

Welsh Language Scheme

Prepared under the
Welsh Language Act 1993

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1. Introduction

- 1.1 Under the Welsh Language Act 1993 (the Act), every public body providing services to the public in Wales has to prepare a scheme setting out how it will provide those services in Welsh.
- 1.2 The Competition and Markets Authority (CMA) is not obliged to produce such a scheme, but to help ensure it provides the best service possible to the people of Wales it has decided to voluntarily adopt this scheme.
- 1.3 This is the Welsh Language Scheme of the CMA. It describes how we will give effect, so far as is appropriate in the circumstances and reasonably practicable, to the principle established by the Act that Welsh and English should be treated on a basis of equality.
- 1.4 This scheme was approved by the Welsh Language Commissioner under section 14 of the Act. It came into effect on 18 March 2015.
- 1.5 More information about the scope and purpose of Welsh language schemes can be found on the Welsh Language Commissioner's website:
www.comisiynyddygybraeg.org.

2. The CMA scheme

- 2.1 The CMA has adopted the principle that in the conduct of public business in Wales, it will treat English and Welsh languages on the basis of equality.
- 2.2 This scheme sets out how the CMA will give effect to that principle when providing services to the public in Wales.
- 2.3 In drawing up the measures set out in the scheme, the CMA has taken account of what is appropriate in the circumstances and reasonably practicable and it follows the principles established by the Welsh Language Act of 1993 Act and the Welsh Language (Wales) Measure 2011.
- 2.4 In this scheme, the term **public** means individuals, legal persons, voluntary organisations and charities. It includes the public as a whole, a section of the public and individual members of the public. It does not include persons who are acting in a capacity that is representative of the Crown, Government or State. Consequently, persons who fulfil official functions of a public nature, even though they are legal persons, do not come within the meaning of the word public when they are fulfilling those official functions.
- 2.5 The CMA scheme will apply to all CMA functions.

3. Role of the CMA

- 3.1 The CMA was created by the Enterprise and Regulatory Reform Act 2013. Our main office is in central London with a satellite office in Edinburgh. The CMA does not currently have a separate Wales office although there is a CMA representative based in Wales.
- 3.2 Our mission is to make markets work well in the interests of consumers, businesses and the economy. Our overall ambition is consistently to be among the leading competition and consumer agencies in the world. Underpinning our mission are five strategic goals to:
- deliver effective enforcement
 - extend competition frontiers
 - refocus consumer protection
 - achieve professional excellence
 - develop integrated performance
- 3.3 More information about the CMA is available on our [webpages](#).
- 3.4 Contact details are also available from our webpages and at the end of this document.

4. Service, planning and delivery

Policies, priorities and services

4.1 All CMA policies, priorities and services will be consistent with this scheme.

Delivering services

4.2 We will ensure that as many as possible of our services relating to the public in Wales are available in Welsh – and we will let the public know when they are.

Our regulatory functions – and services undertaken on our behalf by third parties

4.3 Any agreements or arrangements relating to services to the public in Wales, that we make with third parties, will be consistent with this scheme. This will ensure that third parties provide those services in accordance with this scheme.

Standards of quality

4.4 We will undertake to deliver an equally high quality of service in Welsh and English within the same timescale.

5. Dealing with the Welsh-speaking public

Correspondence

5.1 Our normal practice will be as follows:

- Correspondence received in Welsh will receive a reply in Welsh (if a reply is required). Our target time for replying will be the same as for replying to letters written in English: 20 working days for Freedom of Information (FOI) requests and 20 working days for all other correspondence.
- When we initiate correspondence with an individual, group or organisation, we will do so in Welsh when we know that they would prefer to correspond in Welsh.
- When correspondence relates to a CMA investigation and/or any appeal proceeding, the decision to initiate and respond to correspondence in Welsh will be at the discretion of project directors, taking account of the subject matter and the statutory deadlines imposed by the investigation process.
- The same policies will apply to email correspondence as to other forms of correspondence.
- If Welsh and English versions of any correspondence are published separately, our normal practice will be to ensure that both versions are available at the same time.
- We will use the agreed scoring system to identify objectively which standard and circular correspondence will be published in Welsh, or bilingually. [Annex 1](#) describes the scoring system.
- Enclosures sent with bilingual letters will be bilingual, where they are required to be so against the scoring system.
- Enclosures sent with Welsh letters will be Welsh or bilingual, where they are required to be so against the scoring system.

Telephone communications

5.2 It is not practicable for us to conduct phone conversations in Welsh. However, when we set up phone helplines, or similar facilities, to give information, services or support specifically to the public in Wales we will provide a Welsh language service. This will be advertised alongside the English language service.

Public meetings in Wales

- 5.3 The CMA will ensure that members of the public attending public meetings held in Wales are able and welcome to contribute in Welsh by providing simultaneous or consecutive translation from Welsh into English unless we have established that all participants are likely to use the same language.
- 5.4 Invitations and advertisements for public meetings in Wales will be bilingual and invite participants to let us know in advance in which language they wish to speak.
- 5.5 We will let those attending public meetings know where we have made translation facilities available.
- 5.6 Papers and other information for public meetings in Wales where translation facilities will be provided will be available in Welsh and English. We will ensure that reports and papers produced following public meetings in Wales at which translation facilities were provided are published in Welsh and English.

Other meetings in Wales

- 5.7 The CMA, when conducting face-to-face meetings with the public in Wales, will arrange for translation services to be available if the preferred language for the meeting is Welsh.

Other dealings with the public in Wales

- 5.8 When we undertake **public surveys**, we will ask respondents if they wish to respond to the survey in Welsh or English.
- 5.9 When we arrange **seminars, training courses** or similar events for the public in Wales, we will assess the need to provide them in Welsh. In making this assessment, we will consider the information we have about the preferred language of those the event is aimed at and the availability of Welsh-speaking trainers.
- 5.10 We will ensure that announcements made on our behalf over **public address systems** in Wales are made in Welsh and English.

6. Public face

Publicity campaigns, exhibitions and advertising

- 6.1 All publicity, public information, exhibition, promotional merchandise and advertising materials we use in Wales to target the general public will be produced bilingually or as separate Welsh and English versions. If the Welsh and English versions are published separately, both versions will be equal with regard to size, prominence and quality and both versions will be available simultaneously and will be equally accessible.
- 6.2 Exceptions to the above will be:
- material used at events such as Wales' eisteddfods where Welsh-only publicity, public information, exhibition and advertising material may be used; and
 - material aimed at a limited and specialised audience. We will consider the need to translate this material in each case, bearing in mind the nature of the audience and the subject being dealt with, and in conjunction with the scoring system outlined in [Annex 1](#).
- 6.3 Advertisements placed in English language newspapers (or similar material) distributed mainly or wholly in Wales, will be bilingual, or will appear as separate Welsh and English versions (with both versions appearing simultaneously, and being equal in size, prominence and quality).
- 6.4 Advertisements in Welsh language publications will be in Welsh only.
- 6.5 Television campaigns which appear on S4C during Welsh programming hours will be in Welsh. Radio campaigns broadcast during Welsh language programmes on commercial radio stations will be in Welsh.
- 6.6 Phone response lines and other ways of responding to campaigns in Wales will be bilingual or will include a separate Welsh response service.

Publications

- 6.7 Subject to the scoring system in [Annex 1](#), we will publish material made available to the public either bilingually (with the Welsh and English versions together in one document) or in separate English and Welsh versions.
- 6.8 If the Welsh and English versions are published separately both versions will be of equal size and quality, and our normal practice will be to ensure that

both versions are available at the same time and are equally accessible. Each version will note clearly that the material is available in the other language.

- 6.9 We will use the scoring system to identify objectively when material should be published as separate Welsh and English versions or as bilingual documents.
- 6.10 If not available free of charge, the price of a bilingual document will not be greater than that of a single language publication. The price of a separate Welsh and English version will be the same.
- 6.11 The above will also apply to material made available electronically on our webpages, on CD-ROM or otherwise.

Websites

- 6.12 Access to our webpages is available through www.gov.uk/cma. Where there is demand we will publish pages in both Welsh and English.
- 6.13 Whenever we publish English language publications on our webpages, where Welsh versions are produced, they will be posted at the same time.

Forms and associated explanatory material

- 6.14 We will ensure that all forms and associated explanatory material for use by the public in Wales will be available in English and Welsh, subject to the scoring system in [Annex 1](#). This will include interactive forms published on our webpages.
- 6.15 If the Welsh and English versions are published separately, both versions will be of equal size and quality, and we will ensure that both versions are available at the same time and are equally accessible. Each version will note clearly that the material is available in the other language.
- 6.16 We will use the scoring system to identify objectively when forms and associated explanatory material should be published as separate Welsh and English versions or as bilingual documents.
- 6.17 When we enter information on Welsh versions of forms that are sent to the public, we will do so in Welsh.
- 6.18 When we enter information on bilingual forms that are sent to the public, we will do so bilingually unless we know that the recipients would prefer to receive the information in Welsh or English only.

- 6.19 When other organisations distribute forms on our behalf, we will ensure that they do so in accordance with the above.

Official notices, public notices and staff recruitment notices

- 6.20 Official notices, public notices and staff recruitment notices placed in English language newspapers (or similar media) distributed mainly or wholly in Wales, will be bilingual, or appear as separate Welsh and English versions. Notices will be in Welsh in Welsh language publications.
- 6.21 The Welsh and English versions will be equal in terms of format, size, quality and prominence – whether produced as a single bilingual version, or as separate Welsh and English notices.
- 6.22 Recruitment notices placed in English language publications with a UK-wide distribution may be in English, unless the post is one where the ability to speak Welsh is essential, in which case the notice may be fully bilingual, or in Welsh with a brief explanation in English. Recruitment notices placed in Welsh publications will be fully bilingual.

Press releases and contact with the media

- 6.23 Press releases to the Welsh language press and broadcasting media in Wales will be issued in Welsh.

7. Implementing the scheme

Administrative arrangement

- 7.1 The commitments and arrangements in this scheme have been approved by the Executive Committee of the CMA.
- 7.2 The CMA will ensure that all staff are aware of the scheme and their responsibilities under the Act by providing staff with guidance and instructions.
- 7.3 The measures in this scheme carry the full authority, support and approval of the CMA.
- 7.4 Project Directors will have the responsibility of implementing those aspects of the scheme relevant to their work.
- 7.5 The scheme will be publicised to our staff, and to the public in Wales. It will be published on our webpages in an appropriate place.
- 7.6 We will produce guidance for our staff to ensure that they know how to implement the measures contained in this scheme.
- 7.7 We will amend existing staff guidance that is affected by this scheme to reflect the measures contained in this scheme.
- 7.8 We will ensure that we use only competent translators or interpreters to help with the delivery of this scheme.
- 7.9 We will task our Head of Devolved Nations with coordinating the work required to deliver, monitor and review this scheme.
- 7.10 The majority of the arrangements required to deliver these commitments will be in place at time of publication of the scheme. Our aim is to ensure that we deliver the remaining commitments set out in this scheme as soon as practical and within 12 months of publication.

Recruitment

- 7.11 For any posts having extensive and regular contact with the public in Wales we will consider whether fluency in Welsh should be a desirable or essential skill – and this will be stated in job competencies and advertisements.

Language training

- 7.12 We will support and fund Welsh language and Welsh vocational training where these skills are relevant for the post holder, in line with our current learning and development policy.

Information and communications technology

- 7.13 We will take into account the need to provide information and services in Welsh, and operate in accordance with this scheme, as we develop, design and buy information and communications technology (ICT) products and services.
- 7.14 As we develop or buy ICT systems we will take into account the guidance issued by the Welsh Language Commissioner.

Partnership working

- 7.15 When we are the strategic and financial leader within a formal partnership, we will ensure that any public service aspects comply with this scheme.
- 7.16 When we join a formal partnership led by another organisation, our input to the partnership will comply with this scheme and encourage the other partners to comply.
- 7.17 When we are a partner in a consortium, we will encourage the consortium to comply with this scheme.
- 7.18 The above refers only to formal partnerships dealing with services available to the public in Wales.
- 7.19 Any form of contact with the public in Wales that is not specifically dealt with by this scheme will be undertaken in a manner which is consistent with the general principles of this scheme.

Freedom of Information Act and the Environmental Information Regulations

- 7.20 When we release information under the Freedom of Information Act or the Environmental Information Regulations, we will translate them into the applicant's preferred language provided that the number of words to be translated is fewer than 500.

Monitoring

7.21 We will monitor our progress in delivering this scheme. We will report to the Welsh Language Commissioner on our progress in delivering this scheme, annually each June.

8. Reviewing and amending the scheme

- 8.1 From time to time, we may need to review this scheme, or propose amendments to this scheme, because of changes to our functions, or to the circumstances in which we undertake those functions, or for any other reason.
- 8.2 We will not make changes to this scheme without the Welsh Language Commissioner's approval.

Complaints and suggestions for improvement

- 8.3 Complaints related to this scheme, or suggestions for improvement, should be directed to:
- CMA Representative for Wales
Competition and Markets Authority
2 Caspian Point
Caspian Way
CARDIFF
CF10 4DQ
- 8.4 We will cooperate with the Welsh Language Commissioner to resolve complaints, and during any investigations held under section 17 of the Welsh Language Act.

Annex 1: Welsh language scheme scoring system for producing publications

The purpose of this document is to offer a method to help decide whether or not to publish material in Welsh, and if so, to produce bilingual documents or separate Welsh and English versions.

The scoring system is not intended to be completely prescriptive or inflexible. It should be used to help with the task of deciding the way forward in each case. If a decision is taken not to act in accordance with the scoring system, we must be able to explain why.

A scoring document should be kept on file for each publication, as a record of the scoring process.

Scoring system (7 questions)

1. The number of copies to be printed each year:

| | |
|--------------|----------------|
| 1 to 500 | score = 1 |
| 500 to 5,000 | score = 5 |
| over 5,000 | score = 10 |
| | score = |

2. The target audience:

| | |
|------------------------------------------|----------------|
| general public | score = 10 |
| particular sector of the public | score = 5 |
| individuals representing specific fields | score = 1 |
| | score = |

3. Will the publication be relevant to a subject area **or** a part of Wales of particular interest with regard to Welsh? For example, work involving young people, the elderly, agriculture, education, sport or the arts – or will it be aimed exclusively at areas with a high percentage of Welsh speakers?

| | |
|-----|----------------|
| yes | score = 5 |
| no | score = 0 |
| | score = |

4. For how long will the publication be used? (Reprinting the publication, small changes such as changing the year at the top of the publication, or changing part of the publication to reflect new rules, should not be considered as the end of the life cycle of the old version). **However, if the publication is a consultation document**, this question should be ignored and question 7 answered instead (because of the special nature and status of those documents):

| | |
|---------------------|----------------|
| 0 to 6 months | score = 1 |
| 6 months to 2 years | score = 5 |
| over 2 years | score = 10 |
| | score = |

5. Number of words in the publication:

| | |
|----------------|----------------|
| 0 to 1,000 | score = 6 |
| 1,000 to 5,000 | score = 4 |
| over 5,000 | score = 2 |
| | score = |

6. Best estimate of number of pages **in a single language version** of the publication:

| | |
|----------|----------------|
| 1 to 10 | score = 6 |
| 10 to 20 | score = 4 |
| over 20 | score = 2 |
| | score = |

7. (Question for **consultation documents only**). Dealing with a subject which is:

| | |
|------------------------------------------|----------------|
| Specialist / very technical | score = 1 |
| Fairly complex but of interest to many | score = 5 |
| Easy to understand / of general interest | score = 10 |
| | score = |

TOTAL SCORE =

Check your scores below

Compare your total score with the score ranges below to check if a **paper version** of the publication is required:

| | |
|-----------------|---------------------------------------------------------------------------------------------------------------------|
| 0 to 22 | No need to produce a Welsh version. |
| 23 to 28 | Serious consideration should be given to producing a Welsh version. Welsh summary should be produced, as a minimum. |
| over 28 | A Welsh version should be produced. |

Add your **scores from questions 2, 3, 4, 5 and 7 only** and compare with the score ranges below to check if an **electronic version** of the publication is required for the CMA website:

| | |
|-----------------|-----------------------------------------------------------------------------------------------------------------------|
| 0 to 14 | No need to produce a Welsh version. |
| 15 to 18 | Serious consideration should be given to producing a Welsh version. A Welsh summary should be produced, as a minimum. |
| over 18 | A Welsh version should be produced. |

Decision on publishing as a bilingual document, or as separate Welsh and English versions

The Welsh Language Commissioner recommends that the starting point should be a presumption **in favour of bilingual documents** rather than separate Welsh and English versions. Providing bilingual material is easier administratively (in terms of stock management and distribution) than providing separate English and Welsh documents. It also has advantages in terms of meeting the needs of mixed-language families, other mixed audiences and learners. It also ensures that both versions of a document are equally accessible in any location – avoiding the need for Welsh speakers to choose between having to use the English version, or requesting the Welsh version and suffering delays as a consequence.

Decisions may be taken, however, to publish a document as separate Welsh and English versions if cost and practicality make the issue of separate versions unavoidable. This could reflect the number of pages in the document (if preparing a bilingual version would make it too bulky and unwieldy).

For documents published as separate Welsh and English versions, which are distributed 'on demand' (for example, in response to an advertising campaign) and where the predicted use of the document is low, it may be possible to justify publishing initially only on the CMA's webpages. In these cases the publication of a hard copy should be arranged if a member of the public requests it. This can be done in-house, or arranged through professional printers.

This advice on publishing a document bilingually, or as separate Welsh and English versions, does not apply to documents published on the CMA's webpages. By its very nature, an electronic Welsh document will be as equally accessible as its English counterpart, whether published as a bilingual document, or as separate Welsh and English versions.