



GIG
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WALES

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

**WELSH AMBULANCE SERVICES
UNIVERSITY NHS TRUST**

**WELSH LANGUAGE
STANDARDS
ANNUAL REPORT
2025-2026**

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

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Foreword

Croeso! Welcome!

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

The Welsh Language (Wales) Measure 2011 provides the statutory framework requiring the Trust to comply with Welsh Language Standards. Beyond compliance, the Trust views the Measure as an opportunity to strengthen service quality and accessibility through Welsh. Progress continues through the Trust's Welsh Language Framework, aligned with the *More than just words Action Plan 2022–2027*, including the development of a Welsh language recruitment strategy.

Strong board leadership underpins this work, with clear governance, strategic integration, and oversight of the Strategic Equality Plan, People and Culture Plan, the Trust's active offer, and the Welsh Language Standards Annual Report. Service Delivery Standards have improved, supported by the introduction of an in-house translation service, enhancing the speed and consistency of bilingual correspondence and communications. Further improvement is planned for reception services as a key access point for Welsh speakers.

Significant progress has been made in Policy and Operational Standards. All Trust policies now include Welsh language impact assessments, and 97% of staff have recorded their Welsh language skills on the Electronic Staff Record (ESR). Access to Welsh language services continues to increase, with 62% of NHS 111 Wales calls offered in Welsh answered in Welsh. The Trust's five-year clinical consultation plan will be published in line with Standard 110 in quarter 2 of 2026/27, supported by partnership working with the Welsh Language Commissioner's Office.

Staff capability has been strengthened through Welsh speaking investigating officers, expanded intranet resources, mandatory Welsh language awareness training (79% completion), and a new beginner Welsh course for Emergency Medical Service (EMS) staff. An internal audit during the reporting period provided reasonable assurance of the Trust's compliance with the Welsh Language Standards and identified areas for further improvement.

The board looks forward to continuing its support of the Welsh language, ensuring that, at a minimum, meeting courtesies are observed in Welsh and that where members of the public or staff wish to communicate to the board in Welsh that they are able to do so in line with the active offer.



Colin Dennis
Chair



Emma Wood
Chief Executive Officer

1. Introduction

This is the seventh Annual Report showcasing how the Welsh Language Standards have been implemented within the organisation.

On 30 May 2019, the Trust moved from implementing its Welsh Language Scheme, under the Welsh Language Act 1993, to implementing the 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.

About the Trust

The Trust provides health care services for people across the whole of Wales, delivering high quality and patient-led clinical care 24/7. Services include:

- The 999 Emergency Medical Services (EMS): including call taking, remote clinical consultation, see and treat and if necessary, conveyance to an appropriate hospital or treating facility
- Non-Emergency Patient Transport Service (also referred to as 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 NHS111 Wales 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) and uniformed responders to provide additional response resource to emergency calls and a Volunteer Car Service to aid patient transport to planned appointment.

The Trust is a commissioned service for EMS, NHS 111 Wales and Ambulance Care via the NHS Wales Joint Commissioning Committee (JCC). The JCC is a joint committee of the seven health boards.

3. Background to the Welsh Language Standards (the '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.

Within the Trust, the link to its Welsh language requirements is key, and its revised governance structures align to this. The Trust has 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 2022-27 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 and Board Secretary, Trish Mills, acts as the executive lead for Welsh Language Services. This role provides leadership and assurance that strong structures, governance and consistency are in place to support the development of the Welsh language across the Trust. This includes ensuring compliance with the

statutory Standards and overseeing delivery of actions within the More than just words 2022–27 Action Plan. Trish has also played a key role in promoting the everyday use of Welsh by opening meetings and correspondence bilingually using basic Welsh.

Rachel Marsh, Executive Director for Strategy, Planning and Performance, is the executive lead for the Trust's Welsh language network, *Rhwyd-iaith*. In this capacity, she has actively championed the development of the Welsh language framework to further embed the language across the organisation.

In addition, the Trust Board is supported by a Non-Executive Director Welsh Language Champion, Bethan Evans. Bethan has been instrumental in promoting the Welsh language both internally among staff and externally with service users, including through the Trust's social media platforms. As a fluent Welsh speaker, Bethan's advocacy, support and constructive challenge in this area have been invaluable.



Trish Mills

Director of Corporate
Governance/
Board Secretary



Bethan Evans

Non-Executive Director



Rachel Marsh

Executive Director of Strategy,
Planning and Performance

5.2 Welsh Language Advisory Group

The Trust has established a Welsh Language Advisory Group (WLAG), which reports into the Equality, Diversity and Inclusion (EDI) Steering Group, to strengthen alignment to the Strategic Equality Plan. That Steering Group reports directly to the Executive Leadership Team (ELT) 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. The Trust's policy and framework are generally geared this way.

The Welsh Language Advisory Group provides a mechanism for reviewing aspects of the Standards, and to ensure that a satisfactory service is maintained for all patients and members of the public who use the Trust's services.

The internal audit on the Standards in 2025/26 identified areas for improvement relating to the consistency of monitoring and embedding standards across services, the effectiveness of the Welsh Language Advisory Group, and the recording of Welsh language complaints.

In response, the Trust is strengthening oversight and governance arrangements. This includes reviewing the advisory group's terms of reference and membership as part of wider integrated governance changes, introducing a more structured meeting schedule, and improving attendance and accountability.

5.3 People and Culture Committee

The Trust's People and Culture Committee provide 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 Standards.

The Committee reviews and endorses the annual report for approval by the board and has oversight of Welsh language Key Performance Indicators (KPIs) related to the Monthly Integrated Quality and Performance Report (MIQPR) - including NHS 111 Wales Service, and Non-Emergency Patient Transport Service (NEPTS) which comes under the portfolio of Operations (Ambulance Care), and under the Strategic Equality Plan action plan. It also promotes and supports the cultural change aligned to the active offer as a way of strengthening compliance with the Standards.

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 (NHS 111 Wales and NEPTS), and under the Strategic Equality Plan via the People and Culture Committee.

5.5 Complaints Procedure

Concerns received in relation to compliance with the Standards can be received in several ways, including directly to the Chief Executive 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 Listening to People 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 Listening to People Team: amb_WASTListeningtopeople@wales.nhs.uk

The 2025/26 Standards internal audit identified the recording of Welsh language complaints as an area for improvement. Action is underway to implement a consistent approach to the capturing and reporting of all Welsh language related complaints on Datix, including those that may have already been resolved locally to ensure the Trust has a rich picture. This intelligence will strengthen organisational learning, improve oversight, and support ongoing assurance of compliance.

Details of the complaints received by the Trust during 2025/26 in relation to the Welsh language can be found in Section 9.

THE WELSH LANGUAGE STANDARDS

Compliance with the Standards is categorised into the following areas of compliance:

- Service Delivery
- Policy Making
- Operations
- Record Keeping

During 2025/26, the Trust completed a Welsh Language Commissioner's Office self-assessment of the Trust's compliance with the Standards. The resulting levels of compliance for individual Standards, or groups of Standards, along with planned areas for improvement, are outlined below.

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)

Assessed Assurance

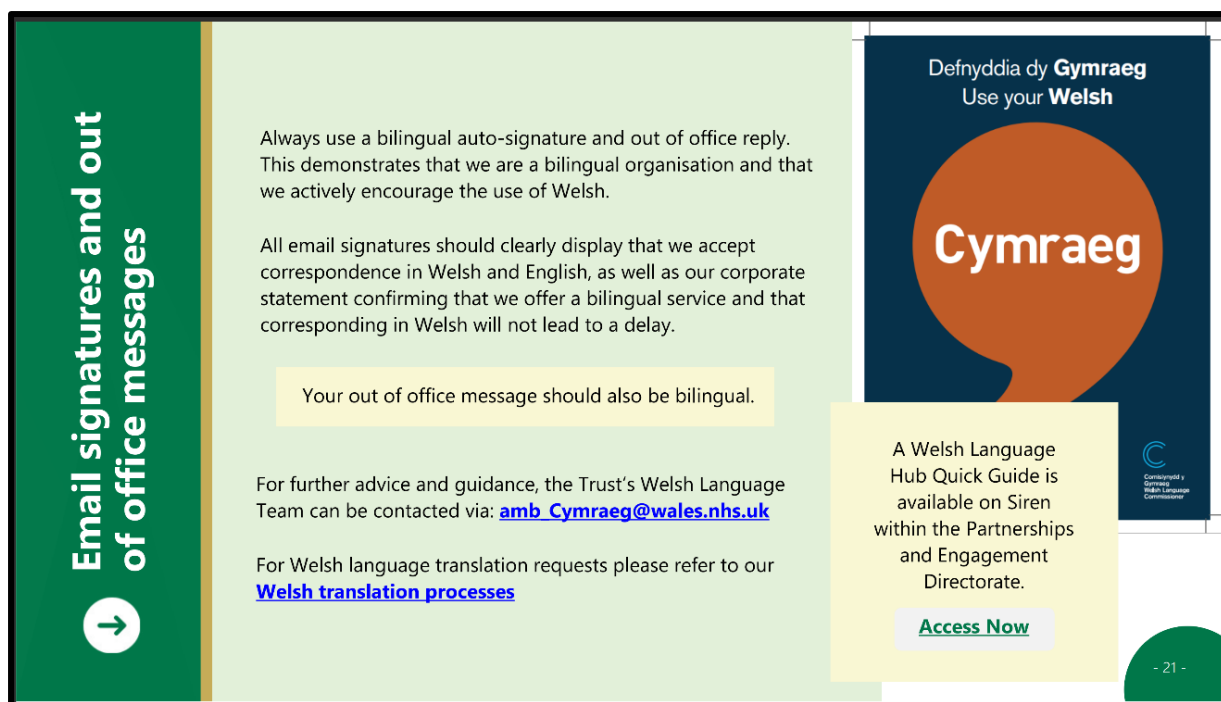
The Trust self-assessed at a medium level of assurance for Standards 1-6 (corresponding with the public in Welsh), and standard 7 (including a statement welcoming Welsh correspondence and that correspondence in Welsh will not lead to a delay).

The Trust's Translation service established in September 2023 provides support for Welsh language correspondence with the public. Following a review of translation work undertaken by the Trust's internal translation service during 2025/26, where Welsh language correspondence was requested, this was provided across the following categories:

- Freedom of Information (FOI) requests;
- Partnership correspondence;
- Listening to People letters;
- Correspondence issued on behalf of the Chief Executive; and
- Correspondence with the Welsh Language Commissioner's Office (WLCO).

During the reporting period the Trust's Brand Guidelines were updated with a dedicated section to the Welsh language that included guidance on bilingual email signatures, and out of office messages. These guidelines were then posted on the Trust's intranet (Siren) and linked to the Standards SharePoint page.

In addition, in January 2026 all public access points to services published on the Trust website were reviewed and updated to ensure that the option to communicate in Welsh was clear.



Further Actions Planned

A directorate notice to the wider organisation will remind colleagues of the Standards and associated requirements in practice, and to request that evidence of compliance be supplied proactively to the Welsh Language Services Manager so that this can be recorded and used to inform assurance to the board.

To raise awareness further, promote compliance, and obtain evidence to provide additional assurance, a bite-size video guide will help inform staff and volunteers.

A Bilingual Services Mystery Shopper exercise is proposed for 2026/27 to provide an objective assessment of the Trust's compliance with the Standards relating to correspondence. The exercise will be facilitated by the Trust's Public Engagement Team, working with members of the People and Community Network.

In addition, quarterly audits and continuous monitoring will be undertaken by the Welsh Language Services Manager throughout 2026/27 to ensure compliance with Standard 7 and the Trust's brand guidelines.

6.2 Telephone Calls (Standards 8 – 20)

Assessed Assurance

The Trust self-assessed at a medium level of assurance for applicable Standards 8-20 (Telephone services available in Welsh); Noting that the 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.

During 2025/26, the Trust developed and implemented a dedicated reception telephone line, with the Trust's main administrative and reception numbers listed below routed through the Finesse platform. This ensures that callers are offered a bilingual menu at the first point of contact:

- Vantage Point House, Cwmbran: 01633 62 62 62
- Matrix, Swansea: 01792 562 900
- Tŷ Elwy, St Asaph: 01745 532 900
- 111 Administration: 01792 776 252
- Merton House, Cardiff: 02921 707 700

In addition, for staff answering telephone calls in reception areas and other locations (excluding NHS 111 Wales and NEPTS), "How to Answer the Phone" desk tent prompt cards have been developed. These include simple Welsh phrases to support bilingual greetings and call handling, helping to maintain compliance with Standards 17 and 18. The desk-tent prompt cards were promoted and distributed to staff at the Chief Executive Roadshows held in April and October 2025.



Ymddiriedolaeth Brifysgol GIG
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Sut i ateb y ffôn - Rhowch dro ar ychydig o Gymraeg

How to answer the phone - Give a bit of Welsh a go

Manylion cyswilt Tîm y Gymraeg WAST

Os hoffech fwy o wybodaeth am y Gymraeg yn WAST neu os oes gennych gwestiwn, cysylltwch â
Thîm y Gymraeg ar:
amb_Cymraeg@wales.nhs.uk

Bore Da / P'nawn da / Shwmae / Su'mae
Good morning / Good afternoon / Hello
Bo-reh dah / P-noun dah / Shoo-my / S'm aye

Ga i helpu? Can I help you? Guy help-ee?
Diolch Thank you dee-olch
Croeso You're welcome croy-soh
Os gwelwch yn dda Please oss-gwell-ooch-un-tha
Hwyl Goodbye hoyl

Dw i'n deall dipyn bach o Gymraeg
I understand a little bit of Welsh
Do een day-a 'll' dip-in Bach o Gum-rah-eeg
(Bach - as in the composer)
(LI - as in 'Llangollen')

Daliwch y lein plis
Hold the line please?
Dally-ooch Elaine please

Na i'ch trosglwyddo chi
I'll transfer you
Nigh 'ch tros-glue-though chee



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

If you don't speak Welsh

WAST Welsh Language Team contact details

For further information about the Welsh language at WAST or if you have a question, contact the Welsh Language Team at:
amb_Cymraeg@wales.nhs.uk

Bore Da / P'nawn da / Shwmae / Su'mae
Good morning / Good afternoon / Hello
Bo-reh dah / P-noun dah / Shoo-my / S'm aye

I'm sorry, I don't speak Welsh.
Would you like to speak to a Welsh-speaker?
[transfer to colleague]
Can we get a Welsh-speaker to call you back?
[take caller's details and arrange for colleague to call back]
Or would you like to continue in English?

Eisiau datblygu eich sgiliau Cymraeg? Ewch i Hwb yr Iaith Gymraeg am y cyfleoedd diweddaraf

Want to learn some Welsh? Visit the Welsh Language Hwb for the latest opportunities

The NHS 111 Wales Service, NEPTS, and the Listening to People Team (previously Putting Things Right) telephone lines all operate on a bilingual basis. Callers to both NHS 111 Wales and NEPTS are greeted with a recorded bilingual message, followed by an option to select their preferred language, either Welsh or English. The NEPTS transport cancellation line 0300 1311 1390 is bilingual; as is the Listening to People telephone line 0300 321 3211 where callers are also able to leave a message. Welsh language call answering within the NHS 111 Wales Service is monitored and reported through the Monthly Integrated Quality and Performance Report (MIQPR) to the board. Performance data for both NHS 111 Wales and NEPTS call answering is explored in further detail in the following sections of this report.

Telephone numbers of services listed on the Trust's website have been reviewed and updated to ensure that the Welsh and English versions correlate.

Further Actions Planned

To further strengthen compliance, monitoring and oversight, the Trust is exploring the feasibility of capturing Welsh language menu selections within the Cisco call-handling script during 2026/27. This will support improved analysis of Welsh

language demand, enhance monitoring of call activity, and help identify opportunities to strengthen compliance and service provision.

A 'bank' of Welsh speaking staff who could support other departments when required for quick telephone call interactions that may not necessitate an interpreter, is in the process of being developed.

For assurance, the Welsh Language Services Manager is planning to undertake an audit of the Trust's telephony system (with the exception of 999 calls) to ensure compliance with the Standards.

6.2.1 NHS 111 Wales - Service Review

Between April 2025 and March 2026, NHS 111 Wales Service reported a significant improvement in the proportion of calls answered in Welsh, increasing from 45% to 62% (a rise of 17% compared with the previous year).

NHS 111 Wales Service Welsh Language call demand and answer rate 2025-26

Date	Welsh Calls Offered	Total calls answered in Welsh	% of calls answered in Welsh
01/04/25 – 31/03/26	18,282	11,165	62%
01/04/24 – 31/03/25	18,462	8,444	45%

Over the past year, several initiatives have been introduced that have contributed to a noticeable increase in the number of calls answered in Welsh compared with the previous year. One significant change, implemented in June 2025, was the introduction of an option for callers to opt out of waiting for a Welsh-speaking call handler after 15 minutes. This allows callers to rejoin the English queue if they prefer, giving them the flexibility to decide whether to continue waiting for a Welsh-speaking call handler.

Following further review of Welsh-language call activity, the period over Saturdays, Sundays and Bank Holidays when Welsh call demand is at its highest the service has extended the cover for exclusive Welsh Language Call handlers only from 0800-1400 to 0800-1600 hours.

During these peak times, the profiles of two Welsh speaking call handlers are adjusted so they manage Welsh-presenting calls exclusively. This has enabled the service to handle a higher volume of Welsh language calls during busy periods, contributing to an improved Welsh language answer rate.

Targeted recruitment of Welsh speaking call handlers has also been relatively successful, helping to sustain the Welsh language answer rate. In addition, staff continue to be supported through Welsh language awareness sessions and training on handling Welsh-presenting calls. As a result, the number of Welsh language complaints received by the service has reduced, no Welsh language formal complaints were received during this period.

Performance against the Welsh-language answer rate remains a key focus for the NHS 111 Wales operational leadership team. These initiatives form part of the ongoing commitment to provide the best possible service to Welsh speaking callers. By continuing to tailor this approach the aim is to enhance callers' experience and ensure they receive timely and effective support.

In 2026, the NHS 111 Wales Service will launch its new five-year Welsh Clinical Consultation Plan. The plan will set out ambitions and detailed key deliverables in relation to the Welsh language. It will cover 111 inbound/call handling as well as 111 clinical services.

6.2.2 Non-Emergency Patient Transport Service

NEPTS Welsh Language Call demand and answer rate 2025-2026

Welsh language demand	Welsh Calls Offered	Total calls answered in Welsh	% of calls answered in Welsh
01/04/25 – 31/03/26	3,545	2,638	74%
01/04/24 – 31/03/25	4,294	4,327	77%

When callers contact NEPTS they 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. The PNA has been professionally translated, is regularly reviewed and revised, and the Welsh translations are always updated for use by the NEPTS Welsh speaking call takers.

Telephone desk-tent prompt cards were issued to the NEPTS Call Centre staff to ensure call handlers can confidently and consistently support Welsh speaking patients, enabling accurate information gathering, reducing misunderstandings, and improving the overall patient experience by delivering services in the patient's preferred language.

6.3 Meetings (Standards 21 – 30)

Assessed Assurance

The Trust self-assessed at a low level of assurance for Standards 21-22 and 26-30 (Conducting meetings in Welsh). The great majority of meetings, particularly formal board, committee and internal committee meetings, are held in English.

Trust Board meeting invitations to partners and stakeholders are issued bilingually via email, with supporting information also shared bilingually through social media and the Trust's website. All Trust Board meetings, agendas are available in Welsh, and the Trust's Standards Annual Report is presented bilingually at Trust Board meetings. Where possible, slide presentations used at the Annual General Meeting are also produced bilingually.

A new bilingual corporate Teams background has been created and available to staff on SharePoint.





Further Actions Planned

During 2026/27 we will be embedding Welsh language considerations into routine meeting and presentation planning by establishing a clear and consistent approach to capturing language preferences in advance. At the invitation stage, meeting attendees will be asked whether they wish to use Welsh, and confirmation sought from guest speakers ahead of meetings as to whether they intend to present in Welsh.

In parallel, access and use of simultaneous translation services will be promoted actively the Trust to increase awareness and to ensure that the bilingual design guidance (<https://www.welshlanguagecommissioner.wales/media/niknstqs/bilingual-design-guide-eng.pdf>) supplied by the Welsh Language Commissioner's Office is accessible and widely understood. Where possible, the Trust's Welsh Language Team will support the creation of presentations with bilingual slides to enable inclusive participation and reinforce the Trust's commitment to bilingual working practices.

6.4 Public Events (Standards 31 – 32)

Assessed Assurance

The Trust self-assessed at a medium level of assurance for Standards 31-32 (Conducting public events in Welsh).

Public engagement events are coordinated by the Patient Experience & Community Involvement Team and are communicated bilingually, with bilingual resources made available to support participants. The Welsh Language Services Manager coordinates the Trust's involvement in events such as the Eisteddfod.

Eisteddfod Genedlaethol Wrecsam 2025

The Trust participated in the National Eisteddfod 2025 in Wrexham as part of a jointly funded NHS Wales stand, supported by Welsh Government and participating NHS Wales organisations. Attendance at the Eisteddfod provided a valuable opportunity to engage directly with the public, raise awareness of the Trust's services, and positively promote the Welsh language and culture.

Feedback from both staff and attendees highlighted strong operational coordination, meaningful public engagement, and positive team working throughout the event. The NHS stand was also visited by Jeremy Miles MS, Former Cabinet Secretary for Health and Social Care, who engaged with staff and took part in CPR training, further reinforcing the visibility and impact of the Trust's presence at the event.



As an increasing number of events are now supported by volunteers, there is a growing need to ensure sufficient Welsh speaking staff are available to provide appropriate language support. To address this, the Trust is exploring establishment of a 'bank' of Welsh speaking staff who can be approached to assist at public engagement events as required.

Wherever positive feedback is received, this is shared internally to provide further guidance and promote good practice.

6.5 Documents and Forms (Standards 36 - 38)

Assessed Assurance

The Trust self-assessed at a medium level of assurance for Standards 36-38 (Documents and forms are published in Welsh).

Since the beginning of September 2023, the Trust has had a dedicated in-house translation service, which is available to all staff through a generic email account and mailbox.

In addition, guidance for staff on accessing and submitting work for translation has been made available on the Trust's SharePoint site. This facility has been a key enabler of compliance with the Standards, related to documents and forms.

The Trust's Documents

A review of documents published on the Trust's website during 2025 showed 100% compliance with Welsh language publication requirements for key Trust documents, including strategies and plans. This represents a significant improvement compared with 78% compliance reported in 2024, demonstrating strengthened governance arrangements and a continued commitment to ensuring information is made available bilingually in line with required Standards.

The Trust's Forms

Several public facing forms are now available in Welsh, improving accessibility and supporting the Trust's commitment to bilingual service provision. These include the NEPTS feedback form, the NEPTS transport cancellation form, the bilingual services feedback form, and the Listening to People submission form. Making these key forms available in Welsh helps ensure that members of the public can engage with Trust services confidently and in their language of choice.

Further Actions Planned

To further strengthen compliance the Trust will be refreshing its assessment process to enable document authors to assess whether a document or form is required to be made available in Welsh.

In addition, the Welsh Language Services Manager will be engaging with the Trust's Communications Team to explore whether criteria for Welsh translation could be included within the Trust Brand Guidelines in respect of documents and forms.

6.6 Publicity and Advertising Material (Standards 33 – 34)

Assessed Assurance

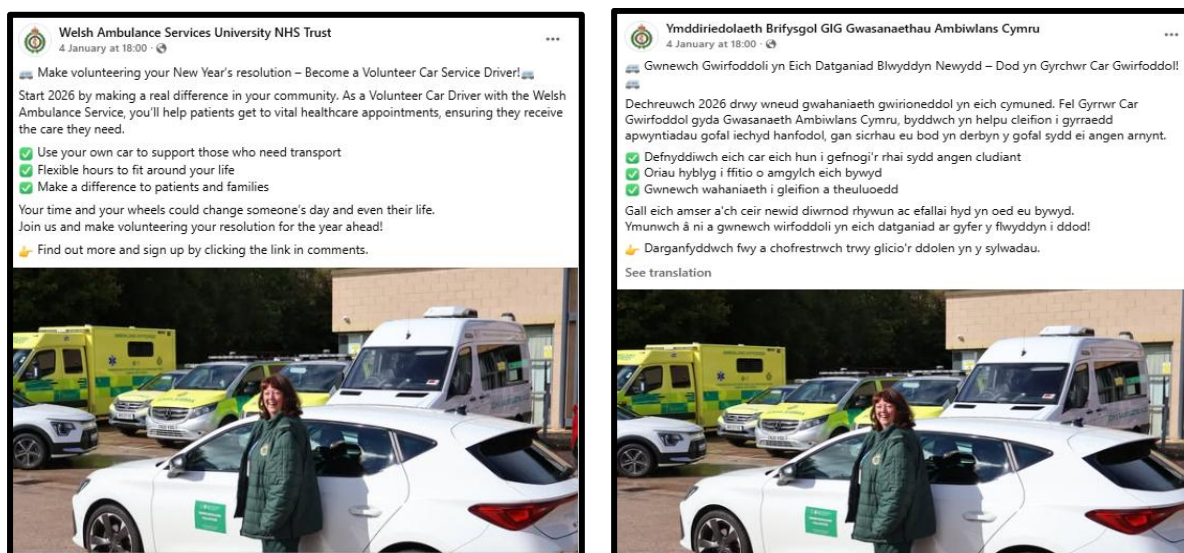
The Trust self-assessed at a high level of assurance for Standards 33-34 (Publicity and advertising materials produced in Welsh).

All publicity and advertising material produced by the Trust for the public is now made available bilingually in Welsh and English. This includes press releases, content across all Trust social media platforms, and website material.

During the period 1 April 2025 to 31 March 2026, the Trust published 70 bilingual news releases, demonstrating continued compliance with the Standards.

Publicity was developed to explain the Trust's new Clinical Response Model, highlighting changes to how 999 calls to the Welsh Ambulance Services University NHS Trust are managed. To ensure accessibility and promote understanding across all communities, a series of YouTube videos was produced and published in both Welsh and English. They can be viewed [here](#) and [here](#).

Another example of bilingual publicity activity during this period is provided below, relating to the promotion of volunteer car driver opportunities and the Trust's new Response Model.



These bilingual resources support clear public communication and reinforce the Trust's commitment to providing information in the language of choice.

6.7 Websites and Online Services (Standards 39 – 43)

Assessed Assurance

The Trust self-assessed at a medium level of assurance for Standards 39-43 (Websites and public digital services (including apps) are in Welsh).

The Trust has two websites, the Welsh Ambulances Services University NHS Trust website, and the NHS 111 Wales website which we operate as the commissioned provider of 111 across Wales. Some of the challenges associated with these websites, and the further actions planned, are set out below.

6.7.1 NHS 111 Wales Website

NHS 111 Wales Online Symptom Checkers

As part of the ongoing redevelopment of the NHS 111 Wales website, new symptom checkers are currently being implemented to improve clinical accuracy, usability, and patient safety. A key element of this work is the strengthening of Welsh-language provision to ensure that the language is embedded within digital access to care.

The symptom checkers are being designed to support medical-grade Welsh translations from the outset, ensuring that Welsh-language content is accurate, clinically assured, and kept in step with English updates. This approach will remove the previous risk associated with Welsh content becoming out of date and will ensure parity between languages as the symptom checkers are updated or expanded. It is expected that work will be completed by July 2026.

The implementation of the new symptom checkers represents a significant step forward in digital Welsh-language provision, helping to ensure that Welsh-speaking users can safely access online advice and guidance in their language of choice, without delay or disadvantage. This work directly supports the Trust's commitment to the Standards, the active offer, and the delivery of equitable, bilingual digital services for the population of Wales.

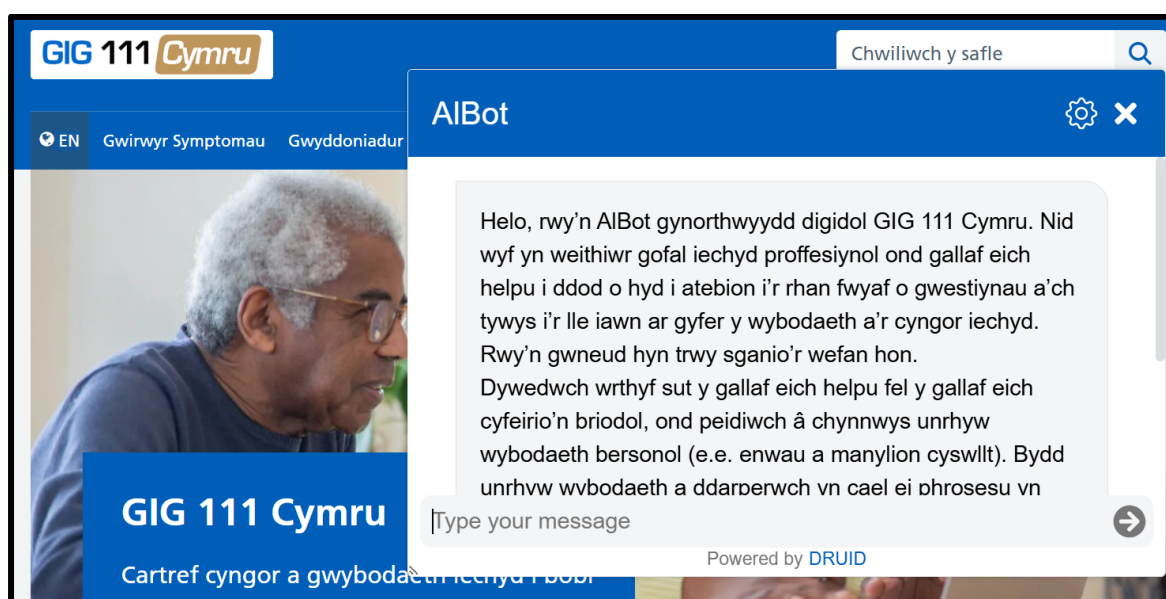
NHS 111 Wales Website development

Funding has now been secured to support the next phase of development of the NHS 111 Wales online service. Work is underway with commissioners and key stakeholders to agree the future rebuild plan, implementation approach and delivery roadmap, with a focus on improving user experience, accessibility and bilingual digital services.

A key focus of the redevelopment is improving parity between Welsh and English digital content, reducing the risk of Welsh language information becoming outdated where clinical content changes. This approach supports patient safety and reinforces the Trust's commitment to providing equitable access to online advice and guidance in a patient's language of choice.

Virtual Assistant ('AlBot')

The virtual assistant 'AlBot' is available on the NHS 111 Wales website and supports Welsh-language interaction, enabling users to ask questions and receive responses in Welsh (where Welsh is selected as the preferred language). Building on this capability, a live agent pilot (4-week pilot) was introduced to complement automated responses, providing a pathway for users to be supported by a human advisor where required. This approach supported improved accessibility and continuity for Welsh speaking users, particularly where queries are more complex or require reassurance, while maintaining parity between Welsh and English language services.



From 1/8/25 to 31/3/26 there have been 42,000 interactions with Albot, including 72 in Welsh. The Trust will continue to monitor these interactions in 2026/27

Blue Light Hub App

Designed by the Trust the [Blue Light Hub App](#), is a bilingual educational resource designed for children aged 7–12, aimed at increasing awareness and improving confidence and life-saving skills among young people.

Between 1 April 2025 and 31 March 2026, the Blue Light Hub App was installed by **558** Android users and **206** iOS users. Since its launch, the app has been installed a total of 14,908 times on Android and 5,594 times on iOS. These figures include installations by users who may have reinstalled the app. As no bespoke user-level usage data is collected through the app, it is not possible to provide specific insights relating to Welsh language usage.

6.8 Social Media (Standards 45 – 46)

Assessed Assurance

The Trust self-assessed at a high level of assurance for Standards 45-46 (Welsh language is not treated less favourably than English on social media).

Evidence to Support Assessment

The Trust operates separate Welsh language and English social media accounts for Facebook, X and Instagram. Each English post is replicated in Welsh routinely. LinkedIn remains the only bilingual account.

Bilingual Social Media Accounts: Data (01 April 2025 to 31 March 2026)

The Trust operates separate Welsh language and English social media accounts for Facebook, X and Instagram. Each English post is replicated in Welsh routinely. LinkedIn remains the only bilingual account.

X

In November 2024, the Trust took the decision to limit its activity on X to warning and informing only. The Trust has not posted to this platform since 31 December 2024, and its last share was 16 November 2025. The Trust has not relinquished its X handle as it does not want anyone impersonating the Trust. In times of extreme demand, the Trust may revisit the platform to post urgent messaging, but this is usually reserved for Facebook and Instagram. 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.

	@Ambiwylans_Cymru	@WelshAmbulance
Total followers	383	23,000

Facebook

	Ymddiriedolaeth GIG Gwasanaethau Ambiwlans Cymru	Welsh Ambulance Services University NHS Trust
Total followers	316	42,620
Page visits	1,734	141,676
Total reach	29,177	7,517,518
Content interactions	442	52,905
Link clicks	14	17

Instagram

	Ymddiriedolaeth GIG Gwasanaethau Ambiwlans Cymru	Welsh Ambulance Services University NHS Trust
Total followers	42	5,894
Reach	22	286,399

Since January 2025, we have had two separate accounts for Welsh and English. Engagement on the Welsh language account has grown, although it's been very slow in comparison to the English.

LinkedIn

This platform is the Trust's only bilingual account where both Welsh and English posts are posted together on the same page but as individual posts.

	WAST
Total followers	8,761
Impressions	300,909
Page views	4,083

The NHS 111 Wales website operates its own Welsh and English social media Facebook (FB) accounts.

Metric	NHS 111 Wales FB	GIG 111 Cymru FB
Views	3,698,268	10,636

Metric	NHS 111 Wales FB	GIG 111 Cymru FB
Page visits	9,815	432
Content interactions	2,008	72
Followers	7,071	106

Further Actions Planned

Compliance with this standard will be monitored regularly by both service managers and the Welsh Language Services Manager, with activity reported routinely to the Welsh Language Advisory Group on at least a bi-annual basis.

6.9 Signs and Notices (Standards 47 - 49)

Assessed Assurance

The Trust self-assessed at a high level of assurance for Standards 47-49 (Signs are displayed in Welsh).

The Trust's Estates

All new builds and refurbishment projects across the Trust's estate include the installation of new bilingual signage. This signage is reviewed and quality checked by the Welsh Language Team to ensure accuracy, consistency, and compliance with the Standards.

Bilingual signage has been installed at the following sites:

- Beacon House (Regional Headquarters)
- Neath Ambulance Station
- Swansea Ambulance Station
- Gorseinon Ambulance Station
- Ferndale Ambulance Station
- Ystradgynlais Ambulance Station

Below are examples of bilingual internal signage installed at these sites, demonstrating the Trust's ongoing commitment to a bilingual environment.



For occasions where temporary or ad hoc signage and notices are required at Trust sites, the Welsh Language Team is working in partnership with the Estates Team to develop a suite of printable bilingual templates. These will enable staff to easily print and display compliant temporary signs and notices in their workplaces as needed, ensuring continued provision of bilingual information across the estate.

The Trust's Fleet

44 Emergency Ambulances purchased with bilingual a livery package.



In addition, 65 non-emergency vehicles and 15 single response vehicles purchased with a bilingual livery.

Further Actions Planned

Signage across the organisation and its vehicles will be reviewed and monitored on an ongoing basis.

6.10 Reception Services (Standards 50 - 53)

Assessed Assurance

The Trust self-assessed at a level of no assurance for Standards 50-53 (Welsh language reception services).

Despite the Trust's recruitment processes in actively encouraging applications from both English and Welsh speaking candidates, there are currently no Welsh speakers undertaking dedicated reception roles within the Trust.

Further Action Planned

In response to this situation, the Trust is reviewing all available options to ensure Welsh language provision at reception points where required. This includes working with teams at each location to identify staff who can provide Welsh language support when needed. We will also develop a list of designated points of contact to support the delivery of reception services or respond to public enquiries in Welsh at building entry points.

To support this approach, *"How to Answer the Phone"* desk tent prompt cards have been distributed to reception areas. In addition, a new Welsh language courtesy skills session has been developed for staff working in reception areas across Trust sites, with plans to facilitate these sessions during 2026/27.

6.11 Awarding Contracts (Standards 57 - 59)

Assessed Assurance

The Trust self-assessed at a medium level of assurance for Standards 57-59 (Processes for awarding grants and contracts ensure that the Welsh language is not treated less favourably than the English language)

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.

Further Actions Planned

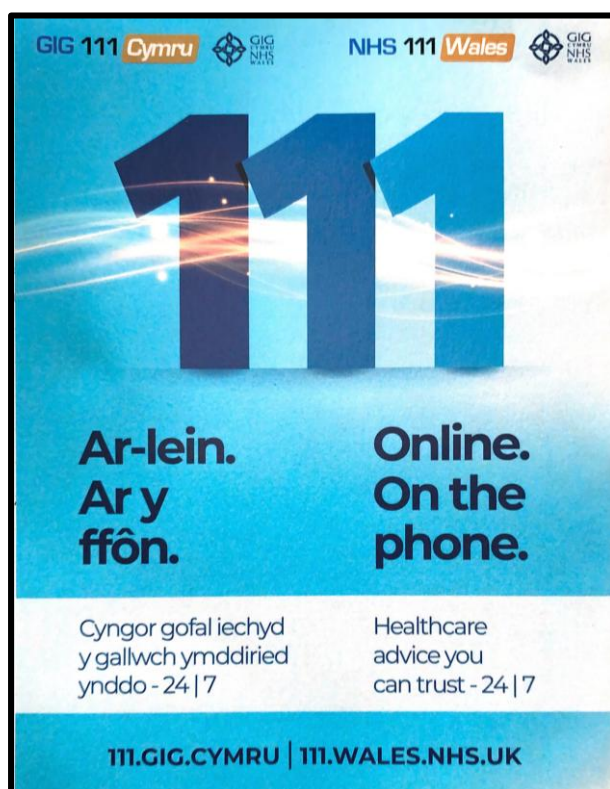
For 2026/27, the NHS Wales Shared Services Partnership (NWSSP) is creating a Welsh Language Procurement Assessment Tool for use by contract managers when completing an assessment of Welsh language requirements for any contracts that would be awarded with an overall value exceeding £5,000

6.12 Promoting Welsh Medium Services (Standards 60 – 61)

Assessed Assurance

The Trust self-assessed at a high level of assurance for Standards 60-61 for promoting the use of the Trust's Welsh medium services.

All publicity for the NHS 111 Wales service is carried out bilingually on TV advertisements, video on demand and leaflets.



Further Actions Planned

Further promotion of the Trust's existing services which offer a Welsh language service and ensure it is known that the public is able to contact these services in Welsh.

6.13 Corporate Identity (Standard 62)

Assessed Assurance

The Trust self-assessed at a high level of assurance for standard 62 (Corporate identity is in Welsh).

On 1 April 2024, the Trust was granted University Trust status and as a result the Trust's NHS Wales logo was updated to reflect this. A notable highlight was the minting of a new commemorative coin featuring the updated Crown Badge, which was presented at the Long Service Awards in 2025/26.



6.14 Providing educational courses in Welsh (standard 63)

Assessed Assurance

The Trust self-assessed at a medium level of assurance for standard 63 (Providing educational courses in Welsh).

Restart a Heart (RSAH) Live is a 12hr online event that is live streamed to classrooms. A timetable of events allows the teachers to choose which section / language they wish to watch. In total, UK wide, 101,000 children engaged with RSAH Live. Of those, 27,000 were from schools in Wales. This initiative is the first of its kind in the UK and Save a Life Cymru (SaLC) have ensured that content in Welsh is available, this in itself is a big step forward for such a national event.

Further Actions Planned

Identify Welsh speaking staff within the organisation who could potentially be approached to support training in Welsh.

6.15 Announcements over a public address system are made in Welsh and the announcement is made in Welsh first (Standard 64).

Assessed Assurance

The Trust self-assessed at a high level of assurance for standard 64.

This standard applies to Trust vehicles manufactured after 30 May 2019 that are fitted with an audible reversing warning system. All applicable Trust vehicles are

equipped with a bilingual audio warning message that activates when the vehicle is reversing, ensuring pedestrians receive clear and accessible safety warnings in both Welsh and English. This supports compliance with The Standards while promoting public safety across Trust operations.

Further Action Planned

The Welsh Language Services Manager will continue to work closely with the Head of Fleet to ensure compliance with the Standards in respect of Trust vehicles.

7. Policy Making Standards (Standards 69 – 77)

Assessed Assurance

The Trust self-assessed at a high level of assurance for Standards 69-74; and no assurance for Standards 75-77 for research commissioned or conducted to consider the effects on the Welsh language.

The Trust's Policy Group has oversight of the policy governance process for new and revised policies. The Trust Board and relevant committees receive assurance that an EqIA has been completed when approving assigned policies. The Welsh Language Services Manager is a core member of the Trust Policy Group to provide advice and ensure that Standards are adhered to provide assurance.

All new and revised policies submitted to Policy Group are accompanied by a completed Equality Impact Assessment (EqIA) which includes consideration of the potential impacts on the Welsh language. EqIAs accompanying policies must have been undertaken in partnership with the named Trade Union Partner, with the final version reviewed and signed off by the Head of Inclusion and Engagement. No policies are accepted for submission to Policy Group without an approved EqIA.

The 2025/26 Standards internal audit conducted by NWSSP, concluded that current policies and procedures adequately support the consistent application of the Standards, resulting in substantial assurance.

Further Actions Planned

The Welsh Language Services Manager has access to the Trust's Policy Tracker and provides advice and guidance regarding policies which need to be made available in Welsh.

At the time of writing, a research and development policy was in development. The Welsh Language Services Manager will work with the policy lead to ensure that Welsh language considerations are included.

The Welsh Language Services Manager will engage with the Trust's service areas that are involved in the commissioning of research to ensure that a Welsh language impact is considered.

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)

Assessed Assurance

The Trust self-assessed at a high level of assurance for standard 79.

The Trust's Welsh Language Policy was developed during 2024/25 and formally approved in November 2024. The policy sets out the Standards that staff are required to comply with, explaining their importance to the Welsh Ambulance Services University NHS Trust and how they support the delivery of an Active Offer to both staff and patients.



A key action arising from the policy was the establishment of a Welsh Language Network. The Trust's Welsh Language Network, *Rhwyd-iaith*, was launched during the reporting period to provide an open and transparent forum for staff who actively support the use, visibility, and growth of the Welsh language and culture within the organisation. The Welsh Language Network sits alongside the Trust's other staff networks and contributes to a wider culture of inclusion and belonging across the Trust. The network currently has 48 members. Rachel

Marsh, Executive Director of Strategy, Planning and Performance, has been appointed as the executive sponsor for *Rhwyd-iaith*, providing senior leadership support and advocacy for its work.

Chief Executive Officer (CEO) Roadshows



During 2025/26 the Welsh Language Team participated in the CEO Roadshows across Wales to engage with staff to promote Welsh language initiatives and raise awareness of the Trust's Welsh Language Policy. Staff were able to register for the event via a bilingual registration form.

Further Actions Planned

As a further action for the coming year, the Trust will promote a culture in which the Welsh language is recognised as everyone's responsibility. This will be supported through the delivery of targeted internal awareness campaigns, including initiatives such as Welsh Language Week and Diwrnod Shwmae, to increase visibility and everyday use among staff. In addition, good practice will be reinforced through the regular sharing of success stories and case studies highlighting services that successfully deliver care in Welsh, with the aim of encouraging wider adoption across the Trust.

8.2 Employment Documents (Standards 80 – 81)

Assessed Assurance

The Trust self-assessed at a medium level of assurance for Standards 80-81. Employment contracts are available in Welsh through TRAC/ESR.

The Trust's application form includes a question about preferred language. Additionally, interview invitations provide an option for candidates to request their interview in Welsh. Where required, translation services are arranged. This is standard

practice, and all outcomes are issued in Welsh via the Trac system when the application was submitted in Welsh.

Further Actions Planned

The Trust's Personal Appraisal Development Review (PADR) process is currently being reviewed. When finalised all documentation relating to PADRs will be made available in Welsh. The Trust's Welsh Language Services Manager is a member of the Stakeholder PADR Guidance Review Group.

8.3 Internal policies are available in Welsh (Standard 82)

Assessed Assurance

The Trust self-assessed at a low level of assurance for standard 82.

The Welsh Language Services Manager routinely reviews and provides advice to inform policy equality impact assessments and advises on whether Trust-owned policies need to also be available in Welsh – this mainly relates to a handful of workforce-related policies. All NHS Wales policies are supplied by the NHS Wales Employers Unit in both Welsh and English, and both versions published internally by the Trust. The following guidance is provided to Policy Leads who are either developing or reviewing a Trust-owned policy:

The Trust is required to publish several policies in Welsh; particularly those that relate to the following:

- *behaviour in the workplace;*
- *health and well-being at work;*
- *salaries or workplace benefits;*
- *performance management;*
- *absence from work;*
- *working conditions;*
- *work patterns.*

Further Actions Planned

Promotion of the above during the Policy Group meetings during 2026/27

8.4 Employee Relations Processes (Standards 83 – 88)

Assessed Assurance

The Trust self-assessed at a high level of assurance for Standards 83-88.

During 2025/26, the Trust strengthened its arrangements for managing staff complaints and disciplinary procedures in Welsh through the development of a Standard Operating Procedure (SOP) for handling complaints and concerns raised by staff. The SOP sets out clear requirements to ensure Welsh language compliance, including:

- The option for complaint and disciplinary processes to be conducted through the medium of Welsh;
- Allocation of Welsh speaking investigating officers, People Services representatives, chairs and note-takers where required;
- An established escalation route to the People Business Leader and the Welsh Language Services Manager for translation support;
- A mandatory requirement for the use of standard bilingual wording;
- Retention of both Welsh and English correspondence on the case file;
- Provision of decision letters in Welsh; and Engagement of translation services for both incoming and outgoing correspondence where required.

No requests were received from staff for disciplinary investigation interviews or disciplinary hearings to be conducted in Welsh during the reporting period. To strengthen governance and assurance in relation to compliance with the Standards, an additional data field has been introduced within the Employee Relations tracker to capture whether hearings are requested to be conducted in Welsh.

The Trust supports the *Speaking Up Safely* approach by ensuring all communications and posters are available bilingually. Translation support is accessible through the Trust's translation service, with additional support provided by a Welsh speaking Project Support Manager and a Welsh speaking Guardian. Where required, an independent Welsh language translator can also be arranged to ensure staff are able to raise concerns confidently in their preferred language.

Further Actions Planned

An additional column will be added to the Employee Relations tracker to record whether hearings are requested to be held in Welsh so that recording of these can be improved and, where appropriate, the process further promoted.

8.5 Provide software for checking Welsh spelling and grammar for staff (Standard 89)

Assessed Assurance

The Trust self-assessed at a high level of assurance for standard 89.

Cysgliad/Cysill Welsh spellcheck, grammar check and dictionary software is available to all staff upon request from the Information, Communication and Technology (ICT) Helpdesk.

Further Actions Planned

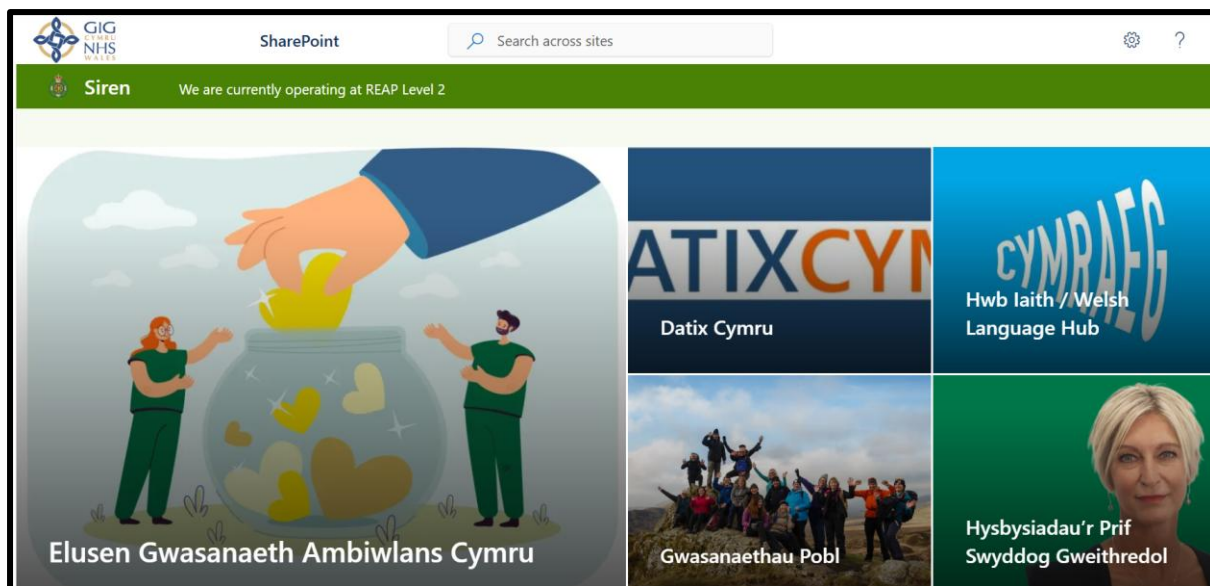
To promote via the Trust's Welsh Language Hub, clear guidance on how staff can access and use Cysgliad/Cysill effectively.

8.6 Intranet is available in Welsh, and provides services and support materials to assist staff in using Welsh (Standards 90-95)

Assessed Assurance

The Trust self-assessed at a medium level of assurance for Standards 90-95.

The intranet home page includes a language selection tab that directs users to the Welsh-language version of the intranet. A designated Welsh Language Hub provides comprehensive information, including online Welsh learning courses, Welsh language courtesy skills, and guidance on compliance with the Standards.



Further Actions Planned

As the staff intranet is a key channel for sharing operationally critical information, the Trust is working towards providing Welsh language versions of content related to staff support services, such as staff wellbeing.

8.7 Provide wording for staff for e-mail signatures and out-of-office messages in Welsh (Standard 104)

Assessed Assurance

The Trust self-assessed at a high level of assurance for standard 104.

The Trust's Welsh Language Team continues to actively support staff by providing Welsh translations for email signatures and bespoke out-of-office messages.

In addition, approved bilingual email signature templates are included within the updated 2026 Corporate Brand Guidelines, supporting consistency, professionalism, and compliance with the Standards across all Trust email communications.

Further Actions Planned

To strengthen monitoring arrangements, a structured approach will be developed combining regular audits and spot checks of staff email signatures and out-of-office

messages to ensure adherence to approved bilingual templates and corporate brand guidelines. This approach will be supported by members of the Welsh Language Advisory Group and the Welsh Language Network, who will play an active role in promoting compliance, identifying good practice, and highlighting areas for improvement.

8.8 Recruiting and Appointing (Standards 106 – 109)

Assessed Assurance

The Trust self-assessed at a high level of assurance for Standards 106 - 109.

Managers are required to complete a Welsh Language Assessment form for each post to determine the appropriate Welsh language skill level. This form is attached to the job advert, and the required skill category is clearly stated within the advert text to ensure transparency for applicants.

All job adverts are published bilingually in Welsh and English, with the Welsh language skill requirement clearly identified. As standard, adverts also state that applications may be submitted in Welsh and that applications submitted in Welsh will be treated no less favourably than those submitted in English.

All application forms, guidance materials, interview information, and job descriptions are available in both Welsh and English, ensuring parity and equal access throughout the recruitment process. Applicants are informed of recruitment outcomes at the same time, regardless of the language used in their application.

As part of the Trust's Integrated Medium Term Plan (IMTP) deliverables for 2025/26, engagement was undertaken across the organisation to ensure that Welsh language competencies recorded on ESR were accurate and up to date. This enabled the completion of a gap analysis to establish the current level of Welsh language skills across service areas. Following this analysis, targeted engagement was carried out with priority services that have direct contact with patients and the public. This work focused on understanding the Welsh language capability within teams, identifying existing provision, and highlighting areas where additional capacity or development may be required.

Further Actions Planned

The Trust's process for supporting recruiting managers in determining the appropriate level of Welsh language skills for Trust roles has recently been updated and will be implemented on a trial basis from June 2026. This trial period will enable us to gather feedback, assess the effectiveness of the revised approach, and ensure it meets both operational needs and compliance requirements. A formal review will be undertaken in September, following which the process will be fully implemented across the Trust.

In addition, during 2026/27, a Welsh Language Recruitment Strategy will be developed to further embed Welsh language requirements within the Trust's recruitment processes. This will include actively attracting Welsh-speaking candidates and supporting existing staff to develop their language skills, ensuring the delivery of high-quality Welsh medium services.

8.9 Provide training (in Welsh) on using the Welsh language effectively in meetings, interviews, complaints and disciplinary procedures (Standard 98)

Assessed Assurance

The Trust self-assessed at a low level of assurance for standard 98.

During 2025/26, the Welsh Language Services Manager supported Welsh language capability across the Trust by providing advisory support to staff. This included facilitating Welsh language training sessions, providing one-to-one support to senior leaders on the use of appropriate Welsh phrases when chairing meetings and how to use simultaneous translation services to ensure compliance with The Standards.

Further Actions Planned

Building on this progress, action in 2026/27 will focus on strengthening and formalising training opportunities. Further collaboration will be explored with the Trust's Essential Skills Tutor to assess the potential for delivering tailored Welsh language training sessions internally, targeted to specific roles and service needs.

In parallel, options to engage external training providers will be considered where additional or specialist Welsh language courses are required. This combined

approach will help to broaden access to training, improve confidence in using Welsh in both operational and formal settings, and support the Trust's longer-term aim of increasing Welsh language capacity across the workforce.

8.10 Assessing and Recording Welsh Language Skills across the Workforce (Standards 96 and 116 (Record Keeping Standards))

Assessed Assurance

The Trust self-assessed at a high level of assurance for Standards 96 and 116.

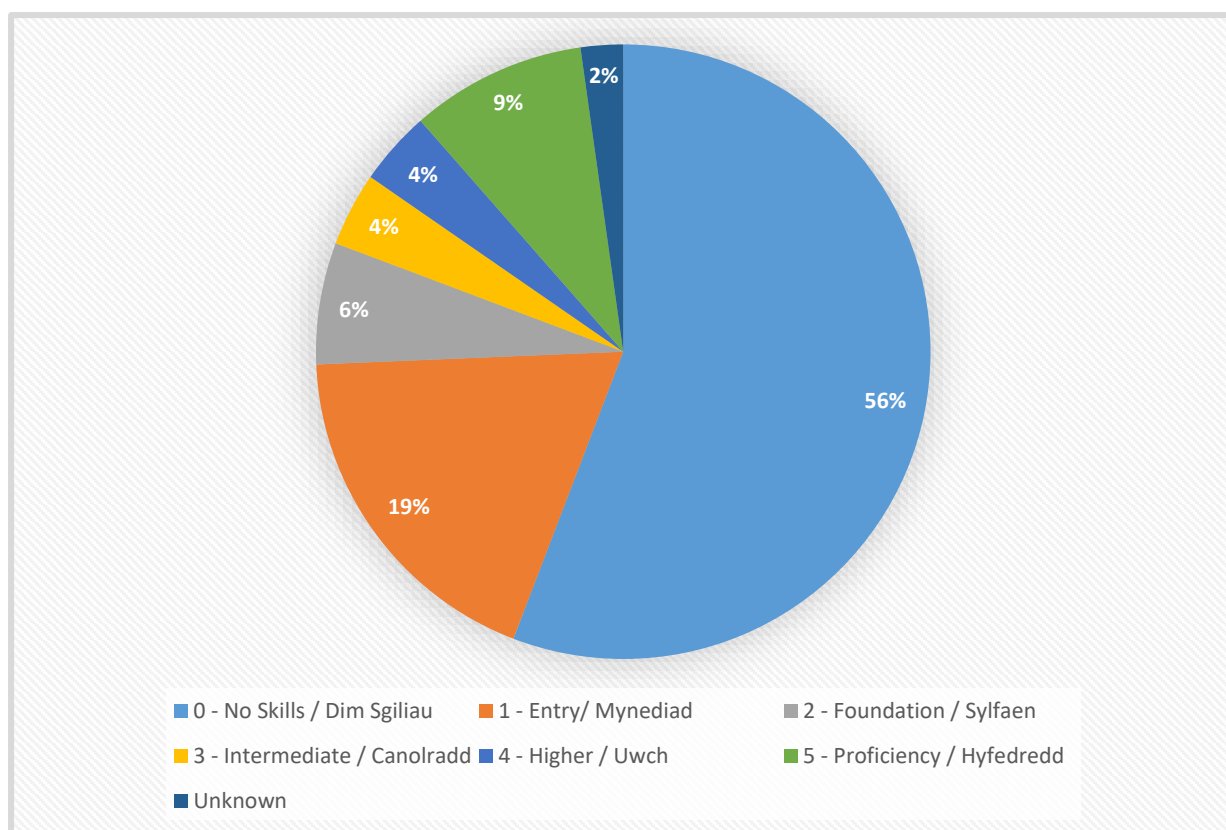
From a total of 4,579 members of staff, 4,477 (97.77%) have self-assessed and recorded their Welsh language skills on the ESR system.

The Welsh language listening/speaking skills recorded on ESR per directorate (as of 31 March 2026) were as follows:

Directorate	Required	Achieved	Compliance %
Chief Executive	18	17	94.44%
Corporate Governance	12	12	100%
Digital	91	91	100%
Finance & Corporate Resources	160	160	100%
Medical & Clinical	92	92	100%
Operations	3,923	3,823	97.45%
Partnerships & Engagement	14	14	100.00%
People & Culture	112	112	100%
Quality, Safety & Patient Experience	133	133	100%
Strategy, Planning & Performance	24	23	95.83%

8.11 Welsh Language Skills of Staff Profile – Listening/Speaking

0 - No Skills	1 - Entry	2 - Foundation	3 - Intermediate	4 - Higher	5 - Proficiency	Unknown	Grand Total
2,556	848	293	178	179	423	102	4,579



Welsh Language proficiency per directorate

Directorate	Intermediate	Higher	Proficiency
Chief Executive	1	1	0
Corporate Governance	0	0	2
Digital	1	1	9
Finance & Corporate Resources	2	8	10
Medical & Clinical	2	1	9
Operations	157	159	374
Partnerships & Engagement	0	2	1
People & Culture	5	3	8
Quality, Safety & Patient Experience	10	4	9
Strategy, Planning & Performance	0	0	1
Grand Total	178	179	423

At the end of March 2026, 780 staff members (compared to 740 in 2024/25) were recorded to have Welsh fluency. This equates to 17% of those who have registered their Welsh language skills (17% in 2024/25).

Further Actions Planned

In order to increase the Welsh language skills of the Trust's workforce in 2026/27 the Trust will continue promoting the NHS specific Welsh language beginners' course that is available to Trust staff via the National Centre for Learning Welsh together with the Trust's mandatory ESR Welsh Language Awareness course.

8.12 New and Vacant Posts (Record Keeping Standard 117)

Assessed Assurance

The Trust self-assessed at a high level of assurance for standard 117.

Due to the Trust's translations service having access to NHS Wales Shared Services Partnership'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.

The table below confirms posts advertised between 1 April 2025 and 31 March 2026.

Total Number of vacancies advertised 01/04/2025 - 31/03/2026: 320

Category	Number of posts categorised		Percentage of posts advertised	
	2025-26	2024-25	2025-26	2024-25
Welsh language Essential	2	2	0.63%	0.47%
Welsh language Desirable	315	420	98%	99%
Welsh language skills need to be learnt when appointed to post	1	0	0.31%	0%
Welsh language skills are not necessary	2	0	0.63%	0%

Welsh essential posts include:

- NEPTS Call Taker – Band 2
- Essential Skills Tutor - Band 5

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

Further Actions Planned

The Trust will further strengthen its approach by analysing recorded data to identify trends, patterns, and gaps in the designation of Welsh essential and desirable posts. This will support a more strategic understanding of workforce needs and ensure that Welsh language requirements are aligned with current and future service demand.

8.13 Training (Standard 97)

Assessed Assurance

The Trust self-assessed at a medium level of assurance for standard 97.

Corporate Induction

The Trust's *Welcome Days* include a dedicated Welsh language awareness element. During the reporting period, a total of 494 members of staff completed this training. No requests were received during the reporting period for the corporate induction to be delivered fully in Welsh.

Courses on ESR that have been completed by Trust staff in Welsh:

Course	Completed
Make Every Contact Count (MECC)	2
Violence against women, domestic abuse and violence	73
Welsh Language Awareness (More than just words)	1,026

Further Actions Planned

The Trust will investigate what additional ESR and in-house courses to our staff that could be made available in Welsh.

The 'Warm WAST Welcome' digital handbook is a central element of the Trust's new corporate induction, designed to provide all new starters with a consistent, supportive, and accessible introduction to the organisation.

The digital format will replace the current Teams based corporate induction approach, providing a more structured and sustainable solution; however, it will not replace local inductions, which will continue to play a vital role in supporting staff within their specific teams and locations.

The digital handbook is currently entering its pilot phase ahead of a planned launch at the end of March 2026. Following the pilot, work will commence on the Welsh language version to ensure the handbook is fully bilingual and delivers an inclusive, accessible experience for all staff.

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

Assessed Assurance

The Trust self-assessed at a medium level of assurance for Standards 99 -101.



During the reporting period, 31 members of staff completed the new Welsh language courses that were made available to staff during 2025/26 to help develop their Welsh language skills. These included the Welcome Course, which forms part of the Welsh Government's *More than Just Words (Mwy na Geiriau)* strategy and the Welsh language 10 hour taster course.

Welsh language beginners' course for EMS staff

In September 2025, the Trust launched a pilot Welsh learning course for Paramedics and Emergency Response Technicians, "*Welsh Language in Crisis: Essential Welsh for Paramedics*." This 10-week entry-level course was delivered online via Teams by a Learn Welsh Workplace Tutor and was promoted through the Trust's Learning and Development Team. Eight EMS staff completed the course, which aimed to help staff use Welsh in practice to build rapport with patients from first contact through to hospital handover.

The impact of the course was demonstrated when a paramedic successfully used Welsh to communicate with an elderly dementia patient who spoke only Welsh,

providing reassurance and comfort. This was positively received by the patient and her family, highlighting the value of the training in improving patient experience.

Defnyddia dy Gymraeg
Use your Welsh

Y Gymraeg mewn argyfwng: Cymraeg Hanfodol ar gyfer Parafeddygon/EMT/EAP
Welsh in an Emergency: Essential Welsh for Paramedics/EMT/EAP

24.09.25 – 26.11.25

- Dydd Mercher: 9am – 10am
- 10 wythnos (1 awr yr wythnos)
- Lefel: Mynediad / Dechreuwyr
- Cwrs o dan arweiniad tiwtor dros Teams sydd wedi'i deilwra ar gyfer EMS sydd eisiau cyfathrebu gyda chleifion mewn Cymraeg sylfaenol er mwyn melltirio perthynas o'r cyswllt cyntaf hyd at drosglwyddo i'r ysbyty.
- Byddwn yn ymdrin â:
 - Sgyrsiau sylfaenol a chyflwyniadau
 - Dod i adnabod y claf (anfeddygol)
 - Gorchmynion
 - Cyflwyno yn y trydydd person
 - Delio â gwahanol senario
 - Rhannau o'r corff
- Ar gael i 12 o ddysgwyr

24.09.25 – 26.11.25

- Wednesday: 9am – 10am
- 10 weeks (1 hour per week)
- Level: Entry / Beginner
- A tailor-made tutor led course on Teams for EMS who want to be able to engage with patients in basic Welsh to build rapport with patients from the first point of contact until handover at a hospital.
- We will cover:
 - Basic conversation and introduction.
 - Getting to know the patient (non-medical)
 - Commands
 - Introducing in the third person
 - Dealing with different scenarios
 - Body parts
- Availability for 12 learners

Os hoffech fwy o wybodaeth am y Gymraeg cysylltwch â Thîm y Gymraeg
For further information about the Welsh language contact the Welsh Language Team at:
amb_Cymraeg@wales.nhs.uk

Supporting the Trust's EMS staff

A set of Welsh language prompt cards has been developed to support EMS staff in initiating clear and effective communication with Welsh speaking patients at the first point of contact. These prompt cards are designed to build confidence, support patient comfort, and help ensure that language needs are identified and respected from the outset of care.

DEFNYDDIA DY GYMRAEG
USE YOUR WELSH

Eisiau datblygu eich sgiliau Cymraeg? Ewch i Hwb yr Iaith Gymraeg am y cyfleoedd diweddaraf
Want to learn some Welsh? Visit the Welsh Language Hwb for the Latest opportunities

Os hoffech gael mwy o wybodaeth am y Gymraeg cysylltwch â Thîm y Gymraeg
For further information about the Welsh language contact the Welsh Language Team at:
amb_Cymraeg@wales.nhs.uk



Further Actions Planned

During 2026/27, we will focus on expanding opportunities for staff to engage with the Welsh language by increasing the provision of Welcome Courses and confidence-building programmes through Learn Cymraeg. These courses will be aimed at individuals at the early stages of their language journey, supporting them to develop basic skills, build confidence in using Welsh in the workplace, and encourage greater day-to-day use of the language across services.

8.15 Welsh Language Awareness Training (Standards 102 – 103)

Assessed Assurance

The Trust self-assessed at a medium level of assurance for Standards 102-103.

Since the introduction of the mandatory Welsh language awareness course on 1 April 2023, 79.30% of Trust staff had completed the training as of 31 March 2026, compared to 70% in 2024/25.

Further Actions Planned

The Trust will continue to actively promote the course over the coming year to increase completion rates and achieve a minimum compliance level of 90%. Actions to support this will include targeted communications to outstanding staff, regular

compliance reporting to managers, reinforcement of training requirements through induction and refresher processes, and increased managerial oversight to support timely completion.

8.15 Promoting the Welsh Language

During the reporting period, the Welsh language was actively promoted through key national and cultural events, including Dydd Gŵyl Dewi (St David's Day) and Dydd Miwsig Cymru (Welsh Language Music Day). These celebrations were promoted across the Welsh Language staff network, *Rhwyd-iaith*, helping to increase engagement, raise awareness, and encourage participation among staff while celebrating Welsh language and culture within the Trust.

In addition, the Trust's Welsh Language Team developed a series of Welsh language courtesy skills YouTube videos, which were promoted to staff via the Trust's SharePoint site. These resources support staff to build confidence in using Welsh during everyday interactions and further reinforce the Trust's commitment to normalising and encouraging the use of Welsh in the workplace.

8.16 Clinical Consultation Plan (Standard 110)

Assessed Assurance

The Trust self-assessed at a low level of assurance for standard 110.

The development of a revised 5-year clinical consultation plan was a key deliverable within the Trust's Integrated Medium-Term Plan (IMTP) for 2025/26. The recent introduction of the Trust's new clinical model, with phase 1 implemented on 1 July 2025 and phase 2 scheduled for 1 December 2025, prompted a considered delay in the plan's development.

It is the ambition of the 2026-2031 plan to maintain a strong focus on NHS 111 Wales call handlers, while also incorporating 111/RICS clinicians and, the 111 digital offer. Engagement with the Welsh Language Commissioner's Office in late 2025 has resulted in a shift in the Commissioner's position in relation to the Trust, with recognition that increasing the active offer is more likely to be achieved through call handlers and the digital offer.

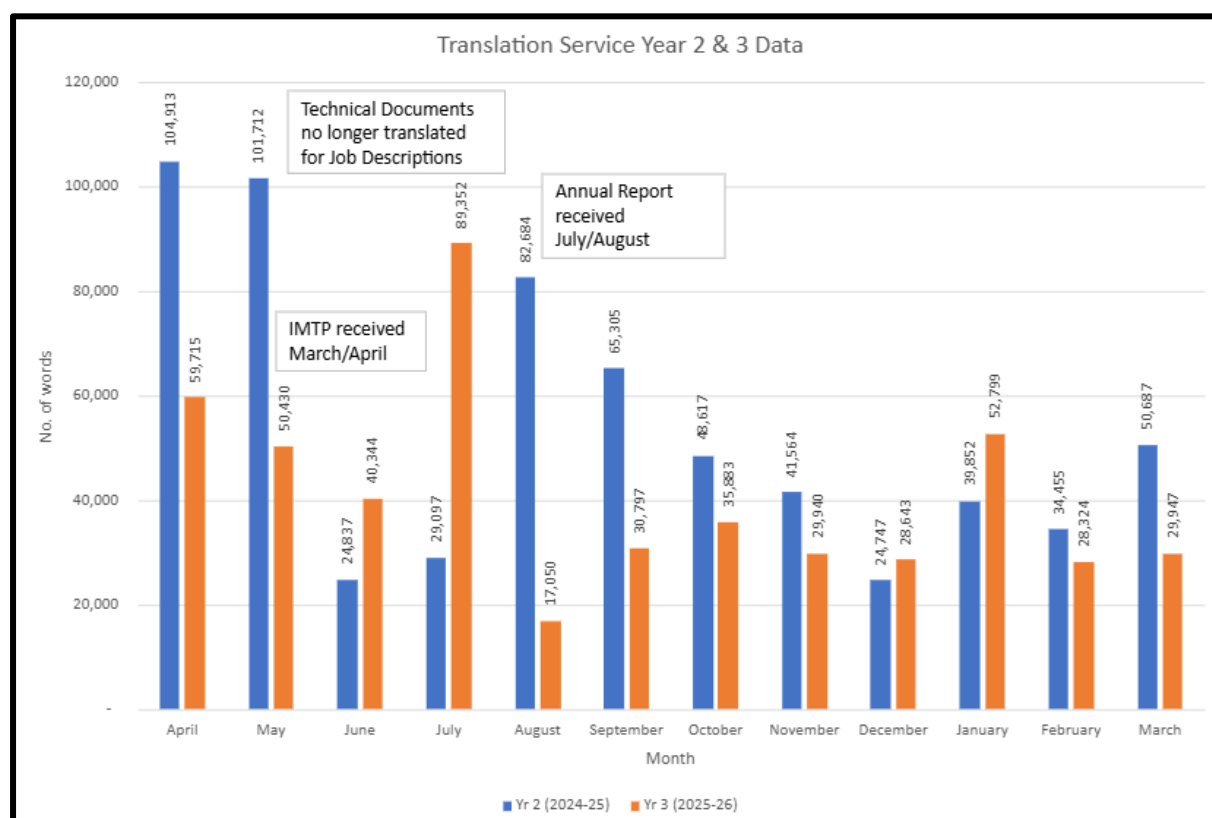
Further Actions Planned

To finalise the 2026-2031 plan, a Quality Impact Assessment (QIA) and Equality Impact Assessment (EqIA) are being considered by the Trust's quality and clinical forums prior to progressing the document through the formal approval process. Once approved, the plan will be published on the Trust's website.

8.17 Our Translation Service

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

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.



The data in the above graph compares the Translation Service's second and third full years of operation and shows that activity was consistently higher in Year 2, with notable peaks in April, May, and September due to the translation of annual reports. Year 3 shows lower but steadier monthly word counts, following broadly similar seasonal patterns with quieter periods toward the end of the year. Overall, the comparison highlights how demand has stabilised as the service has matured over its first two years.

9. Complaints (Record Keeping Standard 115)

Assessed Assurance

The Trust self-assessed at a medium level of assurance for standard 115 in recording the number of complaints received relating to compliance with the Standards.

During the reporting period, one complaint was received via the Welsh Language Commissioner. Due to insufficient information being provided by the Commissioner, the Trust was unable to fully investigate or progress the concern, and the complaint was subsequently closed.

All complaints received from or via the Welsh Language Commissioner are recorded on Datix. In addition, a dedicated complaints tracker has been developed to log, monitor, and oversee the timely and effective handling of concerns, ensuring they are addressed as promptly, appropriately, and consistently as possible.

Future Actions Planned

As noted in section 5.5, action is underway to implement a consistent approach to capturing and reporting all complaints, including those resolved locally, through Datix.

10. Looking Ahead - Priorities for 2026-2027

The future actions planned for 2026/27 are detailed throughout this annual report.

Workforce development will be a key enabler during 2026/27, with a specific focus on the development of a Welsh Language Recruitment Strategy to support the attraction, retention, and effective deployment of Welsh speaking staff across the Trust.

The Trust will finalise and publish its 5-year Clinical Consultation Plan (2026–2031), aligned with Welsh Language Standard 110.

A Bilingual Services Mystery Shopper exercise is proposed for 2026/27 to provide an objective assessment of the Trust's compliance with The Standards relating to correspondence.

Further Information

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