



GIG  
CYMRU  
NHS  
WALES

Ymddiriedolaeth Brifysgol GIG  
Gwasanaethau Ambiwylans Cymru  
Welsh Ambulance Services  
University NHS Trust

WELSH AMBULANCE SERVICES  
UNIVERSITY NHS TRUST

**WELSH LANGUAGE  
STANDARDS  
ANNUAL REPORT  
2023-2024**

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 University NHS Trust, we are delighted to present our fifth 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.

Welsh language features again in the Integrated Medium Term Plan (IMTP) for 2024-27, being as it is in the second year of a three year plan. The intention for 2024/25 is to build an environment in which the Welsh language can flourish. This will ensure we focus on cultural change to drive standards compliance.

We improved our compliance with the Welsh Language Standards and our delivery of an Active Offer by centralising our translation service in 2023 with the recruitment of a Welsh Language Translator. This has increased our ability to provide bilingual services to our service users and to our staff.

Our annual meeting with the Welsh Language Commissioner's Office in Tŷ Elwy in February 2024 was positive, with the Trust being asked to share good practice on call answering in Welsh in the 111 service, and on our work on bilingual recruitment.

Progress has been made in developing the Trust's Welsh Language Framework, including the Trust's first Welsh Language Policy, with a vision to providing services that will satisfy the needs of Welsh speakers by ensuring they are able to receive services in their own language.

This Annual Report sets out our compliance with the Standards and is supported by data for the reporting period 1 April 2023 to 31 March 2024. 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 meet our operational needs and ensure the rights of Welsh language speakers.

This report also reflects the positive impact of the Implementation of More than just words and the "Active Offer" principle, meaning the provision of a Welsh medium service without the service user having to request it.



**Colin Dennis**  
Chair



**Jason Killens**  
Chief Executive Officer

## 1. Introduction

This is the fifth 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.

## 2. About us

The Trust provides health care services for people across the whole of Wales, delivering high quality and patient-led clinical care wherever and whenever needed.

Services include:

- The blue light emergency ambulance services: including call taking, remote clinical consultation, see and treat and if necessary, conveyance to an appropriate hospital or appropriate treating facility.
- Non-Emergency Patient Transport Service (NEPTS): including call taking, journey planning, service commissioning, taking patients to and from hospital appointments and transferring them between hospitals and treating facilities.

- The 111 service: website and a free-to-call service, acts as a first line gateway to a patient's journey within the health and care system providing them with the right advice or referral.
- The Trust also supports volunteers: Community First Responders (CFRs), Co-Responders and Uniformed Responders to provide additional response resource to emergency calls and a volunteer car service to aid patient transport to planned appointments.

### 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.

### 4. More than just words 2022-27 Action Plan

Since the launch of the Welsh Government's **More than just words 2022-27 Action Plan** in 2022, the Trust is committed in delivering those actions so that the 'active offer' is an integral part of service quality and service delivery across the Trust where services are provided in Welsh without someone having to ask for it. It is the responsibility of everyone who provides care services for people and their families across Wales to deliver the Active Offer. This includes health services, social care services and social services.

In February 2024 the Trust's People and Culture Committee noted Welsh Governments' More Than Just Words Annual Report 2022-23 and received assurance against the Trust's progress in delivering its commitments to the plan that included a summary of the 111 Service's Welsh call answer improvement plan.

During the reporting period of this report our new Strategic Equality Objectives for 2024-2028 have been developed as overarching aims for the Trust in relation to equality, diversity and inclusion. Within the Trust, we recognise the links between our

Welsh language requirements and those relating to equality. We have developed an action plan which will sit underneath the Strategic Equality Plan (SEP) and have included a number of Welsh language actions which are linked to our SEP objectives and is in addition to the More Than Just Words action plan.

## 5. Accountability and Support

### 5.1 Welsh Language Leads and Champions

Alongside the Trust's Welsh Language Services Manager, the Trust's Director of Corporate Governance/Board Secretary, Trish Mills is the executive lead for the Welsh language who has been instrumental in championing the development of a new Welsh Language Framework. Trish has also been leading in opening conversations in meetings and correspondence in basic Welsh. In addition, the Trust Board has a Non-Executive Director, Bethan Evans who is the Board's Welsh Language Champion and has been involved in promoting the Welsh Language within the Trust to our staff and externally to our service users via the Trust's social media platforms.



**Trish Mills**

Director of Corporate Governance/Board Secretary



**Bethan Evans**

Non-Executive Director

### 5.2 Welsh Language Advisory Group

WAST has established a Welsh Language Advisory Group that feeds into the Equality, Diversity Inclusion Group as to strengthen alignment to the SEP. This Advisory 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 Trust's services.

### 5.3 People and Culture Committee

The Trust's People and Culture Committee provides assurance to the Board of its leadership arrangements with respect to the Welsh language, and monitors progress and seeks assurance that the Trust is discharging its statutory responsibilities in relation to the Welsh Language Standards. It also promotes and supports the

cultural change aligned to the active offer as a way of strengthening Standards compliance.

## 5.4 Trust Board

The Trust's Welsh Language Standards Annual Report's approval route is via the Trust's Welsh Language Advisory Group, Executive Leadership 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.

## 5.5 Complaints Procedure

Concerns received in relation to compliance with the Welsh Language Standards are received in a number of ways including directly to the CEO and the Welsh Language Services Manager. All complaints received are investigated and a response provided with any required corrective action. Issues relating to patient safety are addressed under the Putting Things Right Regulations.

If a member of the public has a concern regarding a recent experience of using the Trust's Welsh language services, they can register their concern by emailing the concerns team: [Amb\\_PuttingThingsRight@wales.nhs.uk](mailto:Amb_PuttingThingsRight@wales.nhs.uk) or complete an online form: [Online Concerns Submission Form](#)

# THE STANDARDS

Compliance with the Welsh language standards are categorised into the following areas of compliance: Service Delivery, Policy Making, Operations and Record Keeping. During 2024/25 we are developing a baseline upon which to report and introduce improvements in our compliance requirements.

## 6. 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.

### 6.1 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'.

## 6.2 Telephone Calls (Standards 8 – 20)

The Welsh Language Standards as imposed upon the Trust places no legal requirement to answer 999 calls in Welsh. Under [The Welsh Language Standards \(No. 7\) Regulations 2018](#) Paragraph 35: Standards 8 to 10 and 13 to 16 do not apply to calls made to the 999 telephone number.

Callers to the 111 service and to Ambulance Care receive a recorded bilingual greeting. 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 Ambulance Care offer a language option for callers.

Welsh language call answering for 111 and Ambulance Care is now reported to the Board in the Monthly Integrated Quality and Performance Report (MIQPR). These are drawn out more particularly in the following paragraphs.

### 6.2.1 NHS Wales 111 Service Review

#### NHS Wales 111 Service Welsh Language Call demand and answer rate 2023-2024

Welsh language demand	Total answered calls for 111	Welsh Calls Offered	Total calls answered in Welsh	% of calls answered in Welsh
<b>01/04/23 – 31/03/24</b>	<b>843,464</b>	<b>17,792</b>	<b>8,099</b>	<b>45.5%</b>
<b>01/04/22 – 31/03/23</b>	<b>766,718</b>	<b>15,735</b>	<b>2,853</b>	<b>18.1%</b>

\* Orange figures/percentages represent the 2022/23 reporting period.

In 2023-24 the percentage of NHS 111 Wales calls being answered in Welsh as the service users chosen language improved upon the subsequent year. This followed the launch of an improvement plan in late 2022 into 2023. The number of calls requesting this service remained low (less than 1% of 111 calls) however the 111 Service leadership team recognised the importance of the service it provided. As a result, the 2022 improvement plan was further developed across our NHS 111 Wales service in 2023 by the 111 service delivery team to improve the numbers of patients able to receive a service in Welsh if this was their preference. The plan captured the following actions:

- Regular meetings held with Welsh Language Services Manager to look at ways to increase/improve our Welsh call performance and our staff confidence in taking calls in Welsh via Welsh language confidence building sessions.
- Allocation of two Welsh speaking call handlers to a Welsh skill set on Saturdays and Sundays between the hours of 8am and 1pm.
- Data captured from our data reporting software tool identified where we received our greatest demand of Welsh language calls which helped to improve the Welsh call answer rate, lower the abandon rate and reduce the number of calls being dequeued to English only call handlers.
- When demand on the weekend was low, staff on dual skill sets (Welsh and English) dealt with Welsh calls which further improved the performance.
- Currently work is under way to adjust and improve the way Welsh calls are dealt with within the 111 telephone messaging process.
- Recruitment of Welsh speaking call handlers.
- Welsh language awareness session for new starters during their induction training.
- Video training for established call taking staff on Welsh language customer care and best practice.
- Weekly performance review by the operational team on Welsh calls performance data with agreed subsequent actions and oversight.
- Rostering actions to maximise Welsh language cover.

## 6.2.2 Ambulance Care (previously known as NEPTS)

### Ambulance Care Welsh Language Call demand and answer rate 2023-2024

Welsh language demand		Total answered calls for NEPTS	Welsh Calls Offered	Total calls answered in Welsh	% of calls answered in Welsh
<b>01/04/23 31/03/24</b>	–	<b>232,442</b>	<b>3,951</b>	<b>3,923</b>	<b>89%</b>
<b>01/04/22 31/03/23</b>	–	<b>200,864</b>	<b>1,878</b>	<b>1,856</b>	<b>98.8%</b>

\* Orange figures/percentages represent the 2022/23 reporting period.

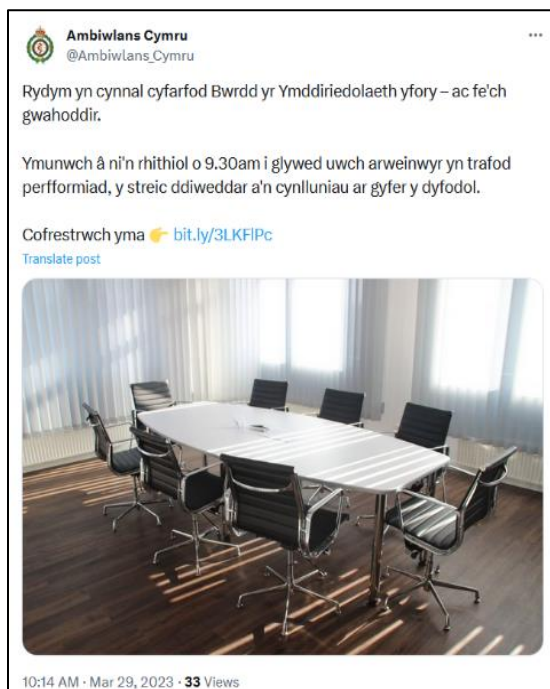
All callers to our Non-Emergency Transport Call Centre are welcomed with a bilingual greeting, followed by our Integrated Voice Response (IVR) system allowing callers to select their preferred language being English or Welsh from this point. Depending on their selection, all messages will be presented in their selected language.

Welsh callers are directed through the IVR to our Welsh call takers. If our Welsh call takers are busy with other callers, the caller is re-routed to the next available English

or Welsh call taker to avoid unnecessary waiting time. It is important not only to provide a full Welsh call experience but to also ensure that no prolonged delays occurs if all our Welsh call takers are dealing with other calls.

Our Patient Needs Assessment is used to check the eligibility of each patient for ambulance transport and has been fully translated for use by our Welsh call takers to enhance the caller's experience.

### 6.3 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 members present who speak Welsh, and all meetings of the Board are livestreamed via Zoom. We are investigating into the possibility for the provision of Welsh subtitles via Zoom for Board meetings.

Trust Board meeting invites to our partners are sent out bilingually. All Trust Board meeting agendas are available in Welsh. The

Trust's 2022-23 Welsh Language Standards Annual Report was presented bilingually for the first time at the meeting of the Trust Board in September 2023.

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

In relation to face to face services offered at an event, the event's invitation or advertisement will ask persons to inform us if they wish to use the Welsh language. Where this occurs, we will provide a translation service at the event. We endeavour to ensure all invitations and notices to the public are bilingual.

## Eisteddfod Boduan



On the 11<sup>th</sup> of August our Welsh Language Services Manager, Melfyn Hughes and Richard Lewis a CFR volunteer from the Pwllheli area attended this year's Nation Eisteddfod at Boduan, Gwynedd where WAST had an exhibition stand as part of BCUHB's exhibition tent. This was a valuable opportunity to engage with our service users and the WAST stand also received a special visit from Eluned Morgan, the then Minister for Health and Social Care

## Patient Experience & Community Involvement

As part of the Patient Experience & Community Involvement team's (PECI) continuous engagement model WAST has attended various public engagement and community events across Wales. The PECI team provide information about the services provided by WAST along with age and demographic specific accessible resources. All material provided is bilingual and people are provided links to provide their feedback in the language of their choice.



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

Since the beginning of September 2023, the Trust has had a dedicated in-house translation service, which is available to all staff free of charge through a dedicated inbox and has been a key enabler of compliance with the standards, related to documents and forms.

## Examples of forms that have been made available in Welsh include:

### NEPTS patient feedback form

**Dweud eich dweud - Cludiant Ambiwllans**

Yn Ambiwllans Cymru rydym yn ceisio gwella'r gwasanaeth a ddarparwn yn barhaus. Helpwch ni i wella ein gwasanaeth i gleifion oncoleg trwy lenwi'r ffurflen isod.

Sut wnaethoch chi deithio heddiw?

Gyrrwr Car Ambiwllans Gwirfoddol     Tacsï

Cerbyd Ambiwllans Cymru     Dydw i ddim wedi teithio o'r blaen.

Ambiwllans Preifat

Pa sgôr fydddech chi'n ei rhoi i'ch trafndiaeth heddiw?

★ ★ ★ ★ ★

### NHS 111 Wales website survey

**GIG 111 Cymru NHS 111 Wales**

**Ymddiriedolaeth B Gwasanaethau Am Welsh Ambulance University NHS Trust**

Arolwg Profiad Gwefan GIG 111 Cymru

Iaith: Cymraeg

Mae'r profiad sydd gennych ar wefan GIG 111 Cymru yn bwysig i ni. Er mwyn ei i barhau i wella'r safle byddem yn ddiolchgar pe gallech gwblhau'r arolwg hwn fe ddeall hyn yn well. Sylwer bod yr arolwg hwn yn ymwneud â gwefan GIG 111 C, unig ac nid i unrhyw wasanaethau GIG arall.

Nid oes angen i ni wybod eich manylion personol ond rydym wedi gofyn rhai cw cyffredinol ar y diwedd am bwy ydych chi. Mae hyn er mwyn i ni wneud yn siŵr e gofyn i bob grŵp o bobl am eu profiad. Gweler ein hysbysiad preifatwydd am ra wybodaeth.

Bydd unrhyw ymatebion yn cael eu cadw'n gyfrinachol a dim ond canlyniadau ar dienw fydd yn cael eu rhannu neu eu datgelu.

Os hoffech drafod yr arolwg hwn neu ofyn unrhyw gwestiynau, cysylltwch â'r tîm Clefion a Chyfrangodiad Cymunedol ar 0300 123 9207 neu anfonwch e-bost at [PECI.team@wales.nhs.uk](mailto:PECI.team@wales.nhs.uk)

Mae'r Arolwg hwn yn cynnwys 20 Cwestiwn, a ni ddylai gymryd mwy na 6 munu gwblhau.

**Parhewch**

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

Any publicity or advertising material the Trust produces for the public is produced bilingually.

Bilingual publicity was produced and promoted via social media for members of the public to complete an online survey on their experience of calling the Trust's 999 service.

**Ymddiriedolaeth Brifysgol GIG Gwasanaethau Ambiwllans Cymru**  
11 March

Ydych chi neu rywun rydych yn ei adnabod wedi ffonio 999 yn ddiweddar?

Cymerwch eiliad i gwblhau ein harolwg ar-lein a dywedwch wrthym am eich profiad o ffonio 999. Rhannwch eich adborth am eich galwad ffôn, sut y gwnaethom ymateb a'ch profiad os cawsoch alwadau'n ôl gan ein Cyngorwyr Clinigol.

Mae eich adborth yn bwysig i ni.

👉 Dolen i'r arolwg: <https://bit.ly/42RljqS>

**Sut oedd eich profiad?**  
Cwblhewch ein harolwg a dywedwch wrthym am eich profiad o ffonio 999

**Welsh Ambulance Services University NHS Trust**  
Published by Rachel Watling · 11 March

Have you or someone you know recently called 999?

Please take a moment to complete our online survey and tell us about your experience of calling 999. Share your feedback about your phone call, how we responded and your experience if you received callbacks from our Clinical Advisors.

Your feedback is important to us.

👉 Link to survey: <https://bit.ly/3ZjzCOY>

**How was your experience?**  
Complete our survey and tell us about your experience of calling 999

## Strategic Equality Plan Consultation and Engagement



During 2023-2024, the Trust undertook consultation and engagement as part of the Strategic Equality Plan (SEP) development. Members of the public, service users, staff and stakeholders were invited to complete a bilingual survey to help shape a new set of Strategic Equality Objectives for the Trust. The proposals for the new plan were also discussed at the Trust's Welsh Language Advisory Group in September.

The consultation responses included several comments in relation to the Welsh language. Respondents felt it was important for our leadership to demonstrate our commitment to the Welsh language and ensure that the organisation is fully bilingual. Raising awareness of the Welsh language needs of service users and staff and increasing opportunities to use the Welsh language were noted in the consultation. For 2024/25 this will be achieved via our Year 1 IMTP Action, to introduce and implement a new Welsh Language Policy for the promotion and facilitation of the Welsh language.

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

We have two websites, the Welsh Ambulance Services University NHS Trust website, and the 111 Wales website, which we operate as the commissioned provider of 111 across Wales. Some of the challenges are set out below.

#### 6.7.1 NHS Wales 111 Website

The NHS 111 Wales website operates its own Welsh and English social media Twitter accounts @GIG111Cymru with **122 (105)** followers and @NHS111Wales with **7,316 (7,282)** followers.

#### 111 Website Symptom Checkers

Listening to website user feedback, we continue to work closely with colleagues across the Trust to extend the range of symptom checkers available in Welsh through the website, allowing users to check their symptoms and receive online advice about what to do next. During this reporting period, **no** new symptom checkers were developed and made available in Welsh and English:

All 65 of the current symptom checkers that are available on the 111 website are available in Welsh.

## NHS Wales 111 Website development

There continues to be no dedicated long term funding associated with the NHS 111 Wales website, its architecture, content generation, management, or clinical assurances (Including the online symptom checkers). Given the Welsh Government's position on digital-first, the introduction of the Welsh NHS App, and the future impact a fit-for-purpose website could offer, this continues to represent a significant risk and challenge.

Whilst this position has remained unchanged since the last report, WAST has commissioned bespoke digital discovery work. This work will inform the creation of a business case for the Welsh Government and set out a clear vision for the future of digital access and integration for NHS 111 online, which will include the requirements for Welsh language for any content contained within.

A group of experts has been brought together to undertake research into the existing barriers to digital success, the Welsh digital ecosystem, the vision for success, the principles for progress, the identification of intent and gap, users' needs, wants, and journeys, service ideation and ultimately mapping and design.

This work, which covers research strategy and delivery, is poised to provide valuable insights and recommendations for the future of the NHS 111 Wales Website and enable WAST to create a business case for change.

### 6.8 Social Media (Standards 45 – 46)


The Trust operates separate Welsh language and English social media accounts for Facebook and Twitter. Each English post is replicated in Welsh.



**Below is a breakdown of the engagement on Trust’s social media accounts during the reporting period from 1 April 2023 – 31 March 2024**

Since the previous annual report, X and Facebook have changed their analytics and statistics. In year, the Trust also began posting bilingually on Instagram.


Please note, the below number are an approximate representation of the stats due to issues accessing analytics since the changeover of Twitter to X

 Twitter	@Ambiwlans_Cymru		@WelshAmbulance	
	2023/24	2022/23	2023/24	2022/23
<b>Total followers</b>	423		24,196	
<b>Total impressions</b>	34,284	113,351	1,749,700	2,440,000
<b>Retweets (without comments)</b>	202	625	2,735	4,693
<b>Likes</b>	277	485	8,232	12,400
<b>Link clicks</b>	41	38	6,045	7,300

\* Orange figures/percentages represent the 2022/23 reporting period.

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.

 Facebook	Ymddiriedolaeth GIG Gwasanaethau Ambiwlans Cymru		Welsh Ambulance Services NHS Trust	
	2023/24	2022/23	2023/24	2022/23
<b>Total followers</b>	261		37,041	
<b>New followers</b>	22	27	1,630	1,959
<b>New page likes</b>	8	10	531	1,029
<b>*Total page views</b>	1,099		124,235	
<b>*Total page and profile reach</b>	37,750		3,172,769	
<b>*Total post impressions</b>	38,516		3,690,160	
<b>*Page engagements (total number of reactions, comments, shares on posts)</b>	1,621		412,950	

\* New additions therefore no previous comparable data available.

\* Orange figures/percentages represent the 2022/23 reporting period.

## 6.9 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 ambulance workshop in Merthyr Tydfil as shown below.



## 6.10 Reception Services (Standards 50 - 53)

Where we do have a reception service, 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. Welsh language support is also available from the Trust's Welsh Language Services Manager.

## 6.11 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.

## 6.12 Corporate Identity (Standard 62)

During the reporting period our Welsh Language Services Manager worked alongside our Communications Team to develop a bilingual version of the Trust's Crown Badge. A replica Crown badge was developed for review and for final approval. The introduction of the Trust's new bilingual crown badge will promote to our service users and our staff the Trust's commitment to the Welsh language. Permission was received from the Cabinet Office to move to a bilingual Crown Badge.

On 1 April 2024, the Trust was granted University Trust status and as a result our NHS Wales logo has also been updated to reflect

University Trust status, which has been granted by Welsh Government in recognition of our commitment to drive research and innovation and develop the current and future workforce.

The new Crown Badge and NHS Wales logo are available to staff to download from a dedicated corporate branding page. In addition, corporate brand guidelines have been created inform staff on how to correctly apply these.

Physical assets that display the old version of the logo and crown badge such as vehicles, uniforms and estate signage, need only carry the new logo and Crown Badge when they are naturally replaced.



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

All new and revised policies implemented by the Trust are subject to an Equality Impact Assessment (EqIA). Welsh language is a standard equality strand and 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.

Trust's policy process has oversight of the governance processes in the review of new or revised policies, and the relevant board committee is assured that the EqIA has been completed when approving their assigned policies.

During the reporting period **11** policies (inclusive of new and revised policies) were approved, all of which went through the process of EqIA.

## 8. 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.

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

As part of the Trust's new Welsh Language Framework a new Welsh Language Policy has been developed to promote the use of the Welsh language and compliance with the Welsh Language Standards. This is on track to be approved in 2024 and will then be promoted across the Trust.

Part of this work to promote the Welsh language internally has been 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.

As part of this year's staff awards, seven strong nominations were received. Jason Jones, Capital Deliver Manager was the winner of the Welsh Language Award for his dedication in learning Welsh and becoming a fluent Welsh speaker. Nia Barton, Clinical Contact Centre Clinician was highly commended for her work when dealing with patients in Welsh.



The Welsh language was prominent for the **CEO Roadshows** that took place in April and November 2023. This was an opportunity for the CEO Jason Killens and other members of the Board to engage with our people across Wales to reflect on our

experiences and the challenges that we are facing now and in the future. The following popup banner and handouts were displayed at the events:

The monthly **WAST Connects** newsletter for internal use, is now published on WAST's intranet bilingually for all users to be able to engage with the post.

## 8.2 Employment Documents (Standards 80 – 81)

If asked, we will supply 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. In the reporting period we have not received any such requests from staff.

We have ensured that the following documents have been translated should any member of staff wish to receive them through the medium of Welsh: change of hours letters, secondment extensions and contract of employment. 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.

### 8.3 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. Our internal translation service 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.

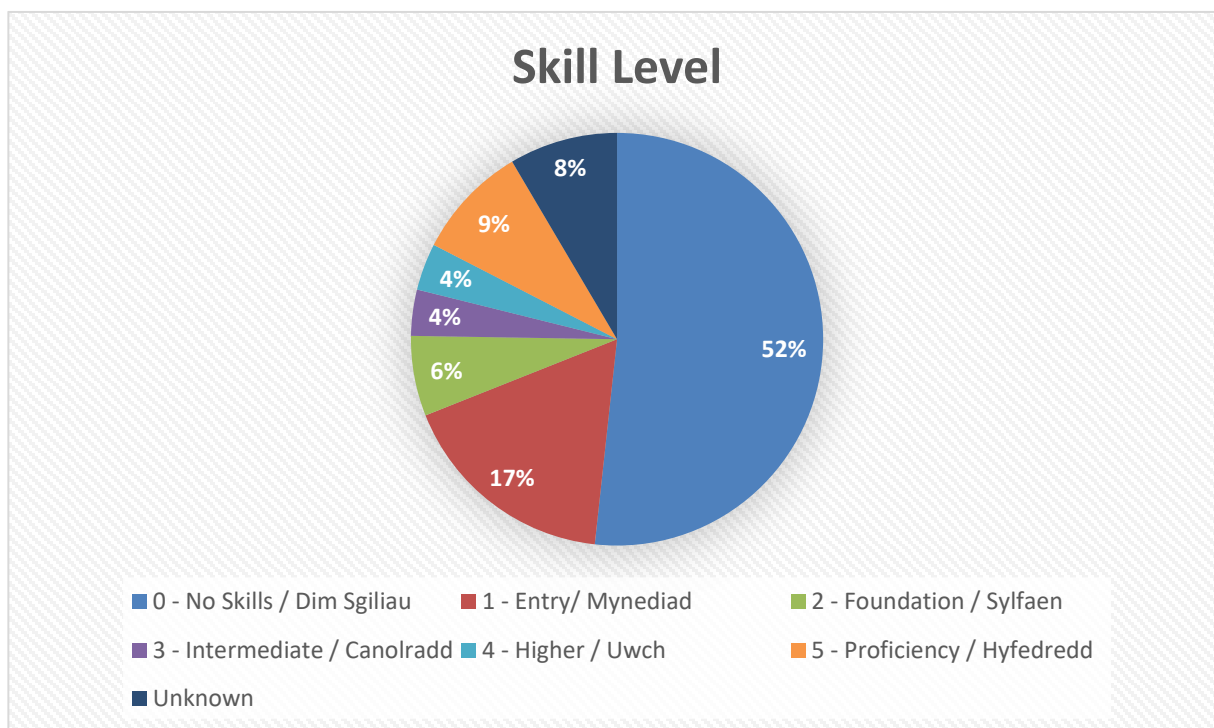
### 8.4 Assessing and Recording Welsh Language Skills across the Workforce (Standards 96 and 116)

From a total of **4,317** members of staff **3,949 (91.48%)** **3,906 (89.28%)** of the Trust's workforce have self-assessed and recorded their Welsh language skills on ESR. Below, Welsh language listening/speaking skills recorded on ESR per directorate:

Directorate	Required	Achieved	Compliance %
Corporate Governance	8	8	100%
Chief Executive Directorate	18	13	72.22%
Digital Directorate	58	55	94.83%
Finance & Corporate Resources Directorate	108	100	92.59%
Medical & Clinical Directorate	57	56	98.25%
Operations Directorate	3826	3481	90.98%
Partnerships & Engagement Directorate	12	12	100.00%
Quality, Safety & Patient Experience Directorate	119	118	99.16%
Strategy, Planning & Performance Directorate	20	17	85.00%
People & Culture Directorate	91	89	97.80%

### 8.5 Welsh Language Skills of Staff Profile – Listening/Speaking

0 - No Skills	1 - Entry	2 - Foundation	3 - Intermediate	4 - Higher	5 - Proficiency	Unknown	Grand Total
2233	745	271	156	159	386	367	4317



In order to reduce the number of staff that have identified their Welsh language skills on ESR as 'no skills', it is proposed that staff who have completed their mandatory Welsh Language Awareness course will be expected to update their ESR Welsh language skills level from 'no skills' to 'Level 1 - Entry'.

### Welsh Language proficiency per Directorate

Directorate	Intermediate	Higher	Proficiency
Corporate Governance	0	0	2
Chief Executive Directorate	1	1	0
Digital Directorate	1	1	6
Finance & Corporate Resources Directorate	1	7	11
Medical & Clinical Directorate	0	1	2
Operations Directorate	143	141	345
Partnerships & Engagement Directorate	0	2	0
Quality, Safety & Patient Experience Directorate	7	6	11
Strategy, Planning & Performance Directorate	0	0	2
People & Culture Directorate	3	0	7
<b>Grand Total</b>	<b>156</b>	<b>159</b>	<b>386</b>

16% of our workforce have Welsh fluency. This equates to 701 of those who have registered their Welsh language skills.

In order to increase the Welsh language skills of our workforce in 2024/25 we will be promoting the NHS specific Welsh language beginners' course that is available to our staff via the National Centre for Learning Welsh together with our mandatory ESR Welsh Language Awareness course.

## 8.6 New and Vacant Posts (Standard 117)

The table below confirms posts advertised between 1 April 2023 and 31 March 2024:

Total number of posts advertised: **296 (405)**. Due to the Trust's translations service having access to NWSSP's translation memory software there have been efficiencies made in ensuring that all job descriptions are translated into Welsh. Human resources processes are in place for recruiting managers to send approved JDs to the Trust internal translation service. Our process for ensuring that all our JDs were available in Welsh was commended during our annual meeting with a representative from the Welsh Language Commissioner's Office in February 2024

Category	Number of posts categorised		Percentage of posts advertised	
	2023-24	2022-23	2023-24	2022-23
Welsh language Essential	4	6	1.3%	1.4%
Welsh language Desirable	292	393	98%	97%
Welsh language skills need to be learnt when appointed to the post	0	0	0%	0%
Welsh language skills are not necessary	0	6	0%	1.4%

\* Orange figures/percentages represent the 2022/23 reporting period.

Following the requirements for a new or vacant post to be assessed for the need for Welsh language skills, the following Welsh essential posts were advertised:

- Non Emergency Patient Transport Service (NEPTS) Call Taker x2 (Band 2)
- Putting Things Right (PTR) Legal Services Co-ordinator (Band 4)
- Welsh Language Translator (Band 5)

Job interviews for vacant posts were facilitated in Welsh following requests from the job applicant.

## 8.7 Training (Standard 97)

Type of Training	Number who requested a Welsh version of the course	Number who attended the English version of the course	Percentage that attended the Welsh version
<b>Complaints and Disciplinary Procedures</b>	0	298	0
<b>Induction</b>	0	407	0
<b>Health and Safety</b>	0	111	0

For courses relating to complaints and disciplinary procedure these were delivered internally to the NHS but not internally to WAST. Every 'WAST Welcome Day' where new members of staff are introduced to the Trust has an element of Welsh within it (greeting delivered bilingually, Welsh WAST behaviours video and reference to the Welsh language standards and learning materials, some of which are delivered in Welsh). No one requested for our induction to take place in Welsh.

For our Health and Safety training, the IOSH Managing Safely courses and the Leading Safely courses were delivered in English as these courses are IOSH accredited training courses, and not available in Welsh as the content is provided externally.

## 8.8 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. **360** members of staff have registered onto the Welsh language beginners e-learning module facilitated by the National Centre for Learning Welsh with **129** having completed the course.

As part of the work in the development of the Strategic Workforce Plan, we are engaging with the National Centre for Learning Welsh regarding the developing Welsh language confidence sessions for Trust staff who would like to increase their confidence in speaking Welsh with our service users. In 2024/25 Welsh language confidence building courses will be delivered to 23 members of the 111 service.

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

The Trust's 'Welcome days' includes Welsh language awareness and a total of **407** staff undertook this training during the reporting period.

Since the introduction of the mandatory Welsh language awareness courses on 1<sup>st</sup> April 2023, **61.13%** of Trust staff have completed the course. We will continue to

promote the training over the next year to increase the numbers of staff completing the training to 90%.

### 8.10 Promoting the Welsh Language

Diwrnod Shwmae Su'mae Day was celebrated on October 15 to promote the Welsh language with the idea of starting every conversation with an informal greeting. Welsh language phrases were promoted to staff on Siren and Yammer together with access to a free online Welsh language taster course which introduces everyday words and phrases for Health sector staff.

During the reporting period the following YouTube videos were developed and promoted to our people to develop their Welsh language Skills for Diwrnod Shwmae Su'mae day, Christmas and St Davids Day.



[Click here to view](#)

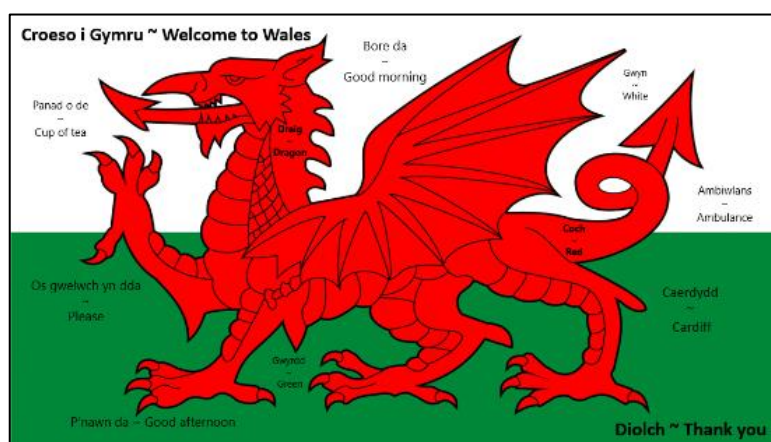


[Click here to view](#)



[Click here to view](#)

In March, WAST hosted the first event of the Ambulance Quality Network, 'Ambulance Q 24', at the Principality Stadium, Cardiff which had attendees from ambulance Trusts from across the UK. The event had a Welsh language component including an automated bilingual registration platform, bilingual displays, and bilingual greetings and introductions from WAST staff. The following visual was placed on all of the delegates' tables to promote the language to our guests from across the UK.



## 8.11 Our Translation Service.

Centralising the Trust's internal translation service with the recruitment of a Welsh Language Translator has increased the Trust's ability to provide bilingual services to our service users and to our people and reduce our reliance and associated costs in using external translator providers.

Since the Trust's translation service was established in September 2023, the translation service translated over **325,484** words, including a wide range of documents such as the Strategic Equality Plan, social media posts, signs, forms and web content. The service also provides a proof reading service and has proof read over 70,000 words from various directorates.

The translation service has had a hugely positive impact on the Trust, with the ability to deal with urgent translation request in-house, and consistency in the translation of documents in terms of terminology. Translation is a key enabler of compliance with many of the standards e.g. correspondence, documents, forms, signage, social media and web content.

## 9. Complaints (Standard 115)

Below, is a list of complaints received during 2023/24 along with a summary of the actions taken. Three complaints were received:

No	Complaint	Response and action
1	Complaint received from a member of the public on 13/02/2024 about an allegation that a large number of articles on the NHS Wales 111 Health A-Z encyclopaedia have not been translated into Welsh.	Response provided to complainant explaining that a proposed business case is to be developed for appropriate resources to ensure the clinical content of the NHS Wales 111 website is updated bilingually.
2	Complaint received from the Welsh Language Commissioner on 16/02/24 on behalf a member of the public about an allegation that a large number of articles in the NHS Wales 111 Health A-Z encyclopaedia have not been translated into Welsh.	After submitting a response to the complainant the Welsh Language Commissioner confirmed that she complianant had retracted their complaint and than no further action would take place.
3	Following a complaint to the Welsh Language Commissioner from a member of the public in relation to the proposed move of the Clinical Contact Centre in Bryn Tirion, Llanfairfechan to Tŷ Elwy, St Asaph, the Trust received on 24/11/23 a request for information from the Commissioner as to whether the Trust had carried out a Welsh language impact assessment on the proposed move.	After submitting a response to the Welsh Language Commissioner stating that work was ongoing in order to fully understand the impact on language provision, as well as supporting colleagues with any concerns they have via the NHS Wales organisational change process, the Commissioner confirmed in a letter 14/12/23 that she would not be conducting an investigation under section 71 of the Measure, as the policy decision (of whether to relocate the centre or not), which may be subject to policy formulation standards 69-71, had not been made on the date of the complaints in question and was premature for the Commissioner to consider whether the Trust had failed to comply with these requirements of the Policy Making standards. The Commissioner further stated that if she had reason to suspect that, once a final decision had been made regarding the relocation of the centre, the effects of the decision on the Welsh language had not been considered, she reserved the right to consider at that time whether she should carry out an investigation into the matter.

## 10. Priorities for 2024-2025

For 2024/25 we will seek to strengthen our Welsh Language compliance through strong leadership, enabling Welsh language to flourish. This will be achieved via our Year 1 IMTP Action / Deliverable where we will seek set to:

- To introduce and implement a new Welsh Language Policy for the promotion and facilitation of the Welsh language. Welsh Language policy approved and a communications plan to increase awareness of the Welsh Language
- Develop a Welsh Language standards baseline for compliance which will be promoted across the Trust and celebrate examples of good practice.
- We will establish an effective Welsh Language Advisory Group to support the delivery of the Trust's Welsh Language Framework.
- We will develop a Welsh language Toolkit for senior leaders and for Board development to increase awareness of the Welsh Language Standards, the More Than Just Words Action Plan and for the development of Welsh language courtesy skills.

The Finance and Performance Committee and the Board have oversight of these IMTP deliverables on a bi-monthly basis.

As part of our commitment to the More Than Just Words Action Plan to ensure that our service users receive services in their language of choice, a dedicated Welsh language workstream has been developed as part of the overall WAST Strategic Workforce Plan. Work will progress in 2024-25 in identifying the levels of Welsh language skills of Trust staff and identify those skills gaps in delivering the active offer to our service users.

Our NHS Wales 111 Service will seek to improve its ability to answer Welsh language calls via working in partnership with the National Centre for Learning Welsh in the development of Welsh language confidence building sessions for 111 staff who have previous knowledge of the Welsh language but would like to improve their Welsh language skills in answering Welsh language calls.

## Further Information

For further information on the Welsh Language Standards please contact:

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