



Comisiynydd y  
Gymraeg  
Welsh Language  
Commissioner

# TIR COED

## WELSH LANGUAGE DEVELOPMENT PLAN



Prepared with the assistance of the  
Welsh Language Commissioner's Hybu Team  
Received approval from the Commissioner: 7 August 2020

**Tir Coed is committed to reviewing this Development Plan every two years, or in the following circumstances:**

- Changes in guidance from the Welsh Language Commissioner (WLC)
- Other significant changes or events
- When the board of trustees deem it necessary

Original Welsh Language Scheme adopted by Trustees: 01 April 2009

**Welsh Language Development Plan adopted by Trustees:**

**Current review date:**

**Signed: Adrian Wells**

**Position: Chair**

**Date: 02.09.2020**

**Signed: Anna Prytherch**

**Position: Deputy Chair**

**Date: 02.09.2020**

**On behalf of the board of trustees**

**Scheduled Review: July 2022**

## **Tir Coed's Vision**

Thriving and sustainable rural communities integrated with the natural environment.

## **Mission**

To unlock the potential of land and woods to provide community facilities, educational and health activities, and to create job opportunities for disadvantaged individuals in rural Wales, whilst aiming to make a positive lasting change.

## **Background**

Tir Coed is a charity (115229) that connects people with land (Tir) and woods (Coed), delivering learning and wellbeing programmes outdoors across rural counties in mid and west Wales.

Originally founded as an alliance of countryside agencies in 1999, Tir Coed has since established a comprehensive delivery model that supports people as they develop a range of skills, from first step engagement through to employment. All of the work carried out by volunteers and trainees within Welsh woodlands and countryside helps to improve the health of these outdoor spaces, and at the same time supports the local economy and increases accessibility for the benefit of local communities.

Tir Coed has grown significantly over the years, and as the organisation comes of age at 21, it now employs 25 staff across Carmarthenshire, Ceredigion, Pembrokeshire and Powys.

## **The importance of Welsh to us, and our beneficiaries**

Tir Coed is proud to be a grassroots Welsh organisation with a strong sense of identity and of place. Our passion for sharing the wonders of Welsh woodlands and countryside have grown from a cultural and environmental understanding of the power and importance of the land and its trees, for its people. The Welsh language is equally a part of this heritage and as such plays a fundamental role within the planning and delivery of Tir Coed services.

Tir Coed reconnects Welsh communities with these plentiful and often untapped resources to help increase accessibility and support the sustainability of the rural Welsh economy.

Tir Coed works with some of the hardest to reach and most disadvantaged groups in society, and as such tries to find ways to encourage engagement. Being able to offer services through the medium of Welsh means that, for projects in some areas, delivery can focus on the heart of the community and its needs.

## **Our Cynnig Cymraeg – Welsh Offer**

Tir Coed is extremely proud of its Welsh roots, actively engaging and reconnecting communities through the use of language, land and trees.

We operate bilingually in all areas of our work, and are committed to continually developing our use of the language.



### **You can:**

- 1. Participate in courses through the medium of Welsh\*, and have access to supporting materials in Welsh or bilingually**
- 2. Contact us in Welsh by phone, email or via social media**
- 3. Speak Welsh with staff and volunteers who are wearing the orange 'I speak Welsh' badge**

### **We will:**

- 4. Encourage our staff to use their Welsh language skills and give them the opportunity to learn**
- 5. Continue to maintain our fully bilingual website**

\*Where Welsh-speaking tutors are not available we can offer a translation service. We aim to expand our current provision.

**We welcome feedback about our Welsh language provision so that we can continue to improve.**

### **Contact**

If you have any questions feedback or concerns, then please do not hesitate to get in touch:

[ceo@tircoed.org.uk](mailto:ceo@tircoed.org.uk)

01970 636909

[www.tircoed.org.uk](http://www.tircoed.org.uk)



@tircoed.charity



@tir\_coed



ircoedcharity

Tir Coed's provision at present	Level	What we intend to do next. How will we maintain, or increase this level of provision? What are the performance indicators?	Who is responsible?	By when?
<b>Beneficiary interaction</b>				
<b>Face to face</b> Welsh speaking members of staff are available to greet customers/beneficiaries most of the time	②	<b>We will continue to offer and encourage Welsh speaking and training opportunities to all staff to build confidence in greeting visitors in Welsh.</b> <b>We aim to support meetings with at least one Welsh speaker.</b> <b>We will make more use of the 'Iaith Gwaith' badges at meetings and events.</b>	CEO or Marketing & communications manager	Dec 2020 - Ongoing
<b>Telephone services</b> Every member of staff answers the phone with a bilingual greeting. If they're not Welsh speakers they will offer to transfer the call to a Welsh speaker	②	<b>We will ensure all staff in Tir Coed offices offer a bilingual greeting.</b> <b>For staff not confident with conversational Welsh, we will establish a system to either directly transfer telephone calls to an appropriate Welsh speaker or arrange a follow up call.</b>	CEO/EO to confirm process Admin to circulate protocols and instructions	Sept 2020
<b>Replying to letters and emails</b> We reply in Welsh to any correspondence we receive in Welsh. This may lead to delays if another officer or a professional translator has to write or translate the reply	②	<b>We will continue to respond in Welsh to any Welsh correspondence we receive.</b> <b>We will encourage staff who are not confident with written Welsh, to formulate Welsh-language responses by liaising with colleagues who have stronger Welsh-language skills.</b> <b>We will ensure that staff who are comfortable communicating in Welsh, continue to use email signatures noting they are happy to correspond in Welsh.</b> <b>We will ensure all staff email signatures include a note in Welsh stating that 'As a grassroots Welsh organisation, Tir Coed is happy to communicate in Welsh'.</b>	CEO / EO to create new protocols and inform all staff  Marketing & communications manager to update template	Dec 2020 - Ongoing
<b>Sending letters and emails</b> We communicate bilingually on some projects but not on every occasion	②	<b>We will continue to produce all leaflets and posters bilingually.</b> <b>We will communicate with new group/referral agency contacts by including a Tir Coed standard bilingual message to check for preferred language for future communications.</b>	CEO / EO identify and establish standard initial contact message	Dec 2020 - Ongoing

<b>Database/CRM system?</b> We have a database, but don't hold information on the language choice of our customers/beneficiaries	0	We will endeavour to improve and develop the system for managing details of customers/beneficiaries' experiences with Tir Coed, including preferred language for communications.	CEO / EO / Admin	Dec 2021
<b>Iaith Gwaith</b> Every member of staff who speaks Welsh has an email footer noting that they welcome correspondence in Welsh and English	3	We will display 'Iaith Gwaith' posters prominently and encourage Welsh-speaking staff to wear badges and lanyards at events. We will ensure that all staff use the e-mail footnote which notes in Welsh that ' <i>As a grassroots Welsh organisation, Tir Coed is happy to communicate in Welsh</i> '.	Marketing & communications manager Marketing & communications manager / All staff	Dec 2020
<b>Image</b>				
<b>Our organisation's name</b> Our name is Welsh only	3	As a grassroots Welsh organisation we are proud to present our name in Welsh only, and will continue to do so.	Marketing & communications manager and all staff	Ongoing
<b>Business cards</b> Welsh and English equal	3	We will continue to produce all business cards as fully bilingual.	Marketing & communications manager	Ongoing
<b>Headed paper</b> Welsh and English equal	3	We will produce headed paper as fully bilingual.	Marketing & communications manager	Ongoing
<b>Marketing materials – eg. Pop-ups / Banners / Posters (static and digital)</b> Welsh and English equal	3	We will continue to produce all marketing materials bilingually and/or in both Welsh and English.	Marketing & communications manager	Ongoing

<b>Email signatures</b> Welsh and English equal	3	We will continue to produce email signatures as predominantly bilingual, with some sections in Welsh only.	Marketing & communications manager	Ongoing
<b>Social media profiles</b> Welsh and English equal	3	We will continue to produce all social media profiles as fully bilingual.	Marketing & communications manager	Ongoing
<b>Publications e.g. information leaflets</b> Welsh and English equal	3	We will continue to produce all information leaflets and flyers as fully bilingual.	Marketing & communications manager	Ongoing
<b>Signs</b> Welsh and English equal	3	We will continue to use bilingual signs around the office and at training delivery sites.	Marketing & communications manager / All staff	Ongoing
<b>Digital</b>				
<b>Website</b> Our website is fully bilingual with the Welsh and English pages being updated often. It's possible to move from the Welsh version to the English at any point using the language choice button	3	We will continue to provide a fully bilingual website, with Welsh and English pages updated regularly.	Marketing & communications manager	Ongoing
<b>Social Media</b> Most of our posts are bilingual. On some occasions we post in English only	2	We will continue to offer bilingual posts simultaneously (or as separate language posts if the platform offers specific language selection) on all our social media platforms.	Marketing & communications manager	Ongoing

## Events

<b>Attendees' language choice</b> We ask attendees if they would like to contribute in Welsh for some events	②	<b>We will ask attendees for language preference for specific consultation / networking meetings or events.</b> <b>We will ensure that Welsh speaking staff or translators are available so that contributions to discussions can be made in Welsh or English.</b>	CEO / EO / Marketing & communications manager and meeting lead	Dec 2020
<b>For events that are open to the public we offer the following:</b>				
<b>Invitations</b> Welsh and English equal	③	<b>We will continue with fully bilingual invitations.</b>	Marketing & communications manager / all staff	Ongoing
<b>Forms eg booking / registration / evaluation</b> Welsh and English equal	③	<b>We will continue with fully bilingual forms or offering separate Welsh and English versions.</b>	Marketing & communications manager / all staff	Ongoing
<b>Speakers / announcements</b> English with some Welsh	②	<b>We will increase the amount of bilingual speeches / talks and announcements at public consultation and networking events – ensuring Welsh and English are equal.</b>	CEO / EO / Marketing & communications manager and event lead staff	Dec 2021 - Ongoing
<b>Signs</b> Welsh and English equal	③	<b>We will continue to produce and use fully bilingual signs.</b>	Marketing & communications manager / all staff	Ongoing
<b>Banners / pop ups / displays</b> Welsh and English equal	③	<b>We will continue to produce and use fully bilingual banners, pop-ups and displays.</b>	Marketing & communications manager	Ongoing

<b>Staff or volunteers to greet visitors / participants</b> English with some Welsh	②	<b>We will ensure that Welsh speaking staff are available to greet visitors in Welsh or English.</b>	CEO / EO / Marketing & communications manager and event lead staff	Dec 2020 - Ongoing
<b>Providing training courses</b> Some courses are available in Welsh but most are in English. We promote courses bilingually clearly noting which are available in Welsh.	②	<b>We will make it clear to trainees at enrolment that a Welsh language service is available to support their learning. Course workbooks can be provided in Welsh and we are developing the access to Welsh-speaking staff.</b> <b>We will continue to develop fully bilingual online training resources.</b>	Marketing & communications manager	Dec 2020
<b>Workforce development</b>				
<b>Recruiting staff and volunteers</b> We assess the need for Welsh language skills for each new position	③	<b>We will continue to assess which Welsh language skills are required for each post e.g. oral skills, written skills, and add as 'essential' when appropriate.</b>	CEO / EO	Ongoing
<b>Advertising vacant posts</b> We advertise every post bilingually	③	<b>We will continue to publish recruitment advertisements bilingually and use Welsh language media to share them.</b>	CEO / EO	Ongoing
<b>Recording the Welsh language skills of our staff</b> We are aware that some officers are Welsh speakers	①	<b>We will provide a questionnaire to all staff to identify levels of Welsh language skills.</b> <b>We will continue to support and signpost staff to a variety of opportunities and resources at differing levels of learning, to help improve Welsh language skills.</b>	CEO / EO / Line managers	Ongoing
<b>Informing our staff about our Welsh language services</b> Every officer is made aware of our Cymraeg offer during their induction	③	<b>All new staff will receive training on how to provide Welsh language services as part of the staff induction process.</b>	CEO / EO / Line managers	Ongoing



<p><b>Working with contractors and partners</b></p> <p>There is no formal process of securing a commitment to the Welsh language when contracting other service providers, however we work closely with them and feel able to monitor their commitments to our Welsh language provision</p>	<p>②</p>	<p><b>We</b> will ensure that contractors and partners are reminded of our commitment to providing Welsh language services.</p> <p><b>We</b> will outline our Welsh language commitment at the start of a project when planning with contractors or partners and discuss any implications. This will be monitored through evaluation and review as part of Tir Coed's ongoing quality assurance process.</p>	<p>CEO / EO / Project co-ordinators</p>	<p>Sept 2020</p>
<p><b>Learning and using the Welsh language</b></p> <p>We pay a part of the cost should some of our officers wish to learn or improve their Welsh language skills by attending Welsh language courses</p>	<p>②</p>	<p><b>We</b> will strive to create a workplace environment which encourages staff to use the Welsh language e.g. by having regular lunchtime or tea break gatherings with some identified topics of conversation to practice Welsh-speaking.</p> <p><b>We</b> will continue to support staff to learn and develop their Welsh language skills.</p>	<p>All staff</p>	<p>Ongoing</p>