



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

WELSH AMBULANCE SERVICES
UNIVERSITY NHS TRUST

**WELSH LANGUAGE
STANDARDS
ANNUAL REPORT
2024-2025**

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

Contents

Foreword.....	3
1. Introduction.....	5
2. About Us	5
3. Background to the Welsh Language Standards.....	6
4. More than just words 2022-27 Action Plan	6
5. Accountability and Support	7
THE STANDARDS	9
6. Service Delivery Standards (Standards 1 – 77).....	9
7. Policy Making Standards (Standards 69 – 77).....	24
8. Operational Standards (Standards 79 – 114).....	25
9. Complaints (Record Keeping Standard 115).....	34
10. Looking Ahead - Priorities for 2025-2026.....	35

Foreword

Croeso! Welcome!

As Chair and Interim Chief Executive of the Welsh Ambulance Services University NHS Trust ('WAST' / 'the Trust'), we are proud to present our sixth annual report on the implementation of the Welsh Language Standards.

The Welsh Language (Wales) Measure 2011 provides a clear legal framework requiring WAST, along with other public sector bodies, to comply with specific Standards relating to the Welsh language. More than a statutory obligation, it offers a valuable opportunity to strengthen and enhance the quality and availability of our services through the medium of Welsh.

This report celebrates the significant progress we have made during what has been a transformative year. In 2024/25, we launched our first Welsh Language Policy, embedded a translation service, and increased the visibility and audibility of the Welsh language across the organisation. These developments reflect our deepening commitment to making Welsh a natural and visible part of daily life in WAST, for our staff and the communities we serve.

We continue to build on the principles of 'More than Just Words' and the 'Active Offer' i.e. ensuring people can access Welsh language services without needing to ask. These principles are now woven through our approach, influencing both operational delivery and strategic planning.

Looking ahead, our Integrated Medium-Term Plan (IMTP) for 2025/26 sets clear Welsh language deliverables, including a commitment to strengthen our bilingual baseline and develop a 5-year Welsh Language Clinical Consultation Plan. The cultural shift we are fostering, where using Welsh is encouraged and expected, will further drive improvements in how we meet the Standards and serve our population. Our Wellbeing Objectives offer a powerful opportunity to take a long-term view of how we protect and promote our national language and culture and will guide and inspire our progress in the years ahead.

We have valued our continued collaboration with the Welsh Language Commissioner in identifying solutions that are both practical and ambitious, supporting the rights of Welsh speakers and learners alike. A key moment in this journey was the Welsh language development session delivered to the Board in December 2024, which reaffirmed the importance of first-language care, especially at times of pain, stress, or vulnerability. As a result, small yet powerful changes such as beginning and ending

meetings in Welsh and using Cymraeg in everyday communication are becoming more widespread across the organisation.

We look forward to building on this momentum as we continue to create a workplace and service that truly reflect the bilingual nature of our nation.



Colin Dennis
Chair



Rachel Marsh
Interim Chief Executive Officer

1. Introduction

This is the sixth Annual Report 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.
- Ambulance Care: 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), Community Welfare Responders (CWRs) s 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 has been committed to 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. 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 (EDI). Within the Trust, the link to our Welsh language requirements is key, and our revised governance structures align to this. We have developed an action plan that supports the Strategic Equality Plan (SEP) and that is aligned to and 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 and has been instrumental in championing the development of a new Welsh Language Framework that ensures there is structure, rigour, governance, and consistency for the development of the Welsh language throughout the Trust that encompasses compliance with the statutory requirements of Welsh Language Standards and delivery of the actions within the More than just words 2022-27 Action Plan. 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 Non-Executive Director 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. Bethan is a fluent Welsh speaker and her support and challenge in this area has been invaluable.



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 (WLAG) that reports into the Equality, Diversity Inclusion (EDI) Steering Group to strengthen alignment to the SEP. That Steering Group reports directly to the Executive Leadership Team and is chaired by the Director of Culture Change, Angie Lewis. This was an important step to embed compliance by shifting the culture and attitudes towards Welsh language. Our policy and our framework are generally geared this way.

The Welsh Language Advisory Group provides a mechanism for reviewing 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.

During the reporting period the Group has increased its links with the Trust's EDI Steering Group to ensure that the Welsh language is treated the same as other protected characteristics within Wales, together with joint working with Head of inclusion and engagement on inclusive initiatives.

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.

The Committee reviews and endorses the annual report for approval by the Board and has oversight of Welsh language KPIs (Key Performance Indicators) related to the Monthly Integrated Quality and Performance Report (MIQPR) (111 Service and NEPTS which comes under the portfolio of Ambulance Care), and under the Strategic Equality Plan (SEP) action plan. It also promotes and supports the cultural change aligned to the active offer as a way of strengthening Standards compliance. In 2024/25 the committee approved the Trust's first Welsh Language Policy.

5.4 Trust Board

The ultimate responsibility of the Board for the Welsh language is to review and approve the annual report and to have oversight of Welsh language KPIs related to the MIQPR (111 and NEPTS) and under the Strategic Equality Plan (SEP) via the People and Culture Committee.

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 or the Welsh Language Services Manager. All complaints received are investigated, and a response provided identifying 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 via the Putting Things Right Team, however a specific Welsh language concerns link will be developed in 2025/26.

Details of the complaints received by the Trust in relation to the Welsh language can be found in Section 9.

THE STANDARDS

Compliance with the Welsh language standards is categorised into the following areas of compliance:

- Service Delivery
- Policy Making
- Operations
- Record Keeping

During 2024/25 a Welsh language standards self-assessment compliance survey was used to gather data on compliance with the Service Delivery Standards including those specific standards that were highlighted in the 2023/24 report for special attention when developing our compliance baseline relating to Correspondence, Publishing Documents and Forms, Signage and Reception Services.

6. 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)

In 2023/24 we committed to update the current guidelines on correspondence and communicate to staff; Produce guidance on the management of translation requests

and make this available on the Welsh Language Standards SharePoint page; And to ensure that the Trust's Corporate Brand Guidelines reflect the requirements of the Welsh Language Standards to support and enable compliance.

The criteria for compliance in this area was identified as:

- Correspondence received in Welsh from a member of the public, will receive a response in Welsh, unless the correspondent has stated otherwise.
- Letterheads, email signatures, out of office messages and any corporate identity will be bilingual.
- All emails to include the following statement:

Rydym yn croesawu gohebiaeth yn y Gymraeg a'r Saesneg - byddwn yn ymateb yn gyfartal i'r ddwy ac yn ateb yn eich dewis iaith heb oedi.

We welcome correspondence in Welsh and English - we will respond equally to both and will reply in your language of choice without delay.

The Trust applied a consistent approach in relation to compliance with these standards. The Trust's Brand Guidelines were updated to reflect the correct format for bilingual headed paper and email signatures, noting that the individual 'welcomes correspondence in Welsh or English'. - These guidelines were then posted on the Trust's intranet (Siren) and linked to the Welsh Language Standards SharePoint page. Staff were also able to access a letter headed template and email signature template from a dedicated SharePoint page.

Results from compliance review indicated a high level of compliance in relation to the correspondence standards when correspondence was received in Welsh via Media enquiries, Concerns, Freedom of Information Act (FOIA) requests, letters sent directly to the Chief Executive Officer (CEO), and enquiries received from the office of the Welsh Language Commissioner - in all these situations a Welsh language response was provided.

In order to provide additional assurance to compliance with the correspondence standards a bitesize video outlining the compliance requirements will be created and made available to our staff during 2025/26.

6.2 Telephone Calls (Standards 8 – 20)

The Welsh Language Standards 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 both the 111 Service and to Ambulance Care receive a recorded bilingual greeting followed by a language preference choice of Welsh or English. Welsh language preference for NEPTS is recorded on the Cleric system and language choice for the 111 Service are recorded on the C3/CAD (Clinical Aided Dispatch) system.

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

6.2.1 NHS Wales 111 Service Review

During 2023/24, a significant increase in performance was reported in the percentage of NHS 111 Wales calls being answered in Welsh, from 18% in 2022/23 to 45%.

During 2024/25 there was a slight increase, however the number of calls requesting this Welsh language service remain low at just over 1% of all 111 calls; however, the 111 Service leadership team recognises the importance of the service it provides.

As a result, the ongoing Welsh Language Improvement Plan (detailed below) is constantly being reviewed and modified to sustain current performance levels and further improve the numbers of patients able to receive a service in Welsh if this is their preference.

NHS Wales 111 Service Welsh Language Call demand and answer rate 2024-2025

Welsh language demand	Total answered calls for 111	Welsh Calls Offered	Total calls answered in Welsh	% of calls answered in Welsh
01/04/24 – 31/03/25	815,562	18,462	8,444	45.7%
01/04/23 – 31/03/24	843,464	17,792	8,099	45.5%

Over the past year, several new initiatives have been introduced that have led to a small but noticeable increase in the number of calls answered in Welsh compared to the previous year. One significant change, implemented in June 2025, was the introduction of a new option for callers to opt-out of waiting for a Welsh-speaking call after a 15-minute threshold. This allows callers the choice to rejoin the English queue if they prefer, giving them the flexibility to decide if they want to wait for a Welsh speaking call handler or not.

Moreover, after conducting an in-depth analysis of Welsh call activity, a new process is in place for Saturdays, Sundays, and Bank Holidays between 8:00 am and 2:00 pm. During these peak times, the profiles of two Welsh-speaking call handlers is adjusted so that they exclusively manage Welsh-presenting calls. This adjustment has enabled the service to efficiently handle a higher volume of Welsh calls during these busy periods, resulting in a notable increase in the Welsh language answer rate.

Targeted recruitment for Welsh-speaking call handlers has also been relatively successful, helping to sustain the Welsh answer call rate. Additionally, there is ongoing support for staff through Welsh language awareness sessions and training related to Welsh-presenting calls. As a result, there has been a reduction in Welsh language complaints into the service, as can be seen in Section 9.

The focus on the performance of the Welsh answer call rate remains high among the 111 operational leadership team. These initiatives are part of the ongoing efforts to provide the best possible service to our Welsh-speaking callers. By continuing to tailor this approach in 2025/26 and beyond to meet their needs, the aim is to enhance their experience and ensure they receive timely and effective service.

6.2.2 Ambulance Care (Non-Emergency Patient Transport Service – NEPTS)

Ambulance Care Welsh Language Call demand and answer rate 2024-2025

Welsh language demand	Total answered calls for NEPTS	Welsh Calls Offered	Total calls answered in Welsh	% of calls answered in Welsh
01/04/24 – 31/03/25	215,353	4,294	4,327	77%
01/04/23 – 31/03/24	232,442	3,951	3,923	89%

All callers to our Non-Emergency Patient 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 speaking call takers. If our Welsh speaking 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.

When callers contact NEPTS they will undergo a Patient Needs Assessment (PNA) which is a structured set of questions designed to determine the medical needs and requirements of each patient traveling with NEPTS. Beyond identifying the specific needs for a given journey, the PNA also assesses the patient's eligibility for transport, ensuring priority is given to those with a defined medical necessity.

Integrated within the Cleric system, the PNA is automatically generated when patient details are entered for a new booking request. Its non-linear format means that the questions do not follow a fixed sequence; instead, each question is dynamically generated based on the response to the previous one. This adaptive approach allows for multiple pathways tailored to the patient's unique requirements and eligibility.

The PNA has been professionally translated and is constantly revised, and the Welsh translations are always updated for use by our Welsh speaking call takers.

The services are committed to increasing the number of Welsh speaking call takers in the Non-Emergency Transport Call Centre by prioritising the recruitment of Welsh speakers whenever possible. While the goal is to recruit Welsh speaking candidates to call taking positions, this can be challenging due to the limited availability of Welsh Speaking applicants. The work planned for 2026/27 to support the wider WAST workforce strategy to attract and retain Welsh speakers will benefit NEPTS.

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 Microsoft Teams.

Gwahoddir y cyhoedd i ymuno ar Microsoft Teams i wrando ar uwch arweinwyr yn trafod y Cynllun Tymor Canolig Integredig, sy'n nodi nodau ac uchelgeisiau allweddol y sefydliad ar gyfer y tair blynedd nesaf.

Yn allweddol i gynllun 2025-2028 mae esblygiad model clinigol yr Ymddiriedolaeth a'i nod i ddarparu'r gofal neu'r cyngor lawn, yn y lle lawn, bob tro.

Dywedodd Colin Dennis, Cadeirydd Gwasanaethau Ambwlans Cymru: "Mae cyfarfodydd bwrdd yn gyfle i ddysgu am ein gwasanaeth ambwlans ac i ddeall y prosesau y tu ôl i'r penderfyniadau sy'n cael eu gwneud gan y Bwrdd.

"Maen nhw hefyd yn gyfle i glywed yn uniongyrchol am y gwaith sy'n digwydd yma a sut i wella pethau i'n pobl a'n cleifion, yn ogystal â gofyn cwestiynau i'r rhai sy'n gwneud y penderfyniadau."

Cliciwch ar y ddolen mewn sylwadau i ddarganfod mwy a sut i ofyn cwestiwn i'r Bwrdd.

Ymunwch â ni ar Microsoft Teams

27 Mawrth 2025



The Welsh Ambulance Service is preparing to host its bi-monthly Board meeting.

You are invited to join on Microsoft Teams to hear senior leaders discuss the Integrated Medium-Term Plan, which sets out the organisation's key aims and ambitions for the next three years

Colin Dennis, Chair of the Welsh Ambulance Service, said: "Board meetings are an opportunity to really learn about our ambulance service and to understand the processes behind the decisions being made by the Board.

"They're also an opportunity to hear first-hand about the work that's happening here and how to improve things for our people and our patients, as well as put questions to its decision-makers."

Click the link in comments to find out more and how to pose a question to the Board.

Join us on Microsoft Teams

27 March 2025



Trust Board meeting invitations to our partners are sent out bilingually via email along with social media and the website links, which are both also bilingual.

All Trust Board meeting agendas are available in Welsh. The Trust's 2023-24 Welsh Language Standards Annual Report was presented bilingually at the meeting of the Trust Board in September 2024, as will this report later in the year.

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.

Patient Experience & Community Involvement

As part of the Patient Experience and Community Involvement (PECI) team's 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 produced is bilingual and people are supplied with links to provide their feedback in the language of their choice.

Blue Light Hub App

Designed by WAST the Blue Light Hub App, a bilingual educational resource designed for children aged 7–12, has recently launched its sixth game, *CPR*, aimed at increasing awareness and improving confidence and life-saving skills among young people. This new addition complements the existing suite of games, which includes *7 Important Checks*, *Dress Up*, a quiz, *Dispatch*, and *Calling 999*.

While WAST already engages with schools and community groups in person, reaching all young people can be challenging. This digital approach provides an exciting and interactive way to teach children about the role of emergency services. The games allow players to step into various roles, experience different aspects of emergency response, and learn when it's appropriate to call 999.



Post CPR Support

Save a Life Cymru and WAST have collaboratively worked with key stakeholders throughout the UK to produce an online resource, which hosts all available support resources throughout the UK. The web page is hosted by Resuscitation Council UK, who are based in London <https://www.resus.org.uk/public-resource/support-after-cardiac-arrest>.

0808 8021234

www.resus.org.uk/support-after-ca

Cefnogaeth i chi

Support for You

Ydych chi wedi bod yn dyst neu wedi perfformio CPR?

Have you witnessed or performed CPR?

Ydych chi'n ooeswr ataliad y galon neu'n aelod o'r teulu?

Are you a cardiac arrest survivor or family member?

0808 8021234

 (yn ystod yr wythnos 9am-5pm)

resus.org.uk/support-after-ca

Cefnogaeth i chi

Ydych chi wedi bod yn dyst neu wedi perfformio CPR?

Ydych chi'n ooeswr ataliad y galon neu'n aelod o'r teulu?

All Health Boards in Wales will have a bilingual page signposting to the resource. The post CPR support web page has a separate section for Wales, which signposts to bilingual content. Help lines are based outside of Wales, however, have a process in place to ensure Welsh speakers can continue their

conversation in Welsh, if they wish to do so. This project will assess the call handlers' requirements, including knowledge and language needed and will help shape future services within Wales.

People & Community Network

An action plan to grow the Trusts' People and Community Network have been made with a focus on:

- age
- geographic location
- diversity, equity, and inclusion
- Welsh language

The Action Plan has been drafted to include engaging with young people in formal and informal education and using population health data from geographic areas across Wales. Our intention is to grow the Network in accordance with the five principles of co-production, as defined by the Co-Production Network for Wales.



6.5 Documents and Forms (Standards 36 - 38)

In 2023/24 we committed to ensuring that all members of staff would be made aware of the need to produce information for the public in both Welsh and English.

Current guidelines on dealing with producing and publishing documents would be updated; Guidance on managing requests for translation would be made available on the Welsh Language Standards SharePoint page; An assessment procedure would be developed for the requirement for the translation of a document that takes into account the subject matter and the expectations of the audience; Additionally, that all documents and forms that are produced would be internally designed and formatted in both languages at the same time.

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 generic email account and mailbox. In addition, guidance for staff on accessing and submitting work for translation has been made available on our SharePoint site. This facility has been a key enabler of compliance with the standards, related to documents and forms.

Results from a review of published documents on the Trust's website during 2024/25 indicated a high level of compliance with the publication of Trust documents in Welsh such as Strategies and Plans e.g. IMTP 2022-2027 and Annual Reports e.g. WAST Annual Report 2024/25.

As stated above, to assist service areas with the decision for a need for bilingual publication an assessment process will need to be developed during 2025/26, that will assess documents based on: 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 and the subsequent decisions made following the assessment to be recorded.

Wherever possible, Trust documents are published in Welsh and English on the Trust's website. The Trust's Annual Report and Accounts and the Welsh Language Standards Annual Report carry a statement in the English version of the reports that a version is available in Welsh. During 2025/26 authors of publication will be reminded of this requirement via our translation service when translated publications are returned to the author and via promotion of our Welsh language standards guidance on publications.

Patient non-conveyance form

In order to ensure that our Welsh speaking patients are able to receive Welsh versions of WAST documentation a Welsh language version of our patient non-conveyance form was created. A non-conveyance form must be completed for every patient who is not conveyed to hospital following a WAST attendance. It provides

patients, relatives and carers with key information which can be referred to once WAST staff have left the scene. The form is part of the patient's health record and as a result must be completed by the clinician in English. The Welsh language version of the form will support our Welsh speaking staff and aid our Welsh speaking patients and their carers during the discharge consultation.


6.6 Publicity and Advertising Material (Standards 33 – 34)

Any publicity or advertising material that the Trust produces for the public is now available in both English and Welsh. The bilingual publicity campaign shown below was developed and promoted via social media for members of the public in relation to keeping safe over the bank holidays, together with promotion of the Trust's Wellbeing Objectives: Focused on the Future.

Gyda'r tywydd cynnes yn tebygol o barhau dros benwythnos Gŵyl y Banc, cymerwch ofal os ydych chi allan yn mwynhau'r heulwen.

- 📱 Lawrlwythwch yr ap what3words i helpu'r gwasanaethau brys i ddod o hyd i leoliadau sy'n anodd eu disgrifio
- 🚗 Cadwch becyn cymorth cyntaf wedi'i stocio'n dda yn y tŷ a'r car
- 🍷 Byddwch yn synhwyrol gydag alcohol, yn enwedig os ydych chi'n treulio amser ger dŵr
- 💧 Sicrhewch eich bod wedi eich hydradu a chofiwch roi eili haul ar eich wyneb.


Mae'r cyfrif paili hefyd yn parhau i fod yn uchel, felly gwnewch yn siŵr eich bod chi'n canio'ch anadlydd ac unrhyw feddyginiaeth clefyd y gwair gyda chi bob amser.



With the warmer weather looking to remain for the Bank Holiday Weekend, please take care if you're out enjoying the sunshine.

- 📱 Download the what3words app to help emergency services find hard to describe locations
- 🚗 Keep a well-stocked first aid kit in the house and car
- 🍷 Be sensible with alcohol, especially if you are spending time near water
- 💧 Stay hydrated and remember to apply sunscreen

The pollen count also remains high, so make sure you carry your inhaler and any hay fever medication with you at all times.



Metric	NHS 111 Wales FB	GIG 111 Cymru FB
Reach	132,294	2,467
Page visits	12,655	318
Content interactions	4,262	90
Followers	7,014	106

111 Website Symptom Checkers

Symptom checkers allow users of the 111 Wales website to check their symptoms and receive online advice on what to do next. Funding and resourcing for medical-grade translations of the symptom checker was not available in 2024/25, therefore the information was not updated in Welsh during the reporting period. The Trust recognised the risk that out-of-date symptom checkers posed and as such developed and presented the risk to the Board, with details of mitigating actions being pursued.

The Trust considers it a priority to update the English symptom checkers to ensure patient safety. At the beginning of 2025/26 funding was approved to ensure that this happens at pace. In parallel, a business case has been developed seeking Welsh Government funding for the website (see below) and this includes the requirement for medical-grade translations of the symptom checkers.

NHS Wales 111 Website development

As set out above, there are ongoing conversations to secure dedicated long-term funding for the NHS 111 Wales website, its architecture, content generation, management, or clinical assurances. 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, the lack of funding continues to represent a significant risk and challenge.

Whilst this position has remained unchanged since the last report, WAST has built upon the previous discovery work, to inform the creation of a business case for Welsh Government. This business case and ongoing communication with Welsh Government sets out a clear vision for the future of digital access and integration for NHS 111 online, which includes the requirement of Welsh language translation for content contained within.

Virtual Assistant

WAST has rolled out a 'virtual assistant' this year on its 111 website, allowing for users to ask questions and gain a response from the existing website. This virtual assistant is able to understand and respond in Welsh and will start the interaction in Welsh if the website toggle has been used to select Welsh Language.

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 routinely.

Bilingual Social Media Accounts: Data (01 April 2024 to 31 March 2025)

In relation to our compliance with the standards related to social media, since the previous annual report some social media platforms have changed their analytics. In response the Trust has changed its scheduling platform and stance on X (formally Twitter). The Trust aims to continue using the current scheduling platform, which should allow us to maintain consistency in analytics and enable meaningful comparisons with previous data. This continuity will support our efforts to identify opportunities for improving engagement via our social media platforms.

X (formally Twitter)

In November 2024, WAST took the decision to limit its activity on X to warning and informing only. This will include posting when the service has declared a BCI or Critical Incident or is experiencing increasing demand e.g. from handover delays or an influx of calls to 999/111 and we are struggling to reach patients in a timely manner. For this reason, coupled with the inaccessibility of X analytics since the changeover of Twitter to X, the following data is all that is available.

	@Ambiwlans_Cymru	@WelshAmbulance
Total followers	398	23.6k

Facebook

	Ymddiriedolaeth GIG Gwasanaethau Ambiwlans Cymru	Welsh Ambulance Services University NHS Trust
Total followers	284	38,761
Page visits	1,296	149,359
Total reach	8,635	1,029,694

Content interactions	240	75,440
Link clicks	15	13,147

Instagram

	Ymddiriedolaeth GIG Gwasanaethau Ambiwlans Cymru	Welsh Ambulance Services University NHS Trust
Total followers	42	4,885
Reach	22	26,497

Previously the main Instagram account was bilingual. However, since January 2025, we have had two separate accounts for Welsh and English.

LinkedIn

This platform is our only remaining bilingual account. However, we separate posts into Welsh and English so not one language is favoured. It only allows analytics from 1 year ago. The only stats available are from **01 June 2024 to 31 March 2025**.

	WAST
Total followers	6,994
Impressions	227,307
Page views	7,009

6.9 Signs and Notices (Standards 47 - 49)

In 2023/24 we committed to develop guidelines for Estates and Fleet on the design and displaying of bilingual signs and notices (this included the need for Estates and Fleet to check with members of the Welsh Language Team on visuals produced of any proposed signage prior to their manufacture and use); and also ensure that the Trust Corporate Brand Guidelines reflected the requirements of the Welsh Language Standards to ensure compliance with signs and notices, being bilingual, with the Welsh positioned so that it is likely to be read first.

Results from the self-assessment survey received from our Estates Department indicated compliance with the standards relating signage was high and added assurance that where signage is needed, all building signage, statutory signage and directional signage is made available in Welsh, with the Welsh translation positioned

so that it is likely to be read first. Estates regularly engage with the Welsh Language Team for the approval and correct use of bilingual signage.

For additional assurance in 2025/25 Estates will be provided with useful guidance on bilingual signage that has been developed by the Welsh Language Commissioner.

During the reporting period new internal signage was produced for the Trust's new Emergency Medical Service Communication Centre in Tŷ Elwy, St Asaph as shown below. In addition, as to promote energy saving advice to our staff bilingual 'Think Green' signage was installed for in all of the Trust's buildings.



6.10 Reception Services (Standards 50 - 53)

In order to fully understand our compliance requirement on the provision of reception services in Welsh, during 2024/25 the Estates Team undertook a self-assessment of Trust sites which offer a reception service.

Results from the review carried out by the Estates Team indicated that our ability to provide a Welsh language reception service at our main sites was low due to non-Welsh speaking staff working in those reception areas. Welsh language skills were deemed desirable for a reception post advertised during the reporting period.

In 2025/26 our Estates Department intend to create a list of points of contact whom staff can contact in the event of delivering a reception service or needing to respond in Welsh to a public enquiry at entry to our buildings. In addition, the Welsh Language Team will support those members of staff working in our reception areas to develop their Welsh language skills via a Welsh Language Beginner 'Meet and Greet' course.

Trust identification / access cards (which include staff job titles and the WAST logo) are bilingual.

6.11 Awarding Contracts (Standards 57 - 59)

Invitations to tender are 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.

During this reporting period, no requests for tenders or contracts were issued in Welsh and none were received in Welsh.

6.12 Corporate Identity (Standard 62)

On 1 April 2024, the Trust was granted University Trust status and as a result our NHS Wales logo was updated to reflect this. The University Trust status was granted by Welsh Government in recognition of our commitment to drive research and innovation and develop the current and future workforce. Following the update of the Trust's NHS Wales logo and Crown Badge in 2024, we remain committed to ensuring that all physical and digital assets reflect the new branding. Our website and social media channels now use the new branding.



A notable highlight for 2024-25 was the minting of a new commemorative coin featuring the updated Crown Badge, which will be presented at the Long Service Awards in 2025/26

7. 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.

The Trust’s Policy Group has oversight of the governance processes in the review of new or revised policies, and Trust Board / relevant committees receives assurance that an EqlA has been completed when approving assigned policies.

During the reporting period, a total of 26 Trust-owned policies were approved (compared to 11 policies in 2023/24) - all of which had an accompanying EqlA that had been reviewed and signed off by the Trust’s Head of Inclusion and Engagement.

8. Operational Standards (Standards 79 – 114)

This set of Operational Standards deals with the way in which the Trust uses the Welsh language internally and gives employees the right to receive People 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 During 2023/24 we developed, and the board approved a new Welsh Language Policy that describes the steps the Trust will take to foster a bilingual ethos within the organisation. In addition, the policy sets out the areas of the Welsh Language Standards that our people must comply with, whilst explaining why these are important to us at WAST and how they align to providing an Active Offer to our people and our patients. The Trust’s new Welsh Language Policy was promoted across the organisation via our internal news channel Siren. During 2024/25 the Welsh Language Team were planning to participate in the Chief Executive Officer (CEO) Roadshow which is arranged bi-annually and visits locations across Wales to engage with staff. The intention was to have a carousel at each event to promote Welsh language initiatives and raise awareness of the Trust’s Welsh Language Policy and the Welsh Language Standards.

The image shows the header and metadata of the 'Welsh Language Policy' document. At the top, there are logos for GIG Cymru, NHS, and WAST. The title 'Welsh Language Policy' is centered. Below the title is a table with the following data:

Policy Number:	113	Version No:	1.0	Supersedes:	N/A (New Policy)
Date of Approval:	14/11/2024	Review Date:	14/11/2027	Final Assessment Completed:	Yes - EqlA submitted
Classification of Document:	Corporate	Type of Document:	Policy	Approved by:	People and Culture Committee
Brief Summary of Document:	The purpose of this policy is to establish responsibilities with regards to using the Welsh language internally to ensure compliance with the Welsh Language Standards and to promote and facilitate the use of the Welsh language.				
Scope:	This policy applies to all staff employed by the Welsh Ambulance Services University NHS Trust, volunteers, Non-Executive Directors, our people and third-party contractors.				
To be read in conjunction with:	Welsh Language Standards (No. 7) Revisions 2018 WAST Welsh Language Standards Compliance Notice				
Issuing Committee:	People and Culture Committee				
Policy Lead: Trade Union Lead:	Melwyn Hughes Hugh Perry	Job Title:	Welsh Language Services Manager Trade Union Partner		
Executive Director:	Tish Miles	Job Title:	Director of Corporate Governance/Board Secretary		

Welsh Language Award






As a way to promote the Welsh language internally within the organisation, we have introduced the 'Welsh Language Award' as one of the categories for the Trust's Annual Staff Awards. The award recognises staff who have helped to promote the Welsh Language and improve bilingual provision in healthcare.

As part of this year's staff awards, three strong nominations were received. The 111 service Team was the winner of the Welsh Language Award for their work in improving the performance of the service in answering calls to the service receive in Welsh. Caitlin Davies, 999 Emergency Medical Dispatcher was highly commended for her work when dealing with patients in Welsh.



Hwb Iaith

The Welsh Language Team have been updating the SharePoint website with comprehensive Welsh language information. Throughout 2024/25, the team significantly expanded the resources available on the site, covering guidelines and the importance of providing healthcare services through the medium of Welsh.

 <p>Safonau'r Gymraeg / Welsh Language Standards nhs.wales365.sharepoint.com Beth yw Safonau'r Gymraeg a pham maen nhw'n bwysig? What are the Welsh Language Standards and why are they important?</p>	 <p>Canllawiau Cyflym / Quick Guides nhs.wales365.sharepoint.com Yr hyn a disgwyllir gan bob aelod o staff. What we expect from every member of staff.</p>	 <p>Dysgu Cymraeg / Learning Welsh nhs.wales365.sharepoint.com You can start learning Welsh by following these online taster courses that are tailored for the Health Care sector.</p>
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The SharePoint site now serves as a central hub for the latest news, events, and developments related to the Welsh language within the Trust.



Welsh Language network

The Trust's new Welsh Language Network 'Rhwvd-iaith' was set up during the reporting period to provide an open and transparent forum for staff in WAST who support the use and growth of the Welsh language and culture within the organisation.

The Welsh Language Network sits alongside our other people networks at WAST and contributes to a wider culture of inclusion.

8.2 Employment Documents (Standards 80 – 82)

Upon request we 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 no such requests were received from staff.

We have also 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 routinely issued in both Welsh and English.

8.3 Employee Relations Processes (Standards 83 – 88)

The Trust's process in dealing with staff complaints and disciplinary procedure in Welsh has been strengthened by updating the Trust's Investigating Officer (IO)

register with details of our Welsh speakers – this enables an investigation to be conducted in Welsh should it be requested. During the reporting period no requests were received for a Welsh speaking Investigating Officer.

8.4 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.

8.5 Assessing and Recording Welsh Language Skills across the Workforce (Standard 96 and 116 (Record Keeping Standard))

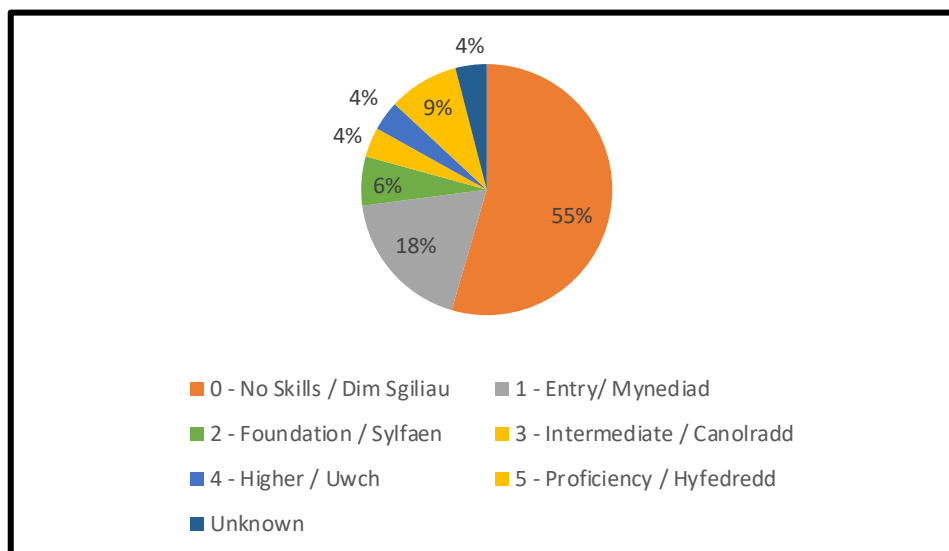
From a total of 4,427 members of staff, 4,248 (95.96%) have self-assessed and recorded their Welsh language skills on the Electronic Staff Record (ESR) system. This is an increase on the 3,949 members of staff (91.48%) recorded in 2023/24.

The Welsh language listening/speaking skills recorded on ESR per directorate (as of 31 March 2025) were as follows:

Directorate	Required	Achieved	Compliance %
Chief Executive	19	17	89.47%
Corporate Governance	8	8	100%
Digital	75	74	98.67%
Finance & Corporate Resources	120	120	100%
Clinical	86	86	100%
Operations	3847	3674	95.50%
Partnerships & Engagement	12	12	100.00%
People & Culture	112	112	100%
Quality, Safety & Patient Experience	127	127	100%
Strategy, Planning & Performance	21	18	85.71%

8.6 Welsh Language Skills of Staff Profile – Listening/Speaking

0 - No Skills	1 - Entry	2 - Foundation	3 - Intermediate	4 - Higher	5 - Proficiency	Unknown	Grand Total
2414	816	280	169	170	401	178	4428



As part of our IMTP deliverables for 2025/26 we will be engaging with our staff to ensure that their ESR Welsh language competencies are up to date, this will help inform a gap analysis to determine the current level of Welsh Language skills across the Trust in each service area. Following the gap analysis, engagement work will be carried out with those priority service areas that deal with patients and the public directly, on the Welsh language skills abilities of individuals within their teams to identify current Welsh language service provision needs.

Welsh Language proficiency per Directorate

Directorate	Intermediate	Higher	Proficiency
Chief Executive	1	1	0
Corporate Governance	0	0	2
Digital	1	1	6
Finance & Corporate Resources	1	7	11
Clinical	1	2	7
Operations	153	151	356
Partnerships & Engagement	0	2	0
People & Culture	4	2	8
Quality, Safety & Patient Experience	8	4	10
Strategy, Planning & Performance	0	0	1
Grand Total	169	170	401

At the end of March 2025, 740 staff members (compared to 701 in 2023/24) were recorded to have Welsh fluency. This equates to 17% of those who have registered their Welsh language skills (compared to 16% in 2023/24).

In order to increase the Welsh language skills of our workforce in 2024/25 we will continue 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.

8.7 New and Vacant Posts (Record Keeping Standard 117)

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

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. The People Services Directorate have processes in place for recruiting managers to send approved job descriptions to the Trust internal Translation Service.

Category	Number of posts categorised		Percentage of posts advertised	
	2024-25	2023-24	2024-25	2023-24
Welsh language Essential	2	4	0.47%	1.3%
Welsh language Desirable	420	292	99%	98%
Welsh language skills need to be learnt when appointed to the post	0	0	0%	0%
Welsh language skills are not necessary	0	0	0%	0%

Following the requirements for a new or vacant post to be assessed regarding the need for Welsh language skills, the Non-Emergency Patient Transport Service (NEPTS) Band 2 Call Taker posts were deemed where possible to be Welsh language essential. There are a total of 21 NEPTS call takers, six of whom are Welsh speakers.

Job interviews for vacant posts have been facilitated in Welsh in response to requests from applicants.

8.8 Training (Standard 97)

The table below demonstrates opportunities provided by the Trust for our staff to receive training in Welsh in the following areas, if such training is available in English: recruitment and interviewing; performance management; complaints and disciplinary procedures; induction; dealing with the public; and health and safety.

Type of Training	# requesting Welsh version of the course	# attending English version of the course	% attending Welsh version
Complaints and Disciplinary Procedures	0	298	0
Induction	0	512	0
Health and Safety	0	61	0

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, reference to the Welsh Language Standards, and learning materials some of which are delivered in Welsh. No requests were received during the period for our corporate induction to be provided in Welsh.

As in the previous reporting year, the IOSH Managing Safely and 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.

The following ESR courses are available to our people in Welsh:

- Sensory Loss
- Make Every Contact Count (MECC)
- Violence Against Women, Domestic Abuse and Violence
- An Introduction to NEWS (RRAILS)
- A - E Assessment (RRAILS)
- Carer Awareness
- Covid - 19 Contact Tracing Training

153 members of staff completed the Violence Against Women, Domestic Abuse and Violence course in Welsh. No other courses were completed in Welsh.

8.9 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. A total of 16 members of staff (compared to 9 in 2023/24) completed Welsh language beginners e-learning module facilitated by the National Centre for Learning Welsh.

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.

8.10 Welsh Language Awareness Training (Standards 102 – 103)

The Trust's 'Welcome days' include Welsh language awareness. During the reporting period, a total of 512 members of staff (compared to 407 in 2023/24) undertook this training.

Since the introduction of the mandatory Welsh language awareness course on 01 April 2023, as of 31 March 2025, 70.93% of Trust staff (compared to 61.13% in 2023/24) 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 achieve a minimum of 90% compliance.

8.11 Promoting the Welsh Language

During the reporting period the Welsh language was promoted during Dydd Gwyl Dewi/St David's Day and Dydd Miwsig Cymru/Welsh Language Music Day.

In addition, Welsh language courtesy skills YouTube videos were developed by the Trust's Welsh Language Team and promoted to our people via the Trust's SharePoint site.



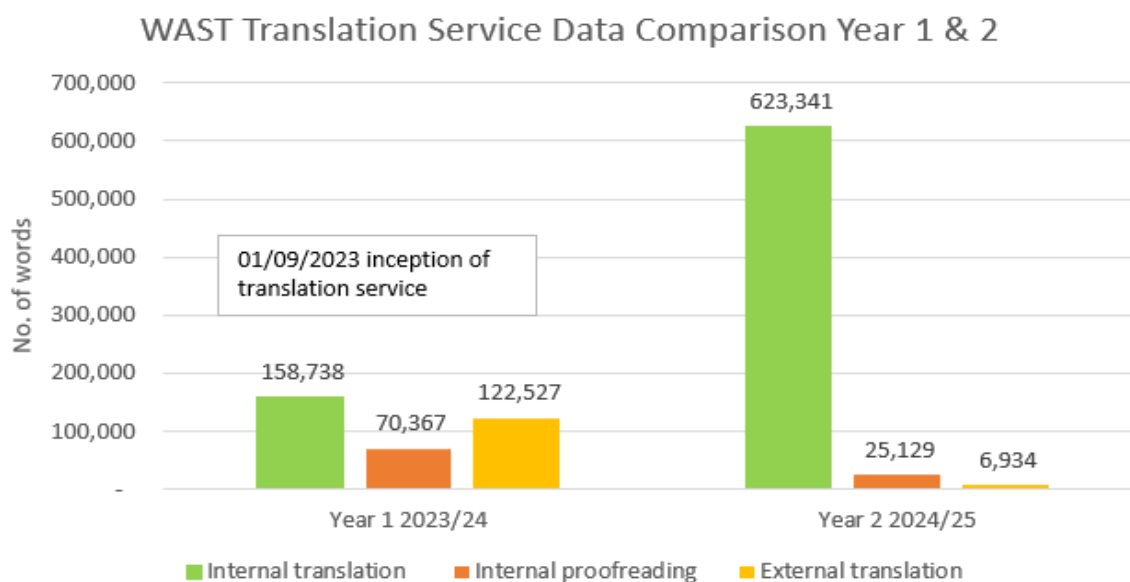
8.12 Our Translation Service

Since the Trust's Translation Service was established in September 2023, it has gone from strength to strength, translating over 948,825 words. This provision is a key enabler of compliance with many of the standards e.g. correspondence, documents, forms, signage, social media and web content.

The Translation Service has shared access to NHS Wales Shared Services Partnership's (NWSSP) translation memory software. This software has improved consistency and expedites the translation process, allowing more time to proof-read documents and in repetitive projects such as job descriptions, policy updates or annual reports. It also helps maintain terminology accuracy and consistency across these large-scale projects.

The benefits of having access to such an extensive memory also include accessing shared term bases to aid with technical or medical documents, tracked changes to highlight where a change has occurred to save the translator time in searching for the edit or update to a text. It allows for quicker turnaround times that would not be possible without the memory and machine translation technology.

The graph below demonstrates the increase in the demand for the number of words translated by the translation service together with the decrease in the use of external translation service providers.



Year 1 represents the inception of the service in September 2023 and Year 2 represents the service's first full year in operation.

9. Complaints (Record Keeping Standard 115)

Below, is a list of complaints received during 2024/25 along with a summary of the actions taken. During the reporting period, a total of two complaints were received:

No.	Complaint	Response and action
1	<p>In June 2024 complaint received from Member of the Senedd on behalf of his constituent who was unable to have their call to the NHS Wales 111 Service dealt with in Welsh.</p> <p>Complainant had contacted the 111 Service and selected the Welsh language option. After waiting an estimated time of 15 minutes the complainant received a voice message indicating that there was no Welsh speaking staff member available to take their call and their call was transferred to the English service.</p>	<p>Complainant contacted and an apology was provided for the non-availability of a Welsh speaking Call Taker at the precise time of their call to the 111 Service.</p>
2	<p>In August 2024 Complaint received via PTR.Concern@wast.uk from member of the public who was unable to have their call to the NHS Wales 111 Service dealt with in Welsh. Complainant stated that a Welsh language service should be available for the elderly who aren't necessarily comfortable speaking English.</p>	<p>Complainant was contacted by the 111 service and an apology was provided together with details of an investigation that was carried out which concluded that all of the 4 Welsh-speaking call handlers at the time of the complainant's call were dealing with other calls at the time and that in order to avoid any further delay in answering their call, their call had been removed from the queue by the system and given to the next available agent who was unable to speak Welsh.</p>

10. Looking Ahead - Priorities for 2025-2026

As part of our IMTP deliverables for 2025/26 we will be engaging with our staff to ensure that their ESR Welsh language competencies are up to date, this will help inform a gap analysis to determine the current level of Welsh Language skills across the Trust in each service area. Following the gap analysis, engagement work will be carried out with those priority service areas that deal with patients and the public directly on the Welsh language skills abilities of individuals within their teams to identify current Welsh language service provision needs.

In addition, as noted within our IMTP 2025-2028, the Trust will develop a Welsh Language Clinical Consultation Plan in accordance with Standard 110. This will set out the actions that will increase the Trust's ability to offer and undertake clinical consultations in Welsh.

We will expand our Welsh language standards compliance baseline which will be promoted across the Trust and celebrate examples of good practice.

A new Welsh language beginners' course for EMS staff will be developed in partnership with the National Centre for Learning Welsh. The course will be a tailor-made tutor led course on Teams for staff who want to be able to engage with our Welsh speaking patients at that first point of contact.

The Trust's Welsh Language Team will be involved in a series of planned events to promote the Welsh language to Trust staff and to the public via digital and in person engagement activities e.g. National Eisteddfod, Wrexham.

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

Further Information

For further information on the Welsh Language Standards please contact:

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