Welsh-speaking staff available to support our Welsh language event programme.

Welsh-speaking staff will wear Iaith Gwaith badges when available.

### **Written Correspondence**

Hafren welcomes written correspondence in Welsh and English and will reply in the original language of communication wherever possible.

### **Telephone Communications**

Hafren will have a bilingual answer machine message.

An initial response will be made bilingually. If the member of staff on duty does not speak Welsh we will give the customer the option of being referred to a Welsh speaker where possible but recognise that this may not always be possible.

Individual staff members who are Welsh speakers will be encouraged to leave bilingual messages with their voicemail.

### **Digital and Social Marketing and Information Technology**

Hafren has a fully bilingual web presence in accordance with the Welsh Language Commissioner's guidelines. Where content is included from outside sources including customers, other cultural organisations, our creative community etc. content will be accepted in Welsh or English only. Blog posts are accepted in English or Welsh and are not translated. News items will be translated whenever possible.

Customers will be able to register language choice as one of a number of communication preferences.

All staff whose work includes written communications through the medium of Welsh will be supplied with any necessary software, including Welsh fonts, Welsh spell-checkers etc.

E-Flyers will be sent out in the language of preference wherever possible.

Our social media presence will include a mix of English and bilingual communications plus original content produced in Welsh.

Content provided by outside sources will be posted in the language of origin.

### **Media Relations**

Media Relations will be issued according to the language preference of the recipient media organisation, journalist or publication.

Where possible we will ensure that Welsh speakers are available to undertake interviews with Welsh language press and broadcast media.

**Recruitment**

All external recruitment advertising is undertaken by our parent organisation – NPTC Group of Colleges.

All external recruitment advertising will be bilingual except for posts where Welsh is an essential requirement. These will be advertised in Welsh with an English summary.

We will identify posts where the ability to speak Welsh is essential and those where it is desirable, to identify the level of proficiency expected in each case and to formulate job descriptions and personnel specifications as appropriate.

Managers responsible for recruiting staff will assess our needs for Welsh-speaking staff when making appointments and will keep this aspect of recruitment under constant review.

**Translation Services**

We will use Welsh Language Commissioner-approved translators or translators who have a specialist understanding of a specific art form or topic.

Basic in-house translation will be provided by NPTC Group where appropriate.

**Internal Communications****Documents, contracts and other communications**

All internal documents, contract and other communications shall be produced in Welsh and English at our discretion unless they are being addressed to an individual and that individual has expressed a preference for one language over another.

**Strategic Management meetings**

Agendas and minutes of Strategic Management meetings shall be produced in English unless otherwise requested.

**Welsh-Speaking Staff**

We respect that some of our staff may be Welsh speakers and encourage staff to communicate in the language of their choice within the workplace.

We will not expect Welsh-speaking staff to act as translators for written or spoken communications unless this forms a part of their job description and they have the necessary skills to enable them to deliver this service to a high standard.

**Staff Development**

We encourage our customer-facing staff to learn Welsh or attend refresher courses by offering financial assistance for Welsh lessons as part of their working time, where funding and time resources allow.

### **Informing Staff**

The NPTC Group Welsh Language Scheme is incorporated into the company's policies and procedures. It is available to all staff via the intranet.

This Hafren Policy Statement will be available on the Hafren website for staff and customers' information.

### **Review of Policy**

The NPTC Group will review the Welsh Language Scheme at Strategic level on an annual basis and improvements made where possible.

### **Complaints and suggestions for Improvement**

Complaints related to the NPTC Group policy, or suggestions for improvement, should be directed to: the CEO NPTC Group.

# HAFREN

## HAFREN BOX OFFICE

The Hafren, Llanidloes Road,  
Newtown, Powys SY16 4HU  
01686 614 555

## HAFREN ONLINE

[boxoffice@thehafren.co.uk](mailto:boxoffice@thehafren.co.uk)  
[www.thehafren.co.uk](http://www.thehafren.co.uk)

[facebook.com/Hafren Newtown](https://facebook.com/HafrenNewtown)  
[twitter.com/@Hafren\\_newtown](https://twitter.com/Hafren_newtown)  
[youtube.com/user/TheatrHafren](https://youtube.com/user/TheatrHafren)

