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Ymddiriedolaeth GIG  
Gwasanaethau Ambiwylans Cymru  
Welsh Ambulance Services  
NHS Trust

**WELSH AMBULANCE SERVICES  
NHS TRUST**

**WELSH LANGUAGE  
STANDARDS  
ANNUAL REPORT  
2021-2022**

This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg

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## Foreword

### **Croeso! Welcome!**

**As Chair and Chief Executive of the Welsh Ambulance Services NHS Trust, we are delighted to present our third report on implementing the Welsh Language Standards.**

The Welsh Language (Wales) Measure 2011 sets out a legal framework which imposes a duty on the Welsh Ambulance Services NHS Trust, along with other public institutions, to comply with the Standards relating to the Welsh language and provides an opportunity to reinforce the requirements and to improve the quality and availability of services through the medium of Welsh.

There is a clear commitment from the Board in implementing the Standards and during 2021/22 we have continued to raise awareness of the requirements of the Standards by including Welsh language requirements in staff induction sessions together with promoting the online module 'Croeso Cymraeg Gwaith' which has been key to supporting staff who are at the beginning of their journey to learn Welsh. In addition, Welsh language social media accounts for Facebook and Twitter have been set up to improve our communication with the Welsh speaking public.

In addition to the new Welsh language recruitment assessment form that was introduced to all managers to complete prior to posts being released for advert, we have introduced a guidance/process flow chart to assist managers in preparing adverts prior to any post being advertised. The process provides details of translation services as well as some standard advert and job description wording to assist managers.

This Annual Report sets out our compliance with the Standards and is supported by data for the reporting period 1 April 2021 to 31 March 2022. We recognise that we have made progress, but further improvements are planned to improve the provision of our Welsh language services. To achieve these improvements, we have been working closely with the Welsh Language Commissioner to establish solutions that meets our operational needs and ensures the rights of Welsh language speakers.



**Martin Woodford**  
Chair



**Jason Killens**  
Chief Executive

## 1. Introduction

This is the third Annual Report of the Welsh Ambulance Services NHS Trust's work showcasing how the Welsh Language Standards have been implemented.

On 30 May 2019, the Trust moved from implementing its Welsh Language Scheme under the Welsh Language Act 1993 to implementing Welsh Language Standards as part of the Welsh Language (Wales) Measure 2011.

The Trust has continued to respond positively to the Welsh Language Standards as it provides an opportunity to reinforce and to improve the quality and availability of its services through the medium of Welsh. Additional guidance on how to comply with the Standards have been developed and made available to staff on a new Welsh Language Standards Intranet page.

## 2. About us

We are a team of over 4,000 people serving the 3.1 million people of Wales, along with the invaluable support of Community First Responders (CFRs), and volunteer car drivers who transport patients from their homes to hospital appointments and back again.

We provide thousands of patients a year with advice, support and signposting to the right services through our Consult and Close services. This includes the NHS 111 Wales Service, which is an amalgamation of NHS Direct Wales (a 24-hour health advice and information service for the public) and the front-end call handling and clinical triage elements of the GP out-of-hours services and our Clinical Desk. We take hundreds of thousands of patients to a place of care, or home, every year through our Non-Emergency Patient Transport Service (NEPTS).

Our Call Handlers and Clinical Contact Centre staff deal with more than half a million calls every year, 24/7 and 365 days a year and we are at the frontline of service delivery, making sure that patients get the right advice and help.

## 3. Background to the Welsh Language Standards

Under the Welsh Language (Wales) Measure 2011, all public service organisations in Wales are required to comply with language duties, which ensure that the Welsh language is not treated less favourably than the English language. The duties encourage promotion of the Welsh language, the use of Welsh within internal administration and require that provision is made for the accessibility of Welsh to the public.

Section 44 of the 2011 measure permits the Welsh Language Commissioner to issue a compliance notice, requiring a body to comply with one or more standards specifically applicable to it. The Welsh Language Standards (No.7) Regulations 2018 were then introduced to the health sector organisations in Wales.

In accordance with section 44 of the 2011 measure, the purpose of the Welsh Language Standards is to provide:

- Clarity for organisations on the Welsh language
- Clarity for Welsh speakers on what services they can expect to receive in Welsh
- Greater consistency in Welsh language services and improvement of quality for users

## **4. Accountability and Support**

### **Welsh Language Leads and Champions**

Alongside the Trust's Welsh Language Services Manager, the Trust's Board Secretary is the executive lead for the Welsh language. In addition, the Trust Board has a Non-Executive Director who is the Board's Welsh Language Champion.

### **Welsh Language Advisory Group**

The Welsh Ambulance Services NHS Trust has established a Welsh Language Advisory Group. This Group provides a mechanism for reviewing all aspects of the Welsh Language Standards and to ensure that a satisfactory service is maintained for all patients and members of the public who use the services of the Trust.

### **Assistant Directors Leadership Team**

The Trust's Assistant Directors Leadership Team (ADLT) are responsible for supporting the Trust's Executive Management Team on developing and delivering strategic plans and objectives, financial targets and compliance with legislation requirements, standards, and practices. A Welsh Language Standards Compliance Tracker has been developed which provides a RAG rating for compliance against each standard and is reviewed quarterly.

### **People and Culture Committee**

The Trust's People and Culture Committee provides assurance to the Board of its leadership arrangements and monitors progress and seeks assurance that the Trust is discharging its statutory responsibilities in relation to the Welsh Language Standards.

### **Trust Board**

The final part of the of the governance route of the Trust's Welsh Language Standards Annual Report following its approval route via the Trust's

Welsh Language Advisory Group, ADLT, Executive Management Team and the People and Culture Committee will be for the Trust Board to review and discuss the progress made in complying with the Standards.

### **Complaints Procedure**

Concerns received in relation to compliance with the Trust's Welsh Language Standards, are addressed under the Putting Things Right Regulations.

If a member of the public has a concern regarding a recent experience of using Trust services, they can register their concern in a number of ways which is best suited to them: email the concerns team: [Amb\\_PuttingThingsRight@wales.nhs.uk](mailto:Amb_PuttingThingsRight@wales.nhs.uk) or complete an online form: [Online Concerns Submission Form](#)

## **5. Compliance with the Service Delivery Standards (Standards 1 – 77)**

This set of standards identifies how the Trust is required to use the Welsh language in different situations so that Welsh speakers can have unhindered access to Welsh language services; for example, when sending correspondence, dealing with telephone calls, providing on-line or face-to-face services.

### **Correspondence (Standards 1 – 7)**

The Trust has applied a consistent approach in relation to use of headed paper and email signatures and requires all staff to use the bilingual headed paper of the Trust. We have also actively encouraged all staff to include a message on email signatures noting that the individual 'welcomes correspondence in Welsh or English'.

### **Telephone Calls (Standards 8 – 20)**

The Welsh Language Standards as imposed upon the Trust places no legal requirement to answer 999 calls in Welsh.

For other calls, staff will give a bilingual greeting when answering the telephone and when the Trust establishes telephone contact with a service user for the first time, the service user will be asked if they would prefer to receive future calls from the Trust in Welsh or English. That language preference will be noted and respected. Calls to 111 and NEPTS offer a language option for callers.

### **111 Service Review**

During 2021/22 the 111 Service had seen significant challenges in relation to increased demand as well as an increase in staff absenteeism due to the pandemic. This had an impact on the performance of both English and Welsh language calls that were presented to the service.

In addition, the service saw a sharp increase in Welsh language demand. This was mainly due to the last two Health Boards that were integrated into 111 Wales.

The table below shows the 2021/2022 Welsh Language call demand and answer rate:

#### **NHS Wales 111 Service Welsh Language Calls 2021- 2022**

<b>Welsh Language Demand</b>	<b>Total Answered Calls for 111</b>	<b>Welsh Calls Offered</b>	<b>Total calls answered in Welsh</b>	<b>% of Calls answered</b>
<b>01/04/21 – 31/04/22</b>	<b>680,161</b>	<b>15,341</b>	<b>6,949</b>	<b>45%</b>
<b>01/04/20 – 31/04/21</b>	<b>580,457</b>	<b>5,436</b>	<b>3,788</b>	<b>69.7%</b>

In June 2021 Betsi Cadwaladr University Health Board merged with 111 Wales followed in March 2022 by Cardiff & Vale University Health Board. These are two of the largest Health Boards in Wales that contain the highest percentage of the country's Welsh speaking population. The demand during 2021/22 for Welsh language calls increased by 9,905 from that of the previous year 2020/21. This equated to a 182% increase in Welsh demand to the 111 service.

111 answered 3,161 more calls in Welsh during the 2021/22 financial year than the previous year (2020/21). This equated to answering 82% more calls in Welsh than the previous year (2020/21). However, there was a drop in the actual percentage rate of 24.3% in Welsh calls answered compared to calls answered from the previous year (2020/21).

It is fair to say the service has seen substantial and sustained demand pressure during this time with a significant increase in call demand / staff absenteeism due to the pandemic which influenced the overall answer rate for all calls to 111. During the last year following the integration of the service to two new Health Boards in a very short time frame, recruitment campaigns were carried out to support the additional demand.

**111 Service Improvements related to the Welsh Language 2021-2022** (these are in addition to established process)

1. In November 2021 the 111 service introduced a new Interactive Voice Recorder (IVR) facility. The IVR is the messaging and options that callers will listen to and then select when calling 111 Wales. This new IVR is offered in both English and Welsh.
2. The new Welsh IVR has been further improved with scripts validated by a commissioned Welsh language translator.
3. Further work is ongoing within the IVR with a soon to be offered bilingual text facility option that will refer callers to the 111 website in English or Welsh dependant on the language selection made by the caller.
4. A significant innovation that has helped with the identification and pick up of Welsh language calls was the introduction of the preannouncement facility. The call handler will be given a voice message in their headphones a few seconds before

the call is presented announcing which selection the caller has chosen within the IVR. E.g., “Welsh Dental” or “Welsh existing call” etc. This has improved pick up rates for Welsh calls.

5. Training has been developed with the use of interactive videos for staff detailing skills and tips on managing Welsh language requested calls.
6. Currently with support from the Patient Engagement Team within the Trust the 111 Service is developing a quality initiative involving public volunteers to conduct targeted calls to 111 and to audit user experience and quality. Accessing the Welsh language service will be a key review area within this initiative. The initial review will be focused on the IVR and access into the service and will be launched in early Autumn 2022.

### **Meetings (Standards 21 – 30)**

When the Trust arranges a meeting with a member or members of the public, attendees will be asked if they wish to use the Welsh language at the meeting. Where individuals express a desire to use Welsh at a meeting, the Trust will respect and accommodate that preference. Board meetings have a non-executive director and governance officer who speak Welsh and all meetings of the Board are livestreamed via Zoom which has the functionality for Welsh (and other language) subtitles.

### **Public Events (Standards 31 – 32)**

In relation to face to face services offered at the event, the event’s invitation or advertisement will ask persons to inform us if they wish to use the Welsh language. There is no requirement to provide a translation service if no-one has informed the organiser that they wish to use Welsh at the event.

### **Documents and Forms (Standards 36 - 38)**

Any form that is to be completed by members of the public are available in Welsh. Documents produced by the Trust for the public are made available in Welsh if the subject matter of the document suggests that it should be produced in Welsh, or if the anticipated audience, and their expectations, suggests that the document should be produced in Welsh. If separate Welsh language versions are required, the English language version will state that the document or form is also available in Welsh.

### **Publicity and Advertising Material (Standards 33 – 34)**

The Non-Emergency Patient Transport Service takes medically eligible patients from across Wales to and from their medical appointments at clinics and hospitals. In order for patients to see if they meet an eligibility criterion based on their medical need the following poster and information leaflet were produced then distributed across Wales to GP’s, hospitals and medical facilities.

**Gwasanaeth Cludiant Cleifion Di-frys**

**Gallech fod yn gymwys i gael cludiant i apwyntiadau ysbyty**

Mae'r Gwasanaeth Cludiant Cleifion Di-frys yn mynd â chleifion sy'n gymwys yn feddygol o bob rhan o Gymru i ac o'u hapwyntiadau meddygol mewn clinigau ac ysbytai. Mae hyn yn cynnwys:

- Apwyntiadau cleifion allanol;
- Triniaeth dialysis ac oncoleg;
- Canolfannau ddydd a chlinigau psycho-geriatric;
- Derbyniadau a gyllunniwr i'w rhyddhau, gan gynnwys trosglwyddo rhwng ysbytai.

Dim ond i gleifion sy'n bodoni meiri prawf cymhwysedd ar sail eu hangenion meddygol y mae'r gwasanaeth hon ar gael.

Os nad ydych yn bodoni meiri prawf cymhwysedd, gallwch roi gwybod i chi am ddulliau teithio angen, sy'n fwyaf addas i'ch anghenion er mwyn eich galluogi i wneud eich ffordd eich hun ar gyfer eich apwyntiad.

**Gallech fod yn gymwys i gael cludiant i apwyntiadau ysbyty**

[www.ambulance.wales.nhs.uk](http://www.ambulance.wales.nhs.uk)

**Gallech fod yn gymwys i gael cludiant i apwyntiadau ysbyty**

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**Ydych chi neu rywun rydych yn ei adnabod yn cael trafferth teithio i apwyntiadau ysbyty?**

**Os ydych, gallech chi neu nhw fod yn gymwys i gael help gyda cludiant.**

Mae'r Gwasanaeth Cludiant Cleifion Di-frys yn mynd â chleifion sy'n gymwys yn feddygol o bob rhan o Gymru i ac o'u hapwyntiadau meddygol mewn clinigau ac ysbytai. Mae hyn yn cynnwys:

- eich bod yn cael dialysis neu driniaeth cancer yn rheolaidd;
- angen streksar ar gyfer y daith;
- Mae angen osgion amoch ar gyfer y daith;
- Mae angen i chi deithio yn eich cadair olwyn eich hun;
- Nad ydych yn gallu cerdded heb gymorth parhaus;
- Yn methu â defnyddio trafniadaeth gyhoeddus oherwydd bod gennych gyflwr meddygol a fyddai'n periglu eich urddas;
- Mae gennych anawsterau cysathrebu difrifol neu;
- Byddwch yn profi sgl-efethiau o ganlyniad i'r driniaeth neu eich cyflwr.

Os credech y gallech fod yn gymwys, ffonwch ein linell archebu ar 01 i chi dderbyn eich llythyr apwyntiad ysbyty ar **0300 123 2303**

**Canslo Trafnidiaeth**

Mae hyd at 100,000 o siemerau Cludo Cleifion Di-frys bob blwyddyn lle nad yw'r claf yn teithio neu ddim ar gael ran gyfraddodiad ein onwau i'w caelgu. Mae canslo cludiant os nad oes ei angen bellach yn bwysig iawn ac yn canatáu i ni gyming y gwasanaeth i glaf arall. Os oes angen i chi ganslo archeb ffonwch ni ar **0300 123 2303** i roi gwybod i ni neu ewch i'n gwelw.

**Gallech fod yn gymwys i gael cludiant i'r ysbyty os:**

I gael gwybod mwy am sut mae'r gwasanaeth yn gweithio, ac os ydych yn gymwys am ein cludiant neu am ba gymorth arall y gallech fod â hawl i'ddo ewch i [www.ambulance.wales.nhs.uk](http://www.ambulance.wales.nhs.uk)

## Websites and Online Services (Standards 39 – 43)

The Trust operates two websites: a [Corporate website](http://www.111.wales.nhs.uk) that has been redeveloped with a facility to switch between the two languages, and the NHS Direct Wales website which was rebranded in May 2020 to GIG 111 Cymru [www.111.wales.nhs.uk](http://www.111.wales.nhs.uk).

**GIG 111 Cymru**

**37 (32<sup>1</sup>)** bilingual online symptom checkers which provide help and advice to the public on how they can manage their symptoms.

**NHS 111 Wales**

During the reporting period the website received **4,187,031 (4,300,241)** visits of which **33,664 (0.80%) (26,979 (0.62%))** visits were to the Welsh language website.

Pregnancy, travel, and COVID-19 sections were updated and available bilingually.

From the launch of the newly branded NHS 111 Wales website, the website has been operating its own Welsh and English social media Twitter accounts @GIG111Cymru with **81 (56)** followers and @NHS111Wales with **7,022 (6,702)** followers.

<sup>1</sup> Orange figures/percentages represent the 2020/21 reporting period

## Publishing Apps (Standard 44)

### Blue Light Hub app



As the pandemic continued to prevent engagement at schools and in community settings, we wanted to ensure that important information was still being shared with our next generation of callers.

In July we launched a new bilingual gaming app, the 'Blue Light Hub', which aims to help children and young people understand what to do in an emergency in a fun and engaging way.

Aimed predominately at 7–12-year-olds, the Trust's Blue Light Hub app boasts four games and teaches users about what happens when they call 999 and the appropriate use of emergency 999 services,

## Social Media (Standards 45 – 46)

Developments have included the setting up of Welsh language social media accounts for Facebook and Twitter. **See Appendix 1** for social media data.

## Signs and Notices (Standards 47 - 49)

All new or replacement signage is produced bilingually with the Welsh positioned so that it is likely to be read first. During the reporting period new external and internal signage was produced for the Trust's new state-of-the-art ambulance station in Cardiff.



### **Reception Services (Standards 50 - 53)**

The online module 'Croeso Cymraeg Gwaith' is available to staff working in reception areas in order to develop their Welsh language skills and be able to greet visitors bilingually.

### **Awarding Contracts (Standards 57 - 59)**

Invitations to tender will be published bilingually if the subject matter of the invitation to tender suggests that it should be produced in Welsh, or if the anticipated audience, and their expectations, suggests that the text should be produced in Welsh. Tenders may be submitted in Welsh, and a tender submitted in Welsh will be treated no less favourably than a tender submitted in English.

No requests for tenders or contracts were issued in Welsh and none were received in Welsh during this reporting period.

### **Education Courses (Standard 63)**

Any education course that we offer to the public we invite the audience to let us know their language preference of either Welsh or English for participating in the course. 'Shoctober' is an annual, month-long awareness campaign that runs every October and is designed to engage, educate, and inform primary school age learners about appropriate use of 999 services and vital lifesaving skills. Schools are asked for their audience language preference in order to deliver the sessions in either Welsh or English.

## **6. Compliance with the Policy Making Standards (Standards 69 – 77)**

All new policies implemented by the Trust are subject to an Equality Impact Assessment (EqIA). As part of this assessment, staff formulating new or revised policies are asked to consider the positive and/or negative impacts that could result from that policy for the Welsh language. Support from the Welsh Language Services Manager is available to any colleague completing an EqIA and is a standard procedure for all new and revised policies.

From April 2017, the Trust established a revised Trust wide policy process which ensures there is a robust structure in place within which to review existing or develop new policies.

During the reporting period, the Trust Board and its associated committees approved **5** policies (inclusive of new and revised policies). 100% went through the process of EqIA of which Welsh language is a standard equality strand. No policy required amending in relation to the Welsh language following the EqIA.

## **7. Compliance with the Operational Standards (Standards 79 – 114)**

The set of Operational Standards deals with the way the Trust uses the Welsh language internally and gives employees the right to receive Human Resources services in their chosen language.

### **Policy on the Internal Use of Welsh (Standard 79)**

A policy to promote the use of the Welsh language within the Trust has been developed for the formal and social use of Welsh amongst our workforce through regular learning and greater participation in a variety of formal and informal language networks and events. Part of this work was the introduction of a Welsh Language Award as one of the categories for the Trust's annual Staff Awards. The award is to recognise staff who have helped to promote the Welsh Language and improve bilingual provision in healthcare. During the reporting period, Dylan Vining, NHSDW/111 Call Handler received the award for his skill and proficiency as a Welsh speaking call handler.

Dylan's nomination said: *Dylan amazes me whenever I work with him and when he takes a Welsh call, he reads the algorithms in English and translates them so quickly to Welsh when speaking to the patients. He's then seeking advice from the 111 Clinical Advice Line in English then back to the patient in Welsh again super quickly and without hesitation.*

### **Employment Documents (Standards 80 – 81)**

We have not been asked by any member of staff for any employment related documents to be supplied in Welsh i.e., documents that outline training needs or requirements; documents that outline performance objectives; documents that outline or record a career plan; forms that record and authorise annual leave; forms that record and authorise absences from work and forms that record and authorise flexible working hours.

We have ensured that the following documents: change of hours letters, secondment extensions and contract of employment have been translated should any member of staff wish to receive them through the medium of Welsh. Where NHS Wales Shared Services Partnership (NWSSP) issues contracts of employment (via the recruitment process within TRAC), these are sent in both Welsh and English.

### **Recruiting and Appointing (Standards 106 – 109)**

Guidance/process flow charts are used to assist managers prior to any post being advertised. The process provides details of translation services as well as some standard advert and job description wording to assist managers. A translation Service Level Agreement with Betsi Cadwaladr University Health Board has been established to support the Trust's translation needs.

The assessment form we introduced for all managers to complete to help assess Welsh language requirement for posts continues to be utilised. This forms part of a number of other check points, prior to a post being released for advert.

### Assessing and Recording Welsh Language Skills across the Workforce (Standards 96 and 116)

From a total of **4,283** members of staff **3,736 (87.23%) 3,705 (91.32%)** of the Trust's workforce have self-assessed and recorded their Welsh language skills on ESR.

The numbers of staff recording their Welsh language skills has increased, however, the percentage has reduced due to an expanded workforce during the reporting period. In order to increase the number of staff recording their Welsh language skills on ESR, Workforce have created a link to a form to capture any missing competencies. A monthly report will then be run to check which members of staff are missing any of the competencies. An email will then be sent to staff members with a link to the form, asking them to fill it in with a deadline of a month's time.

Welsh language listening/speaking skills recoded on ESR per directorate:

DIRECTORATE	Assignment Count	Required	Achieved	Compliance %
Board Secretary	5	5	5	100%
Chief Executive Directorate	18	18	17	94.44%
Digital Directorate	56	56	47	83.93%
Finance & Corporate Resources Directorate	86	86	86	100%
Medical & Clinical Directorate	52	52	49	94.23%
Operations Directorate	3831	3831	3306	86.30%
Partnerships & Engagement Directorate	17	17	16	94.12%
Quality, Safety & Patient Experience Directorate	120	120	116	96.67%
Strategy, Planning & Performance Directorate	11	11	10	90.91%
Workforce & OD Directorate	87	87	84	96.55%

## New and Vacant Posts (Standard 117)

The table below confirms posts advertised between 1 April 2021 and 31 March 2022:

Total number of posts advertised: **456 (270)**

Category	Number of posts categorised	Percentage of posts advertised
Essential	8 (10)	1.7% (3.71%)
Desirable	441 (255)	97% (94.44%)
Needs to be learned	0 (0)	0% (0%)
Not necessary	6 (5)	1.3% (1.85%)

Welsh essential posts advertised include:

- Emergency Medical Service (EMS) Call Taker
- Non Emergency Patient Transport Service (NEPTS) Call Taker
- Professional Practice Educator, 111 Service
- Health Information Adviser, 111 Service
- Control Administrative Assistant, 111 Service

## Training (Standard 97)

We are aware of our obligation to offer the following training through the medium of Welsh:

- recruitment and interviewing
- performance management
- complaints and disciplinary procedures
- induction
- dealing with the public
- health and safety

We have not undertaken training for Performance Management or Complaints and Disciplinary Procedures during the period that this report covers. Generally, training for these areas is conducted when a key change in policy and/or procedure is agreed, and where we would have to ensure that managers are aware of the change and its implication on their management of staff through one of these processes.

We can however confirm that should training in these areas be necessary, candidates will be asked if they would like the training in Welsh. A session through the medium of Welsh (number dependent) would be arranged or via the use of a simultaneous translation service.

## Training carried out during the reporting period

Type of Training	Number who attended the Welsh version	Number who attended the English version	Percentage that attended the Welsh version
<b>Recruitment and Interviewing</b>	None delivered	None delivered	
<b>Performance Management</b>	None delivered	None delivered	
<b>Complaints and Disciplinary Procedures</b>	None delivered	None delivered	
<b>Induction</b>	No one requested for our induction to take place in Welsh, however, the induction workbook is routinely offered to all attendees in Welsh.	Total: <b>340 (383)</b>	<b>0% (0%)</b>
<b>Dealing with the Public</b>	None delivered	None delivered	
<b>Health and Safety</b>	This is an internationally delivered IOSH accredited training course, and not available in Welsh.	Total: <b>30 (10)</b>	<b>0% (0%)</b>

### Training to Improve Welsh Language Skills (Standards 99 - 101)

The online module 'Croeso Cymraeg Gwaith' has been key to the Trust in supporting staff who are at the beginning of their journey to learn Welsh and **294 (284)** members of staff have registered onto the Welsh language beginners e-learning module facilitated by the National Centre for Learning Welsh with **97** having completed the course.

### Welsh Language Awareness Training (Standards 102 – 103)

The Trust's 'Welcome days' includes Welsh language awareness and a total of **340 (383)** staff undertook this training during the reporting period.

### Promoting the Welsh Language

The 7<sup>th</sup> of December 2021 marked Welsh Language Rights Day which is the date on which the Welsh Language (Wales) Measure, the legislation that made the rights possible, was passed by the Senedd. The Trust supported Welsh Language Rights' Day on its social media platforms in promoting to our service users what they are entitled to through the medium of Welsh. In addition, advice, and guidance to Trust staff on how they can comply with the Welsh language standards was also promoted.

## 8. Complaints (Standard 115)

### Complaints received in 2021/22

Below, is a list of complaints received during 2021/22 along with a summary of the actions taken. Three complaints were received:

	Complaint	Response and action
	<b>Service Delivery Standard</b>	
1	Complaint received via <a href="mailto:PTR_Concern@wast.uk">PTR_Concern@wast.uk</a> from member of the public regarding failure by the NHS Wales 111 Service to deal with their telephone call in Welsh. Caller had requested for a Welsh language service but as there was no Welsh speaking person to answer their call, the system did not route the call to a non-Welsh speaking call handler.	Individual was contacted by telephone explaining that the service had experienced technical issues with regards to the routing of Welsh language calls.  Technical issue was resolved.
2	Complaint received via <a href="mailto:PTR_Concern@wast.uk">PTR_Concern@wast.uk</a> from member of the public regarding failure by the NHS Wales 111 Service to deal with their telephone call in Welsh.	Complaint resolved through explanation to complainant via telephone call. It was explained to the complainant that all attempts are made to route Welsh calls to the appropriate Welsh speaking call handlers and that not all the call handlers are Welsh speakers, and there are times that Welsh calls are routed to a non-Welsh speaking call handler due to patient safety and to prevent a potential delay in urgent care.
3	Complaint received from member of the public via Welsh Government regarding the quality of the Welsh language recorded messaging to callers on the 111 Service.	Following a thorough review of the 111 Service messaging it was identified that a few words on the recorded scripts were not pronounced correctly as detailed in the feedback. During the pandemic the 111 Service had to modify in a relatively quick manner considerable changes to the voice scripts recordings.  The 111 service has now been upgraded to a newer and robust Cisco telephone platform with new messaging for callers at the front end of the service.  A new quality monitoring process has been developed that will ensure that both Welsh and English language front end messaging are clear, accurate and of a high professional standard.

## Priorities for 2022-2023

In order to reach the long-term outcome of the delivery of an “Active Offer” that takes the responsibility off the service user to ask for a service through the medium of Welsh, the Trust will continue to progress with its work in improving its services for its Welsh speaking patients in their language of choice as an integral part of service delivery.

Focus will be on developing work in the following areas:

- **Development of a Welsh Language Framework**  
To ensure there is structure, rigour, governance, and consistency in the implementation of a framework for the development of the Welsh language throughout the Trust.
- **More than just words 2022-2027 plan**  
Implement the new 5 year plan for *More than just words* to address the key issues that emerged as part of the independent evaluation of the *More than just words* framework.
- **Consultation on the draft code of practice for the Welsh Language Standards (No.7) Regulations 2018**  
The Trust to respond to the Welsh Language Commissioner on the draft practical guidance on the requirements of the Welsh language standards in which the Trust are required to comply with.
- **Centralisation of translation service**  
In order to meet the increasing demand and cost for translation and to provide a well-rounded and more strategic outlook, a case has been prepared for the Trust to have a centralised translation service that would provide value for money, quality and speed of service to the Trust.

## Appendix 1

### Bilingual Social Media Accounts: Statistics from 1 April 2021 – 31 March 2022

#### Twitter

	@Ambiwylans_Cymru	@WelshAmbulance
<b>New followers</b>	65 (134)	1,906 (3,059)
<b>Total amount of Tweets</b>	430 (572)	572 (753)
<b>Total impressions</b>	191,100 (249,011)	4,806,500 (7,106,000)
<b>Profile visits</b>	14,318 (4,041)	239,200 (117,993)
<b>Retweets</b>	309 (499)	6,210 (10,800)
<b>Likes</b>	366 (691)	16,188 (30,300)

- Series of ‘Emergency’ demand posts created in Welsh and English as a result of messages being requested out of hours via a non-Welsh speaking on-call Communications Officer. **(See pages 19 – 21)**

\*Note: the total amount of Tweets differs between both accounts for the following reasons:

- ‘Tweets’ include quoted Tweets which are published more frequently on our English account due to other agencies such as other UK ambulance services not putting out content in Welsh.
- ‘Tweets’ also include replies to comments (e.g. complaints, thank you notes, general conversations) which are rarely received on the Welsh accounts. Over the busy winter period, we are frequently replying to complaints/feedback directed at us on our English Twitter account.

#### Facebook

	Ymddiriedolaeth GIG Gwasanaethau Ambiwylans Cymru	Welsh Ambulance Services NHS Trust
<b>New followers</b>	59 65	4,647 7,546
<b>New page likes</b>	28 59	2,237 6,815
<b>Total post engagement</b>	1,564	433,529
<b>Total page views</b>	744	67,856
<b>Total reach</b>	136,237 12,612	9,792,474 2,135,600

	English Post	English Caption	Welsh Post	Welsh Caption
1	We are currently extremely busy For those who are less seriously ill or injured, there are other options available	Think carefully before dialling 999. If it is not an emergency, then use the:  @NHS111Wales symptom checkers  Your local pharmacy  Minor Injuries Unit  111 for urgent medical concerns only	Rydym yn hynod brysur ar hyn o bryd l'r rheiny sydd ddim mor ddifrifol wael neu wedi eu hanafu y mae opsiynau eraill ar gael	Meddyliwch yn ofalus cyn deialu 999. Os nad ydyw yn argyfwng yna defnyddiwch:  gwiriwr syptomau @NHS111Wales  Eich fferyllfa leol  Uned Mân Anafiadau  111 am faterion meddygol brys yn unig
2	Our emergency call handlers are very busy and doing everything they can to arrange help for those who need us	Please help us by only dialling 999 if it is a serious or life-threatening emergency. For urgent advice please use @NHS111Wales, your local pharmacy or Minor Injuries Unit	Mae ein gweithredwyr galwadau brys yn brysur iawn ac yn gwneud popeth o fewn eu gallu i drefnu cymorth i'r rheiny sydd ein hangen	Os gwelwch yn dda helpwch ni drwy ddeialu 999 os ydyw yn fater difrifol neu'n argyfwng sy'n peryglu bywyd yn unig. Am gyngor brys, os gwelwch yn dda defnyddiwch @GIG111Cymru, eich fferyllfa leol neu'r Uned Mân Anafiadau
3	The service is experiencing a very high demand	If it's urgent but it's not a serious or life-threatening emergency, please consider other options. In times of extremely high demand, some patients may wait longer for our help. If you need medical help fast but it's not an emergency, try our @NHS111Wales symptom checkers for advice and next steps  <a href="https://bit.ly/3hQf6XK">https://bit.ly/3hQf6XK</a>	Mae galw mawr iawn am y gwasanaeth	Os ydyw yn fater brys, ond nad yw'n argyfwng difrifol neu'n peryglu bywyd, ystyriwch opsiynau eraill os gwelwch yn dda. Ar adegau pan fo galw mawr iawn, fe all rhai cleifion aros yn hirach am ein cymorth. Os ydych angen cymorth meddygol yn gyflym ond nad yw'n argyfwng, cysylltwch â'n gwirwyr syptomau @NHS111Wales am gyngor a'r camau nesaf  <a href="https://bit.ly/3hQf6XK">https://bit.ly/3hQf6XK</a>
4	Our <b>NHS 111 Wales</b> service is experiencing a very high volume of calls	Demand on our 111 service means that some people may have problems getting through to us. If you do need us urgently, please keep trying or use our	Mae'r gwasanaeth <b>GIG 111 Cymru</b> yn profi nifer uchel iawn o alwadau	Mae pwysau ar ein gwasanaeth 111 yn golygu y gall rhai pobl gael problemau yn dod drwodd atom. Os ydych ein hangen ar frys, daliwch i alw os gwelwch yn dda neu defnyddiwch ein

		website for information, advice, and other services available to help you 📄 <a href="https://bit.ly/3K0FB8P">https://bit.ly/3K0FB8P</a>		gwefan am wybodaeth, cyngor a gwasanaethau eraill ar gael i'ch helpu chi 📄 <a href="https://bit.ly/3K0FB8P">https://bit.ly/3K0FB8P</a>
<b>5</b>	All our services remain extremely busy	In times of extremely high demand, some patients may wait longer for our help. Our staff over the phone and on the road are doing everything they can to help you. Please work #WithUsNotAgainstUs and respect ambulance workers	Mae ein holl wasanaethau yn parhau yn hynod brysur	Ar adegau pan fo galw mawr iawn, fe all rhai cleifion aros yn hirach am ein cymorth. Mae ein staff sy'n gweithio dros y ffôn ac ar y ffordd yn gwneud popeth o fewn eu cyrraedd i'ch helpu chi. Os gwelwch yn dda byddwch #GydaNiNidYnEinHerbyn a pharchwch y staff
<b>6</b>	Our 999 and 111 services are experiencing extremely high demand today	#HelpUsHelpYou by 📞 Only calling 999 for a serious or life-threatening emergency 🕒 Not calling 999 for an ETA 📞 Only calling back if the patient's condition worsens or they no longer need our help 📱 Using the @NHS111Wales symptom checkers 🏥 Taking yourself to the Emergency Department or Minor Injuries Unit	Mae ein gwasanaethau 999 ac 111 yn profi galw mawr iawn heddiw	📞 Alw 999 yn unig ar gyfer argyfwng difrifol neu'n peryglu bywyd 🕒 Peidio galw 999 am amcan amser cyrraedd 📞 Galw yn ôl dim ond os ydyw cyflwr y claf yn gwaethygu neu nad ydynt mwyach angen ein cymorth 📱 Defnyddio gwirwyr symptomau @NHS111Wales 🏥 Mynd i'r Adran Achosion Brys neu'r Uned Mân Anafiadau
<b>7</b>	Please only call 999 for the most serious life threatening injuries or illness and help keep our emergency vehicles free for those who desperately need us	We are experiencing very high levels of demand this evening across [INSERT AREA]. Please only call 999 for life threatening injuries or illness and make alternative arrangements to get to hospital to keep our emergency vehicles free for those who desperately need us	Ffoniwch 999 am yr anafiadau neu'r salwch mwyaf difrifol sy'n bygwth bywyd a helpwch i gadw ein cerbydau argyfwng yn rhad ac am ddim i'r rhai sydd ein hangen yn ddirfawr	Yr ydym yn profi lefelau uchel iawn o alw heno ar draws y [INSERT AREA]. Ffoniwch 999 am anafiadau neu salwch sy'n bygwth bywyd a gwnewch drefniadau amgen i gyrraedd yr ysbyty i gadw ein cerbydau brys yn rhad ac am ddim i'r rhai sydd eu hangen yn ddirfawr
		<b>English Hashtags</b>	<b>Welsh Hashtags</b>	

		#HelpUsHelpYou	#HelpwchNiHelpuChi	
		#BeWiseSaveLives	#ByddwchDdoethdAch ubwchFywydau	
		#StaySafe	#Arhoswch yn ddiogel	
		#WithUsNotAgainstUs	#GydaNiNidYnEinHerb yn	
		<b>English Area Names</b>	<b>Welsh Area Names</b>	
		South East	Y De-ddwyrain	
		South West	Y De-orllewin	
		South Wales	De Cymru	
		North East	Gogledd Ddwyrain	
		North West	Gogledd Orllewin	
		North Wales	Gogledd	
		Mid Wales	Y Canolbarth	
		East Wales	Dwyrain Cymru	
		West Wales	Gorllewin Cymru	

## Further Information

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