



The Active Offer

Making the Effort

Beth yw'r Cynnig Rhagweithiol?

Y Cynnig Rhagweithiol yw darparu gwasanaeth yn Gymraeg heb i rywun orfod ofyn amdano.

What is the Active Offer?

The Active Offer provides a service in Welsh without someone having to ask for it.

"Mae llawer o siaradwyr Cymraeg ym Mhowys aml yn mynd mewn i'r Saesneg tra'n gwasanaethu. Mae'n glên i allu dod am glonc gyda'n gilydd ac i fyw a bod yn y Gymraeg ac i ddod dros unigrwydd yn eich mamiaith."

"Many Welsh speakers in Powys too often go into the English whilst receiving services. It's so nice to be able to come together to live and be in Welsh and overcome loneliness in your mother tongue."

Montgomeryshire Lunch Club



"“Os roedd mwy o fynediad i wahanol bethau yn Gymraeg, bydd yn codi ymwybyddiaeth ynglŷn â phwysigrwydd yr iaith, ac efallai sbarduno a chalonogi pobl i ddysgu ac ymarfer eu Cymraeg!”

"If things were more accessible in Welsh, it would raise awareness of the importance of the language, and perhaps inspire and encourage people to learn and practice their Welsh!"

Rhys from Llanidloes



"Mae mor bwysig bod pobl yn cael y dewis i siarad yn eu mam iaith wrth drafod materion iechyd a gofal. Mae nifer o siaradwyr Cymraeg (gan gynnwys fi!) yn teimlo mwy cyfforddus yn siarad yn Gymraeg, yn enwedig y genhedlaeth hŷn, ac felly yn gallu mynegi eu hunain gymaint gwell trwy gyfrwng y Gymraeg."

"It's vital that people get the choice to speak in their mother tongue while discussing health and care matters. There are a number of Welsh speakers (including myself!) that feel much more comfortable speaking in Welsh, especially the older generation, and therefore can express themselves much better through the medium of Welsh."

Sioned, Community Connector



The benefits of an Active Offer:

For your organisation	Funding opportunities As an organisation that delivers an Active Offer you may be able to access additional funding. Sufficient evidence will be needed to demonstrate your delivery of bilingual services.
	Putting your service users first Demonstrate you are a considerate organisation that understands the importance of an Active Offer and its significance in improving an individual's experience with your organisation.
	Maintain professional standards Show you are making the effort to comply with Welsh language legislation.
	Contributing to the culture and the status of the Welsh language Contribute to improving the status of the Welsh language and raise awareness of your organisation by operating bilingually.
	Attract more attention towards your organisation Welsh speakers and others within your community will appreciate your efforts to change your organisation to operate more bilingually.
For service users	Improve their experience with your organisation People will appreciate your effort and commitment to the Active Offer and to Welsh language services. Through this, individuals may talk to others about your organisation and in turn attract the attention of new volunteers/service users and even possible funding opportunities.
	Services are clearer and easier to understand Welsh speakers' experiences of your services will be more approachable and by delivering the Active Offer your organisation will be alleviating any possible strain that follows from asking for services in Welsh.
	Increased understanding of your mission and aims It's easier to communicate with Welsh speakers about your mission and aims and this will hopefully spread the message of what you do to a wider community.

By committing to the Active Offer, you will start to unlock the benefits listed above.

How to start with the Active Offer

Step by step.

There is no expectation for health services, social care, wellbeing services and other organisations to become bilingual overnight. It's a big task, and Welsh speakers realise this. But it's important to treat the delivery of the Active Offer seriously and fairly.

Visually:

Whilst the Active Offer seems to be a verbal service, it's important that people see visual signs that your organisation delivers the Active Offer, so to give service users that extra confidence to ask for their services in Welsh.

Here are a few ways to create a comfortable environment for Welsh speakers in your organisation and deliver the Active Offer visually:

Dysgu Cymraeg—Do you have Welsh learners in your organisation?



Dysgu Cymraeg is an organisation that supports Welsh learners. One of the Welsh Language Measures main principles is to promote and facilitate the Welsh language, so getting involved and accepting the support of Dysgu Cymraeg shows that you're making an effort to comply with Welsh language legislation. Welsh speakers will appreciate your commitment to learning the language.

Promote the use of Welsh in your organisation by:

- Wearing 'Dysgu' (learning) badges and 'Dysgwr' (learner) lanyards to show that you are learning Welsh..
- Place Dysgu Cymraeg posters in public areas e.g. reception, kitchen etc.

To improve your Welsh language skills in the future, go to the Dysgu Cymraeg website which helps you choose which course is right for you. There is an array of courses available to learners, such as Welsh language awareness, residential courses and much more!

The resources listed above are available on the Dysgu Cymraeg website at: <http://bit.ly/dysgucymraeg>

laith Gwaith Logo—Do you have fluent Welsh speakers in your organisation?



Ysgrifennwch ataf yn Gymraeg neu Saesneg
Please write to me in Welsh or English



This logo is connected with Welsh services and is provided by the Welsh Language Commissioner. It's a common sign that guarantees Welsh correspondence and services are available to the public within an organisation. If you're an organisation that delivers the Active Offer and is able to provide Welsh language services without delay, ensure that this logo is used to its full potential by:

- Wearing badges to show others that you can speak Welsh.
- Placing posters in the office that include the logo and its purpose.
- Add the logo to your email signature to ensure that the recipient understands that they can answer in Welsh if they wish to.

The resources above are available on the Welsh Language Commissioners Website at:

<http://bit.ly/laithGwaith>

So if service users are comfortable to speak Welsh and ready to ask for their services in Welsh, you must be prepared to understand the conversation so it isn't a burden to the Welsh speaker.

Obviously every situation will be different so we have created some advice/guidelines on how to get started with the Active Offer verbally.

Verbally:

It is important that the responsibility for requesting Welsh services is not on the service user. The organisation is responsible for ensuring that service users are happy with the way they have been treated. The result of an Active Offers is that Welsh speakers can have the services they need delivered in Welsh.

It is good practice to speak/write Welsh before the English. This could be in a **face to face conversation, over the phone** or in any **written** correspondence.

Below you will see three effective methods, including examples that show how you can go about delivering an Active Offer within your organisation. Many of these instructions are valid if you or someone within your organisation can speak Welsh. If you don't have a Welsh speaker in your organisation, it is still possible to have a Welsh conversation.



Greet a service user bilingually every time.

1. Greet a service user bilingually and you have instantly shown that service is available in either Welsh or English. e.g.:
Bore da! Good morning!
Prynhawn da! Good afternoon!
Croeso! Welcome!
2. Give the service user a moment to answer in whichever language they wish.
3. Continue the conversation in the language chosen by the service user.

If you don't speak Welsh and there is no one available that speaks Welsh, it is acceptable to ask politely to continue the conversation in English. As long as you apologise and note that you are making changes to improve this.

To improve your Welsh communication, consider learning Welsh as an office or a team, so that the ability to communicate with Welsh speaking clients is a goal you all strive for. It's also a good way of bringing your organisation together and comply with Welsh language legislation.

Phone calls are often the first point of contact with a service user, so it's important to ensure that the Active Offer is made available in the first few seconds of the conversation with the caller. Polite and clear phone calls can be a sure way to ensure that a service user has a good experience with your organisation.



Answer the phone bilingually everytime.

1. Greet the caller bilingually, and you have instantly shown that service is available in Welsh and English. e.g.:
Your organisations name bilingually and your name.
Bilingual greeting and your name.
2. Give the service user a moment to answer in whatever language they wish.
3. Continue the conversation and provide the service in the language chosen by the caller.

If you don't speak Welsh, consider to who you should direct the call. Ensure that this doesn't delay any sort of service to the caller. e.g.:

1. Let the caller know that you are about to transfer their call to a colleague that is a Welsh speaker. e.g
Dwi am eich gyfeirio at un o fy nghydweithwyr, arhoswch funud os gwelwch yn dda.
2. Let your colleague know that the caller is a Welsh speaker.

Make sure your answering machine message is also bilingual and contains the same information in both languages. This applies to short and extended absences.

In writing:

Whilst drafting mass e-mails, ensure the e-mail is bilingual and contains the same information in Welsh and in English. If the e-mail is big or small, ensure that it's bilingual, by doing this you show the recipients of the e-mail that you are delivering the Active Offer and therefore they can make their own decision as to what language they wish to reply to the e-mail in.

Ensure your e-mail signature is bilingual and consists of the same information every time.

1. If an e-mail includes a bilingual signature, it will show that service and communications are available in Welsh and English. e.g.:

Gwern ap Gwyn

Swyddog Datblygu'r Iaith Gymraeg

Rhif Cyswllt: 01597 822191

Welsh Language Development Officer

Phone Number: 01597 822191

2. Ensure that your automated e-mails are bilingual and contain the same information.

Diolch am eich e-bost. Rwyf allan o'r swyddfa tan __ ond byddaf yn eich ateb cyn gynteg a gallai.

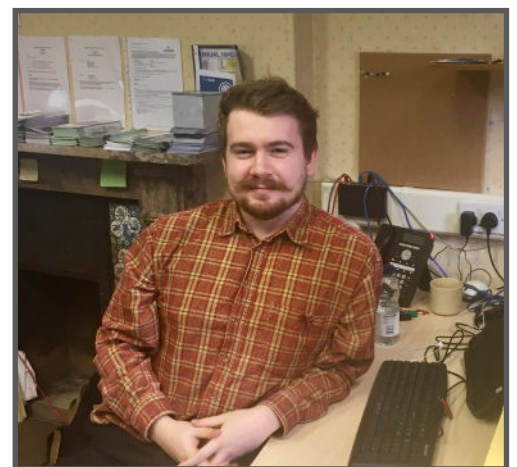
Thanks for your email. I'm out of the office until __ but I will respond as soon as I can.

Closing note:

It's a privilege to have the opportunity to help and support organisations across Powys in the third sector and beyond with their Welsh language policies and skills. With enthusiasm and passion, we as a sector can improve people's lives and deliver Welsh language services to those who need it here in Powys.

It is good to remember that the Welsh language should never be treated less favourably than the English language in Wales. By reading all the information above you have already made a start to delivering the Active Offer.

Gwern Wiliam ap Gwyn
Welsh Language Development Officer



Email: gwern.apgwyn@pavo.org.uk
Telephone: 01597 822191

Frequently Asked Questions

Do I have to deliver the Active Offer?

- ***I'm not bilingual, how can I deliver it?***
You don't need to be able to speak Welsh fluently to deliver some support from the active offer.
- ***The individual speaks English or Welsh to another person, do I have to respond in Welsh?***
The individual shouldn't only be able to speak to ONE person in their preferred language. Every effort should be made to help the individual feel comfortable.
- ***Even if it's a busy day and there's a large requirement for service?***
This is the best time as you will have a wide audience and word of mouth is the best promotional tool.
- ***English is the language that is used most within the community***
Yes! You can never know what language an individual feels most comfortable speaking, if they don't have to ask for it they're more likely to speak it.

Where to start if...

- ***Not one of us can speak Welsh?***
You've already started by reading this information pack.
There are a few methods to integrate the language into your organisation. A good place to start is a 10 hour course developed by the Welsh Language Commissioner. The course is free and its a sure way of learning basic Welsh - <http://bit.ly/10HOURTASTERCOURSE>
Also Welsh language officers are always available if you need support.
- ***Our Welsh speaking ability is limited?***
You've already started by reading this information pack.
As mentioned above, there are courses and officers available to help. It's also important to acknowledge where the support is needed most. It's also vital to support those within your organisation that speaks/ learning Welsh already, and encourage those learning to share their information about the language with the rest of the organisation.
- ***Our Welsh speaking ability is quite good?***
Then you're already half way there. If your organisation has the ability to provide services, communications and advertising bilingually, then your organisation delivers the Active Offer.