

**Ffilm Cymru Wales'  
Welsh Language Scheme**

**This Welsh language scheme was approved by the Welsh Language  
Commissioner on 9<sup>th</sup> February 2015**

## **Contents**

1. Introduction
2. Statement
3. Productions and creative services
4. Public image
5. Communications
6. Implementation
7. Monitoring
8. Complaints and feedback
9. Advertising the Scheme and raising public awareness
10. Timescales and implementation plan

## 1. Introduction

- 1.1 Ffilm Cymru Wales, formerly known as the Film Agency for Wales, was established in 2006 as a community interest company to develop the film sector and the economic, cultural and educational benefits of film for Wales. It does this through supporting films from Welsh talent and of Welsh benefit to be made and seen, and to develop learning and skills through film.
- 1.2 We receive significant public funds through the Arts Council of Wales as their external lottery delegate, conveying upon us a duty to provide bilingual services and to treat Welsh and English on an equal basis, which we believe to be good practice. We also receive funding on a UK basis, as with the BFI for example, and through raising tailored income for specific projects and activities from a variety of sources, which may include but not be limited to private companies, UK and international partners and earned income.
- 1.3 Our Welsh Language Scheme is developed in the context of the specialist nature of Ffilm Cymru Wales' work and, in particular, to the UK-wide and international context that films and their associated assets are financed, made, sold and exhibited, and our requirement to comply with UK and European regulations, including those relating to competition law and State Aid. Additionally, our education work and resources are created to specific circumstances, which may either be particular to the devolved education curriculum, intended either for Welsh or English medium schools, or alternatively generated for a wider UK (as with KS4, for example), informal (such as community based) or international market.
- 1.4 Ffilm Cymru Wales is governed by an independent Board of Directors and is a Community Interest Company, recycling any profits. The company registration number is 5877128 and the company is not VAT registered.
- 1.5 More information can be found here: [www.ffilmcymruwales.com](http://www.ffilmcymruwales.com)

## **2. Statement**

- 2.1 Ffilm Cymru Wales is committed to providing its services bilingually and will treat Welsh no less favourably than English. We will promote the use of the Welsh language through our activities and services and we will encourage Welsh speakers who deal with us, wherever practical, to use the language of their choice.
- 2.2 Where we are supporting the creation of artistic content and products, the creative work or products will be determined by the language of the artist's choice and with due regard to the applicable market.
- 2.3 This Welsh Language Plan is part of Ffilm Cymru Wales' wider commitment to inclusion and to promoting equality of opportunity. We are committed to:
- creating opportunities for anyone to make, see and learn about film by removing socio-economic barriers wherever possible and ensuring that race, disability, sexuality, gender, social-economic background and language are no impediment to opportunity
  - adopting this approach across all of our work and throughout our organisation
  - publicising our inclusion commitments and demonstrating examples of good practice
  - capturing, analysing and sharing learning about what impedes and supports inclusion in makers and consumers of films.

## **3. Productions and Creative Services**

- 3.1 As an external lottery delegate of both the Arts Council of Wales and the BFI, Ffilm Cymru Wales encourages and invites artists and producers to submit applications for projects to be developed and produced in their language of choice. This is in a context where lottery funding partners' private/commercial funds and with due regard to market circumstance.

- 3.2 From time-to-time schemes may be announced that are pre-financed to fully fund selected projects and these may involve partnerships that place limitations on the format of the film, such as running time, genre and/or language. This may be the case for example where a broadcaster is co-financing, and may result in applications only being accepted in Welsh or English.
- 3.3 Ffilm Cymru Wales has frequently partnered and will continue to partner with other co-financing organisations in Wales to specifically provide opportunities for talent to produce work in Welsh, including partnering with S4C, Literature Wales and Creative Skillset Cymru, with our *Cinematic* and *Y Labordy* schemes, for example.
- 3.4 Ffilm Cymru Wales offers and is continuing to develop a range of creative services including but not limited to the creation of film related assets, such as education resources; press and marketing services and tailored film training courses. These are created within specific market circumstances, which will determine the language that they are produced and available in.

## **4. Public Image**

### **4.1 Brand identity**

As reflected in our rebranded name, Ffilm Cymru Wales, we fully embrace and encourage the bilingual context of Wales. Our fully integrated bilingual logo is used in a Welsh, UK and international context, deliberately inviting curiosity in those who were previously unfamiliar with Wales as a bilingual nation. And we emphasise this through marketing a communication plan that plays on the 'ff' of 'ffilm', adding famous film quotes to individual business quotes, such as '*let the fforce be with you*' and by having 'fun Friday' "#ff" social communication on twitter. This ties together the popular, playful and creative aspect of film as a medium, with the distinctiveness of the Welsh language.

Written material will be bilingual where appropriate. For example, information that we publish on supported films will be bilingual. Marketing

materials and reviews produced by third party sales agents, distributors and critics, will be in a language determined by the party creating the content and appropriate to the creative content and target market.

Any projects supported by Arts Council Wales lottery funding will be credited as such, and will include bilingual logos (for Ffilm Cymru Wales and the Arts Council Wales) including on the finished films.

## **4.2 Advertising**

Our publicity is primarily generated through press releases and broadcast news or entertainment coverage rather than paid for advertising or sponsorship. However, when advertising in Wales copy will be bilingual or in Welsh only for Welsh-language publications. When advertising in UK-wide or international publications we will give due consideration to the target market of those publications and available space when determining whether to advertise bilingually or in English only.

Any recruitment advertising will always link to an on-line bilingual full job pack.

## **4.3 Signage**

Ffilm Cymru Wales' fully integrated bilingual logo means that all permanent and temporary (e.g. banner pop-up) signage will be bilingual whether displayed in Wales, elsewhere in the UK or internationally. Bilingual text will be treated equally in terms of form, size, quality and prominence.

Company stationary including headed paper, compliment slips, business and appointment cards will all be bilingual with both languages treated equal in terms of format, size, clarity and prominence.

Written material relating to specific productions, resources or events will provide bilingual copy and information such as dates, locations and participant/audience information, but production titles, straplines, creative notes, quotes or media reviews will reflect their language of origin.

## **5 Communication**

As a point of principle, Ffilm Cymru Wales supports our staff, collaborating talent, audience and other clients and stakeholders to express themselves in their language of choice.

Our Staff Handbook will draw attention to all staff to our Welsh Language Scheme and we will offer Welsh language training to staff within each department.

This Welsh Language Scheme will not be altered without the agreement of the Welsh Language Commissioner.

### **5.1 Written and electronic**

- Ffilm Cymru Wales welcomes written correspondence in Welsh and English.
- Correspondence through the medium of Welsh in itself will not lead to delay.
- All email signatures will be bilingual and the signatures of those members of staff who are able to speak Welsh or who are learning Welsh will invite others to correspond with them in Welsh or English.
- Any correspondence from the public and clients in Welsh will receive a reply in Welsh.
- The timescale for responding to correspondence in Welsh will be the same as in English.
- Once it is known that a member of the public prefers to use Welsh, that person will receive all future correspondence in Welsh wherever possible.
- Ffilm Cymru Wales will begin and maintain language preferences of our client base when advised and will invite preferences to be inputted through our online database registration process.
- Where an individual's preference is not known, for example in sending standard letters to multiple recipients, correspondence with the public in Wales will be bilingual.

- Ffilm Cymru Wales will use professional translation services, or ask available staff to answer correspondence in Welsh if the former isn't possible or appropriate.

In our provision of services for the Arts Council of Wales and the BFI we offer funding to third party companies, including for example, cinemas, festivals and third party education providers in Wales. Whilst any legal agreements with these or other clients will be provided in English, contracts will pass on requirements to provide a bilingual service or products wherever appropriate to do so. For example, exhibitors or festivals providing film programmes for the public in Wales will be contractually required to provide bilingual programming information.

## **5.2 Telephone**

- Guidelines, support and details of Welsh speaking staff will be issued to staff including the steps to be taken when dealing with telephone communication.
- Any person communicating with Ffilm Cymru Wales by 'phone should be able to do so in either Welsh or English and this will be communicated to callers if it is not already known that they are not a Welsh speaker.
- Callers will be greeted with a bilingual message.
- If a member of staff is unable to provide a bilingual service, they will explain the situation to the individual and offer a Welsh language service from another member of staff. If no Welsh speakers are available with appropriate knowledge to deal with the call, the caller may choose to have a Welsh speaker phone them back at a later date; submit the request in writing; or to continue the conversation in English.
- Following a telephone conversation in Welsh, the Welsh language preference will be logged on the database and all subsequent communications, whether written or verbal, will be in Welsh or bilingually at the request of the caller, wherever possible.
- Answer machine messages will be bilingual in our offices in Wales.



### **5.3 Face to face**

- As a small and specialist company, delivering services in multiple locations, we cannot always guarantee a Welsh language service. However, we recognise the importance of communicating in Welsh to our Welsh-speaking clients and the Public, and we encourage the use of Welsh by staff able to do so.
- Ffilm Cymru Wales will endeavour to ensure that Welsh speakers are present in their offices to deal with enquiries in Welsh. When enquiries of a specialist nature are made through the medium of Welsh, and the member of staff qualified to deal with the enquiry is not Welsh speaking, the customer will be given an opportunity to communicate their query in Welsh and receive an answer in Welsh, whenever possible.
- We will promote our Welsh-language face-to-face services by using the Working Welsh Badge Scheme at events, training workshops and other gatherings of our client-base in Wales.

### **5.4 Public meetings and events**

As with its productions, artistic and technically specialist events hosted by Ffilm Cymru Wales will ordinarily be presented in either English or Welsh, dependent on the specialist contributors' language of choice.

All other public events hosted by Ffilm Cymru Wales in Wales, such as industry conferences or launch events, will encourage guests to use their language of choice, with the use of Welsh actively encouraged. This may include the integration of Welsh speaking panel members, Chair and/or keynote speakers. A Welsh language greeting will be incorporated.

Translation needs will be assessed before holding any events, and the appropriate translation facilities will be provided on the basis of this assessment. If translation facilities are provided prior notice will be given that anyone will be welcome to speak Welsh. If, on the basis of the assessment, it is considered that translation facilities are not necessary or practical, this will be made clear beforehand. The assessment will be made

on the basis of the purpose or subject matter of the meeting, its location, those likely to attend and any prior information regarding language choice. Equally, an assessment will be made of the requirement for Welsh speaking staff members to receive and welcome the public at meetings. We will try to ensure that a Welsh-speaking guest, Board or staff member, or volunteers on arrival and around logistics, is available to speak to the public.

Working Welsh badges denoting Welsh speakers will be worn to show which members of staff or volunteers speak Welsh.

Any publication created by Ffilm Cymru Wales to accompany events hosted in Wales will be provided bilingually, or available as separate Welsh/English language versions.

## **5.5 Print and publications**

Any marketing materials created by Ffilm Cymru Wales for Wales based activity will be bilingual. It is however the usual practice that posters, flyers and programmes for productions co-financed by Ffilm Cymru Wales are created by independent third parties, who will use their discretion in the appropriate language for the target market. We will make best endeavours to ensure that marketing materials for Welsh language features will be produced bilingually.

Supported talent will provide content for print and publications in their language of choice, without translation. And individual publications equally operate in a preferred language, which we will align with.

Education and Exhibition clients supported by Ffilm Cymru Wales will ordinarily generate bilingual marketing and publications, only deviating from this when the target market is specifically English language speaking (as with targeted education resources, for example).

## **5.6 Press releases**

We are committed to issuing bilingual statements, press releases and notices to the press and media in Wales.

It is understood that occasionally, time sensitivities may make it necessary to issue press releases in English initially, with another to follow in Welsh as

soon as reasonably practicable. In all other circumstances the translation process will be incorporated into the planning timescales.

Media planning will include an assessment of any Welsh language speakers that can be made available to the press, as interviewees or commentators, for example.

## **5.7 Digital Communications**

Ffilm Cymru Wales' website is fully bilingual, with all English language pages having an equivalent and identical Welsh page. Both languages will appear separately and it will be possible for the user to move from one language to the other any time by using the prominent language switch. Material published on the site by Ffilm Cymru Wales will appear in English and Welsh and will be published at the same time wherever possible.

Any e-bulletins or other electronic communication (e.g. e-flyers) will be produced bilingually.

Social media platforms (e.g. Twitter, YouTube, Facebook, Instagram) are mostly dependent upon and reflective of the preferred language of whoever wrote the content. Social media content is by its nature rapid and will not be routinely translated. Staff are encouraged to engage with social media in whichever language they prefer, to facilitate as much communication and interaction as possible, and to encourage the use of both English and Welsh.

Ffilm Cymru Wales makes a commitment to publicising relevant third party social media interaction, using both English and Welsh. And, where we are communicating in relation to Welsh language content (e.g. publicising the launch of a Welsh language production scheme) social media will go out sequentially in both languages.

## **6 Implementing the Scheme**

### **6.1 Staffing**

Ffilm Cymru Wales recognises that the ability to speak Welsh is a valuable and relevant skill and a fundamental element of the Welsh cultural identity, taken as a whole.

As such we will offer provision where possible for all staff who wish to learn or improve their Welsh to do so, and offer translation services whenever and wherever possible.

We will ensure that our Board and Staff are reflective of Wales' bilingual nature.

Whenever a new post is established, or an existing post becomes vacant, we will assess the benefits of Welsh-language skills in that role before advertising it. Welsh language skills will be deemed 'desirable' or 'essential' on the basis of objective assessment criteria, applying to freelance, fixed and permanent contracts. Appropriate language training will be offered whenever there is an identified need or preference for the post-holder to be Welsh speaking, but recruitment does not present a suitable Welsh-speaking candidate. This can happen due to the specialist nature of certain post required skill-sets.

Where language training is agreed as essential or desirable, performance targets will be incorporated into annual performance targets. Ffilm Cymru Wales will cover the costs of agreed identified training by suitably qualified practitioners and will allow time off work to attend such training, or recognise time off in-lieu where staff undertake training in their own time.

## **6.2 Partnerships and contractors**

When we are the strategic and financial leader within a partnership, we will ensure that any public service aspects comply with this Scheme. When we join a partnership, which another organisation is leading, our input to the partnership will comply with this Scheme and we will actively encourage the other partners to comply wherever appropriate and possible.

Whenever Ffilm Cymru Wales employs or commissions another organisation under contract, we will make them aware of this Scheme and encourage their compliance wherever appropriate.

## **7. Monitoring**

In planning new policies and procedures, Ffilm Cymru Wales will ensure that all developments comply with the commitments made in this Scheme. Ffilm Cymru Wales will assess the language needs of the target audience in order to offer the most effective service and make the best use of resources.

A check-list of those areas identified in the Scheme will be made available to all staff, volunteers and freelancers representing Ffilm Cymru Wales and assessment of progress against implementation targets will be discussed at our quarterly management and Board meetings.

Any feedback or complaints will be logged and reported back to the Welsh Language Commissioner on an annual basis, along with an accompanying narrative of how the complaint was dealt with and any resultant outcome; along with examples of best practice and the active encouragement of the Welsh language.

Implementation will be reviewed on an annual basis by Ffilm Cymru Wales' Board, with a related report provided by the company's Executive team to the Welsh Language Commissioner.

Ffilm Cymru Wales will review and revise the Scheme every three years in consultation with the Welsh Language Commissioner.

## **8. Complaints and feedback**

Any complaints regarding the implementation of the Scheme will be dealt with on an Executive level.

Ffilm Cymru Wales welcomes suggestions from the Public, its client-base and its staff for improving the Welsh Language Scheme and its service. All suggestions should be sent to Angharad Williams, Personal Assistant to the CEO at [angharad@ffilmcymruwales.com](mailto:angharad@ffilmcymruwales.com) or Ffilm Cymru Wales, S4C Media Centre, Parc Tŷ Glas, Llanishen, Cardiff, CF14 5DU.

**9. Advertising the Scheme and raising public awareness**

Ffilm Cymru Wales will refer and commit to this Scheme in its Business Plan, as shared with funders and stakeholders, and will ensure that the Scheme is available to view via its website.

As part of the process of implementing the Scheme, we will undertake an initial consultation period over 4-weeks prior to final publication, sending the document to a cross-section of 50+ clients, in addition to making it generally available on our website.

## 10. Timescales and implementation plan

| Area of activity                 | Action to be implemented   | Responsibility  | Timescale                         |
|----------------------------------|--|---|-----------------------------------|
| Production and Creative Services | Ensure opportunities for talent to work in their language of choice & equality of opportunity to make, see and learn about film in Welsh and English | Talent Team & Dept. of Education, Exhibition and Regeneration | On-going                          |
| Public Image                     | Complete implementation and maintain refreshed bilingual website and online education database   | Department on-line reps and Comms. team                       | November & on-going               |
|                                  | Bilingual signage  | Comms. Dept.  | Completed, ensure appropriate use |
|                                  | Events: create assessment criteria for assessing translation needs & bilingual provision, championing Welsh language representation and engagement   | Comms., CEO office & relevant event department leads          | October & on-going                |
|                                  | Advertise bilingually in Wales   | Comms. team   | On-going                          |
|                                  | Press releases & media: bilingual in Wales for Welsh medium recipients & bilingual on website  | Comms. team   | On-going                          |

|                |   |  |  |
|----------------|---|--|--|
|                | Publish Welsh and English text at the same time wherever possible   | Comms. team  | On-going   |
| Communications | <p>Internal: Update Staff Handbook &amp; circulate staff checklist &amp; directory of Welsh speakers</p> <p>Staff training on implementing scheme</p> <p>Answer machine messages to be bilingual</p> <p>Review and continue to provide bilingual information relating to the company, its products and services</p> <p>Build and maintain a database of language preferences for our client-base &amp; adapt provision to language preference where possible</p> <p>Respond to any Welsh written correspondence, or correspondence where it is known that the recipient's preferred language is Welsh, in Welsh wherever time and relevant expertise is</p> | <p>CEO office</p> <p>CEO office and Comms. team</p> <p>All team</p> <p>Management &amp; Comms. team</p> <p>Comms. team &amp; all staff</p> <p>All team members</p> | <p>October</p> <p>December 2014</p> <p>October 2014</p> <p>On-going</p> <p>Sept 2015</p> <p>On-going per staff adapting provision to language preference where possible</p> <p>October 2014 and on-going</p> |



|                |   |                                     |   |
|----------------|---|-------------------------------------|---|
|                | available   |                                     |   |
| Implementation | On recruiting, assess whether Welsh language skills are desirable or essential, and promote                             | CEO office and Comms. team          | On-going  |
|                | Regularly assess Welsh language speaker provision across the staff & provide training where relevant                    | Management team and CEO office      | On-going  |
|                | Regularly assess Welsh language representation on our Board   | Board                               | On-going  |
|                | We will actively encourage our partners to comply with this Scheme  | Management team                     | On-going  |
|                | Whenever we employ another organisation under contract, we will make them aware of the Scheme and seek their compliance | Management team                     | On-going  |
| Monitoring     | Oversee implementation of the approved Scheme and on-going effectiveness  | Management team, reporting to Board | Monthly via management meetings & annual Board report |
|                | Board to review effectiveness and potential improvements and liaise with the Commissioner on any                        | Management team and Board           | September 2017  |

|                          |   |   |   |
|--------------------------|---|---|---|
|                          | changes   |   |   |
| Complaints and Feedback  | Set up and notify team of complaints procedure. Maintain log including nature of complaint, review comments, summary response and outcome. Complaints to be responded to in language they were made in  | Management team and CEO office  | <p>Integrate into management meetings</p> <p>Acknowledge within 5 working days. Respond within 14 days wherever possible</p> <p>Incorporate summary into annual review to Board</p> |
| Raising public awareness | <p>Circulate consultation draft to cross-section of our client-base &amp; publicise on our website</p> <p>Adapt e-sigs to notify when staff are Welsh speakers</p> <p>Implement Welsh badge scheme</p> <p>Notify attendees of translation services and encourage the use of Welsh through selection of speakers, Chair, public greeting at events</p> | <p>Comms. team</p> <p>All staff</p> <p>All staff</p> <p>Comms. team, relevant Management and events representatives</p> | <p>October 2014</p> <p>October 2014</p> <p>October 2014</p> <p>On-going</p>   |