



Gower College Swansea
Coleg Gŵyr Abertawe

Welsh Language Scheme



Gower College Swansea's Welsh Language Scheme received the approval of the Welsh Language Commissioner under section 14 (1) of the Welsh Language Act 1993 on 30 April 2013.

Welsh Language (Wales) Measure 2011

The Welsh Language Measure transfers functions relating to Welsh language schemes to the Welsh Language Commissioner. The Measure also gives legal effect to the official status of the Welsh Language. Over a period of time, Welsh language schemes will be replaced by statutory standards that will place duties on organizations to promote and facilitate the use of the Welsh Language and to treat the Welsh language no less favourably than the English language. They will state how organizations are expected to provide services to the public and how they will treat and use the Welsh language. The College is committed to taking positive actions to implement functions under the new Measure.

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1. Introduction

- 1.1** This is Gower College Swansea's first Welsh Language Scheme. The scheme will build on the previous language schemes produced by the former Gorseinon and Swansea Colleges.
- 1.2** This Language Scheme for the period 2012 – 2015 seeks to build on the good practices and proactive measures implemented from our previous schemes in order to promote the Welsh language and further develop the College's bilingual provision. The Scheme has incorporated the recommendations made by the Welsh Language Commissioner in the feed-back given for individual schemes.

Build on the good practices and proactive measures

- 1.3** The scheme has identified areas of bilingual development in order to continue to actively contribute towards fulfilling the Welsh Assembly Government's vision of creating a bilingual Wales (Iaith Pawb 2003).
- 1.4** The Scheme focuses on developing three key elements which are set out in Colleges Wales' National Bilingual Strategy for Further Education, namely:
- The development of a Welsh ethos at the College
 - The development of bilingual communication skills to augment English medium provision
 - The development of Welsh-medium or bilingual provision for post-14 learners.
- 1.5** Details of how these three elements will be developed are found under sections 4, 5 and 6 in the Scheme.
- 1.6** The College has recently developed its first Strategic Plan for the period 2012 – 2015. The College has set itself a challenging vision, which is **"To be the best College in Wales"**. The plan incorporates a set of Strategic Aims and Objectives which articulates how we intend to achieve the vision.

Our Vision is **"To be the BEST College in Wales"**

- 1.7** The key strategic aim which will direct the College's focus in promoting the Welsh language and bilingual provision is our second aim, which is:

"To ensure that learning experiences improve learners' skills, their understanding of the environment and the Welsh language and culture."

- 1.8** In order to achieve this aim, our strategic objective is:

"To continue to develop a Welsh language ethos and curriculum in line with the Strategy on Bilingualism and Welsh Language Scheme."

- 1.9** The College is committed to the principle of treating the English and Welsh languages on the basis of equality and promotes inclusivity for the Welsh speaking community in Swansea.

- 1.10** During the lifetime of this Scheme the College will remain committed to the Welsh Language Act 1993. It will continue to embrace the principle of treating both the Welsh and English languages on the basis of equality and will also continue to adopt a proactive approach towards the Welsh language in order to raise its profile and increase usage of the language wherever possible.

- 1.11** In implementing our Welsh Language Scheme, we aim:

- a. To treat both the English and Welsh Language on an equal basis and continue to provide and develop high quality services through both mediums.
- b. To further develop a curriculum offer which is broad, flexible, responsive and bilingual to support the needs of the community and industry.
- c. To ensure that members of the public have the opportunity and the right to choose the language they would like to use when conducting business with the College.
- d. To publicise, promote and further develop a bilingual ethos within the College, demonstrating its commitment to the Welsh Language Act, 1993.

2. College Profile

2.1 About the College

Gower College Swansea is a newly formed College resulting from the recent merger of Gorseinon and Swansea Colleges during August 2010.

We are now a large further education College with over 11,000 learners from across Swansea and neighbouring counties. The College is a major employer within the City and County of Swansea with approximately 920 staff.

The College is situated in an important economic and geographical position in the heart of South West Wales. Its two main campuses at Tycoch and Gorseinon service the whole of the City-Region of Swansea and beyond. The College currently operates from six locations on a corridor stretching from the Business Park in Llansamlet in the North East, through the City Centre itself to the Gorseinon campus in the North West of Swansea.

Learner numbers for 2010/11 indicate that the College has over 4,000 full-time learners and over 7,000 part-time learners. The number of part-time learners has steadily decreased over recent years, whilst full-time numbers show an upward.

2.2 Demography

In mid 2010 the population of Wales crossed the three million mark. For the first time Wales' population is now estimated at 3,006,400. This growth is not evenly distributed across Wales' 22 local authorities. Ten authorities, including Swansea are attributed with population growth between 2009 – 2010, the highest being Cardiff.

The Office for National Statistics' (ONS) 2010 mid-year population estimate for the City & County of Swansea is **232,500**, comprising 114,800 males and 117,700 females. This figure represents an increase of **200 (+0.08%)** on the 2009 population – the ninth successive annual increase since 2001.

Swansea has the third highest population of the 22 Welsh Unitary Authorities, representing almost 8% of the total population of Wales (3,006,400).

Swansea's growth continues to be largely driven by migration. A net inflow of migrants from both within and outside the UK added over 900 to Swansea's population. However, unlike most recent years, the latest figures suggest that the majority of this increase (67%) was attributable to net internal (within UK) migration.

The proportion of Swansea's population of working age (all aged 16-64), at 64.6%, is higher than Wales (63.2%). However, Swansea has a lower proportion of children (aged 0-15), at 17.1%, than both Wales (18.2%) and the UK (18.6%).

2.3 Linguistic Nature of Swansea

The 2001 Census indicates that 22.5% of Swansea (48,582 people) have some Welsh language skills, with 9.4% being recorded as able to speak, read and write Welsh. The largest group of Welsh speakers in the local population is the 10-14 year age group.

The City and County of Swansea's Welsh in Education Strategic Plan 2012 – 2015 indicates that the number of pupils in Welsh-medium education is increasing as more places are provided in response to demand. A new Welsh-medium primary school opened in Morriston in September 2011. The numbers attending the Welsh-medium secondary schools are steadily increasing as the number of places available in primary schools expand. Approximately 9% of the authority's pupils attend the two Welsh-medium secondary schools – Ysgol Gyfun Gwyr and Ysgol Gyfun Bryntawe. The transfer rate between Swansea Welsh-medium primary schools (Key Stage 2) and Welsh-medium secondary schools (Key Stage 3) is usually almost 100%. The post-16 stay-on rate is very high at the two secondary schools in Swansea at approximately 70%.

There are 14 secondary schools in Swansea and the surrounding area and the College attracts the majority of its learners from many of these schools. The College also attracts a small number of learners from two neighbouring authorities, namely, Neath Port Talbot and Carmarthenshire. In Swansea, the Pupil Destination Report 2010 from Career Wales indicates that 53% of 16-19 year olds continue their education at Further Education College compared to 31% at school sixth form. A joint sixth form is operated in partnership between Ysgol Gyfun Gwyr and Bryn Tawe with approximately 200 learners per year.

Welsh-medium post-14 options are currently sustained through a partnership approach between Gwŷr and Bryn Tawe supported by specific vocational expertise by Gower College Swansea (for Child Care) and Coleg Sir Gar (for Construction). The 14-19 Network supports the development of post-16 Welsh medium provision within a partnership arrangement.

An analysis of 2010/11 data indicates that 6% of FT learners were fluent Welsh speakers and another 6% of FT learners classed themselves as "Welsh speakers, not fluent". There were similar patterns for PT learners with 6% "fluent Welsh speakers" and 5% "Welsh speakers, not fluent".

2.4 Economic Environment

Swansea has a modern sectoral composition and is not overly dependent on 'older' industries such as traditional manufacturing. The Swansea economy has a large share of jobs in the public administration, hospitality, financial services and retail sectors. An estimated 89.6% of the workforce are employed in the service sectors, with 31.4% working in the public sector.

Swansea suffers from substantial output and productivity gaps and a lack of businesses. Swansea's Economic Regeneration Strategy aims to reduce the gap and encourage more business and enterprise activity in the region.

Recent figures from Swansea's Economic Profile (July 2011) show that Economic Activity and Employment Rates in the City and County are below the Wales average, (Swansea: 66.7%; Wales: 72.6%).

Despite the recessionary pressures, Gower College Swansea continues to deliver work-based training and assessment to approximately 1,000 learners drawn from a variety of organizations in the service and manufacturing industry, in addition to a growing number of small and medium sized companies and micro businesses.



3. Implementation and Monitoring of the Scheme

3.1 Implementation

- 3.1.1 Gower College Swansea will create a supportive environment that encourages Welsh speaking students, staff and members of the public to actively use the language both inside and out of the classroom. The College will continue to raise awareness and ensure that non Welsh speakers are introduced to, and encouraged to become involved with Welsh language and culture.

Encourages Welsh speaking students, staff and members of the public to actively use the language both inside and out of the classroom.

- 3.1.2 In implementing the Scheme the College sees its students as 'members of the public'.

3.2 Responsibilities for the preparation, management and implementation of the scheme

- 3.2.1 The Deputy Principal will take overall responsibility for the development and implementation of the Welsh Language Scheme, supported by the Welsh Language Officer. The Welsh Language Officer will be responsible for the day to day implementation and monitoring of the scheme.
- 3.2.2 A Welsh Language Steering Group (WLSG) has been established with representation across the faculties and functional areas. This group has contributed to the development of the scheme and will consequently monitor its implementation. The group will also promote and encourage the use of the Welsh language and bilingualism within the College. The group is chaired by the Welsh Language Officer and the Deputy Principal is a member of the group. There is also a lead governor who has taken responsibility for monitoring the implementation of the scheme.
- 3.2.3 The Welsh Language Officer (WLO) will report progress to the Senior Management Group twice yearly and an annual report will be presented to the Governing Body.

- 3.2.4 Anyone wishing to comment on the Scheme as outlined in this document may do so by contacting:

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3.3 Administrative Arrangements

- 3.3.1 This scheme has been prepared by the Deputy Principal and the Welsh Language Officer in consultation with the Welsh Language Steering Group. The scheme has been approved by the Governing Body of the College.
- 3.3.2 The Deputy Principal is the senior officer with responsibility for co-ordinating the scheme. Academic and Business Support Managers have delegated responsibilities for implementing aspects of the scheme that relate to their operational areas.
- 3.3.3 Policies and procedures relating to the scheme will be prepared and issued in a staff handbook, on the staff intranet and other locations as appropriate. This will allow us to integrate the requirements of the scheme into our normal operational procedures.
- 3.3.4 The College has its own translation service which is regularly monitored and evaluated against standards.
- 3.3.5 The requirements of the scheme will be considered as part of any specification for the procurement of computer systems and software.
- 3.3.6 The implementation of the scheme will be one of the procedures that are monitored regularly by the management team which consists of senior and middle managers drawn from all parts of the geographical and functional parts of the college. The college HR Senior Adviser will monitor and report on progress with regard to recruitment and staff development targets to the Welsh Language Officer and the Welsh Language Steering Group.

3.4 New Policies and Initiatives

- 3.4.1 Since the merger, the College is currently reviewing and developing a range of policies that relate to the nature and scope of its activities. There are likely to be a number of new policies and initiatives that will be developed during the lifetime of the Welsh language Scheme.
- 3.4.2 As each existing policy is due for review, the linguistic consequences will be assessed against a language framework that:
- Will promote and facilitate the use of Welsh wherever possible
 - Make progress towards achievement of the principle of equality between the two official languages of Wales
 - Will ensure consistency with the College's Welsh Language Scheme
- The College will ensure that any new or revised policies do not undermine its Welsh Language Scheme.
- 3.4.3 All new policies procedures and initiatives will be assessed against the framework outlined in 3.4.2. No new policy, procedure or initiative will be adopted without that assessment having been undertaken, and documented. Any proposals that would affect the College's Welsh Language Scheme or that of any other organization will be the subject of consultation with the Welsh Language Commissioner and no changes will be made without the Commissioner's approval.
- 3.4.4 The arrangements relating to new policies and initiatives will be made known to all appropriate staff as part of the College's policy formulation and review procedures.

3.5 Third Party Providers

- 3.5.1 The College may use third party providers to deliver education and training services in different parts of the community. When existing contractual agreements are up for review the College will ensure that they include the requirement to provide services that are consistent with the requirements of this scheme.
- 3.5.2 All agreements for the use of other third party or contracted-out services, including publicity and marketing will also contain the requirement to conform to the scheme. Staff negotiating such agreements will be made aware of the policy through the processes set out in paragraph 3.3.3.
- 3.5.3 The College will monitor the contractor's implementation of the requirements in accordance with the advice outlined in the Welsh Language Board document 'Contracting Out Public Service Contracts and the Welsh Language'.
- 3.5.4 The College works in partnership with public bodies, organizations from the voluntary sector and other agencies. The College works on many levels when working with others and will take full account of the responsibilities set out in this scheme when working with outside agencies.
- 3.5.5 When the College joins a partnership, it will ask prospective partners about their Welsh language schemes, language policies or the means by which they will operate bilingually. The College will offer advice and support to other partner organizations if appropriate.



3.6 Staffing

- 3.6.1 The College is committed to increasing the number of Welsh speakers who possess the appropriate skills to provide College services through the medium of Welsh. Our staff are central in ensuring that the intentions stated in this scheme are fulfilled. The College recognizes that it is essential to develop the skills of the staff in terms of Welsh speaking and delivery.

3.6.2 Analysis of Staff Skills

- 3.6.2.1 The College has recently undertaken a skills audit of all staff across all areas of work and all the campuses. The following tables gives an overview of the results of the survey: *(see below)*
- 3.6.2.2 The table indicates that approximately 7% of teaching staff can speak Welsh fluently, 6% can read Welsh fluently and 3.7% can write fluently.
- 3.6.2.3 The Steering Group will be undertaking a more detailed analysis of the survey results in order to inform Continuous Professional Development and other requirements.

Skills Audit of staff at Gower College Swansea, December 2011.

Level of Skills in Welsh	Category of Staff	Welsh Language Skills					
		Spoken		Reading		Writing	
		No	%	No	%	No	%
Fluently	FT Teaching	17	7.08	13	5.42	10	4.17
	PT Teaching	16	7.62	15	7.14	7	3.33
	Total	33	7.33	28	6.22	17	3.78
	FT Non Teaching	9	5.08	7	3.95	5	2.82
	PT Non Teaching	6	2.86	5	2.38	4	1.9
	Total	15	3.88	12	3.1	9	2.33
Quite Well	FT Teaching	2	0.83	9	3.75	7	2.92
	PT Teaching	3	1.43	8	3.81	7	3.33
	Total	5	1.11	17	3.78	14	3.11
	FT Non Teaching	6	3.39	3	1.69	5	2.82
	PT Non Teaching	1	0.48	4	1.9	3	1.43
	Total	7	1.81	7	1.81	8	2.07
Moderately	FT Teaching	14	5.83	17	7.08	9	3.75
	PT Teaching	9	4.29	9	4.29	10	4.76
	Total	23	5.11	26	5.78	19	4.22
	FT Non Teaching	7	3.95	9	5.08	7	3.95
	PT Non Teaching	6	2.86	8	3.81	6	2.86
	Total	13	3.36	17	4.39	13	3.36
A Little	FT Teaching	86	35.83	60	28	44	18.33
	PT Teaching	73	34.76	49	23.33	37	17.62
	Total	159	35.33	109	24.22	81	18
	FT Non Teaching	54	30.51	43	24.29	58	15.82
	PT Non Teaching	56	26.67	35	16.67	23	10.95
	Total	110	28.42	78	20.16	81	13.18
Not At All	FT Teaching	121	50.42	141	58.75	170	70.83
	PT Teaching	109	51.9	129	61.43	149	70.95
	Total	230	51.11	270	60	319	70.89
	FT Non Teaching	101	57.06	115	64.97	132	74.58
	PT Non Teaching	141	67.14	155	73.81	171	81.43
	Total	242	62.53	270	69.77	303	78.29

PLEASE NOTE: **Total number of staff = 920** **Total number of responses = 837**

3.6.3 Human Resource Strategy

- 3.6.3.1 The College will identify which areas of the College come into contact with the wider public and will ensure that through recruitment, staff development or other appropriate arrangement that the College will provide an appropriate service in the preferred language of the member of the public.
- 3.6.3.2 The skills audit of staff will allow the College to identify the level of proficiency that is either required or is desirable within staff teams or particular posts. This will allow the College to take appropriate action to achieve the right levels as part of the overall College Human Resource Strategy.

3.6.4 Recruitment

- 3.6.4.1 The College will develop a Linguistic Skills Framework which will be used to assess and identify the linguistic needs of academic and service posts. For those posts for which Welsh language ability is considered either essential or desirable, the advertisement and Job Specification will state this explicitly.
- 3.6.4.2 The Linguistic Skills Strategy will support the development of the language skills of staff in order to facilitate an increased bilingual delivery programme. The Human Resources strategy will contain specific reference to the bilingual policy and that both English and Welsh speakers are welcome as member of the College staff. The staff handbook and application forms will also make this clear.
- 3.6.4.3 If it is necessary to appoint a non-Welsh speaker to a post for which Welsh language is an essential requirement, it will be a condition of appointment that a defined standard of Welsh is attained within a specified timescale. Support will be provided to the post holder to achieve this and formative and summative monitoring will take place.

3.6.5 Staff Development

- 3.6.5.1 The College will ensure that appropriate staff development opportunities will be available for staff. These opportunities will vary according to identified needs and will range from enhancing front office bilingual greeting skills to developing staff confidence in their ability to deliver a bilingual curriculum.

- 3.6.5.2 All staff are encouraged to attend Welsh for Adults classes as part of Staff Development and are advertised by Staff Bulletins by the Welsh Language Officer and Welsh for Adults Coordinator. College will target staff from designated areas of up to a maximum of 3 members of staff to attend the Welsh Sabbatical Scheme each year. The College will offer staff 'Introduction to Welsh' and 'Business Welsh' both a course of 5 hours; WJEC 'The Language at Work.' All these staff Welsh courses will be free.

All staff are encouraged to attend Welsh for Adults classes.

- 3.6.5.3 Staff awareness of the College's responsibility to the Welsh Language Scheme will be incorporated into staff induction programmes and staff appraisals. Further staff training needs will also be identified during staff appraisals and will inform future staff development plans.
- 3.6.5.4 The College will utilize internal and external expertise to help deliver the necessary support. The College's Continual Professional Development Plan (CPD) will identify a budget head for Welsh Language development opportunities.

3.6.6 Vocational Training

- 3.6.6.1 The college will assess the need for vocational training for its staff through the medium of Welsh and will ensure that those responsible for staff development implement a programme to fulfil that need.
- 3.6.6.2 In those subjects where there is vocational training provided through the medium of Welsh to the public, staff will also have access to this provision and will be encouraged to attend.

3.7 Review and Monitoring

- 3.7.1 The College will monitor the implementation of the scheme and regularly measure the extent to which objectives are met. The College has a comprehensive quality assurance and planning framework within which the monitoring and evaluation of all policies take place. In addition to the quality assurance framework the College will also implement 'mystery shopper' style checks to monitor performance.

Appropriate staff development opportunities will be available.

The College will also implement 'mystery shopper' style checks to monitor performance.

- 3.7.2 There will be a formal annual review of progress. The review will be undertaken by the Steering Group and a report will be presented to both the Strategic Management Group and the Governing Body.
- 3.7.3 The Welsh Language Officer will produce the report, supported by the Deputy Principal. The review report will include information on compliance and performance against the targets in the Action Plan.
- 3.7.4 The approved annual report will be submitted to the Welsh Language Commissioner.
- 3.7.5 The annual report will include information on compliance and performance against the targets of the Scheme and will explain any under-performance and identify actions to address these.
- 3.7.6 The report will enable the College to achieve the following objectives:
 - Measure compliance with the Scheme
 - Measure the quality of the Welsh medium service
 - measure the effectiveness of the Scheme's management procedures
 - measure the sufficiency of the College's linguistic skills capacity by comparing current resources and need

- measure overall resource allocation to Scheme implementation and development
- analyse performance across sites and programme areas to ensure consistency.
- identify key weaknesses with an action plan, timetable and risk analysis

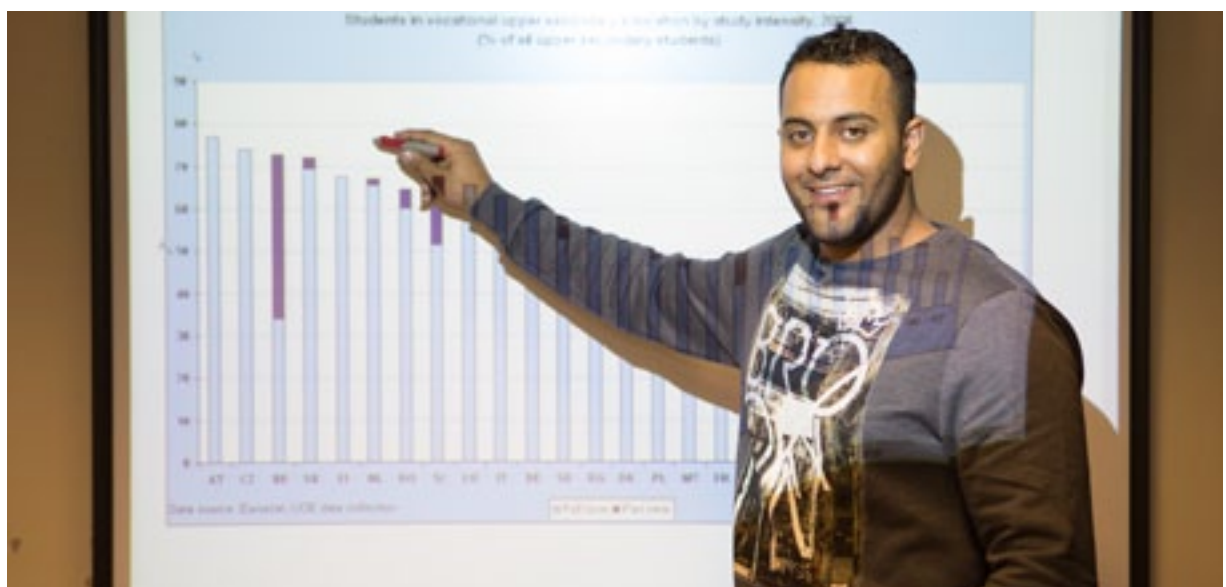
3.7.7 A copy of the Scheme and the annual review reports will be available to all governors, staff and members of the public that require it through the college website. This will be drawn to the attention of all stakeholders.

3.7.8 The existence of the Welsh Language Scheme will be publicized in the college prospectus, on the website and will be featured in all open days and similar events.

3.8 Quality

3.8.1 Gower College Swansea's academic delivery and functional operations are subject to an effective system of self-assessment. This system has been designed to meet Estyn's Common Inspection Framework. The assessment framework focuses on learning and teaching processes in order to improve attainment rates within the institution and drive up standards through a rigorous process of class-room observations, performance management, peer support and learner voice. The requirements of the College's Welsh Language Scheme will continue to be addressed as part of subject / course reviews, Learning Area and Faculty review processes.

3.8.2 Learner voice is an integral part of the College's review processes and the College will ensure that it captures learners' views on bilingual demand



and supply. The Welsh Language Officer will do an analysis of specific questions and report to the Welsh Language Steering Group.

3.9 Complaints and Comments

- 3.9.1 The College has a complaints procedure which encompasses all types of complaint. Any complaint regarding the implementation of the scheme will be subject to this procedure.
- 3.9.2 The College welcomes suggestions for improving its services delivered through the medium of Welsh. These may be made via any member of staff or other source and will be reported to the Deputy Principal for consideration by the Executive Management Team.

3.10 Publication of Information and Publicity of the Scheme

- 3.10.1 The Scheme will be made available on the College website and an electronic notice will be sent to all staff once the scheme has been approved.
- 3.10.2 The College's prospectuses will make reference to the scheme and signs will be placed on the reception desk on both campuses.

3.10.3 The College will ensure publicity for its Welsh Language Scheme amongst the public in order to ensure that, on the one hand, the public and students who come into contact with the College are aware of its Welsh medium services and provisions, and that on the other hand, the College's employees, agents and contractors are aware of the need to operate in accordance with the requirements of the Scheme.

3.10.4 The College will adopt the following means of publicising its Welsh Language Scheme:

- Posters and leaflets advertising the College's activities to include reference to the Welsh Language Scheme
- Statements and articles to the press and other media
- Distribution of electronic copies of the Scheme to both administrative and academic staff
- Distribution of copies of the Scheme to other organisations and individuals interested in the College's Welsh Language provisions
- Place the Scheme on the College's website.



4. The Development of a Welsh Ethos at the College

4.1 Administrative Arrangements

- 4.1.1 All Welsh speaking staff and those who are learning Welsh will be encouraged to wear 'Working Welsh' badges, issued currently by the Welsh Language Commissioner in order to be identified, thereby promoting the use of the Welsh language.
- 4.1.2 A list of all College staff who can speak Welsh will be produced and made available on the intranet. This list will be updated annually.
- 4.1.3 Learning Area Managers will be responsible for having an overview of Welsh language and cultural matters within each of their academic Learning Areas. All Learning Areas are represented in the Welsh Language Steering Group.

4.2 Developing a Welsh Ethos within the curriculum

The College will make the best possible use of staff to enhance a Welsh language ethos and to increase learners' understanding and appreciation of their Welsh identity.

- 4.2.1 The College will make the best possible use of staff to enhance a Welsh language ethos and to increase learners' understanding and appreciation of their Welsh identity. Best practice examples found within the teaching environment will be shared by the Advanced Teaching Practitioners across the College.
- 4.2.2 The tutorial programme and the Welsh Baccalaureate course will include a language and cultural awareness element. For example, the significance of the bilingual nature of Wales will be emphasized as possible career opportunities within relevant vocational pathways. Other activities such as the Diversity Fayre and Mis Cwl Cymru are additional opportunities for promoting the Welsh language and culture.
- 4.2.3 Welsh language and cultural awareness will continue to be developed and delivered. During the lifetime of this scheme this will be extended to cover all full and significant part time learners across all Learning Areas. Scheme of Work templates will require tutors to

identify appropriate Welsh language and cultural opportunities.

- 4.2.4 The Welsh Language Steering Group will identify and support the development of extra-curricular activities to enhance the cultural experiences of learners by working in partnership with the Urdd and Menter Iaith Abertawe.

4.3 Dealing with the Welsh Speaking Public

Written and e-mail communication

- 4.3.1 The College will welcome letters and other communication e.g. electronic communication in Welsh and in English.
- 4.3.2 Correspondence with the public shall be in their preferred language. Where the preferred language of the recipient is not known the college will initiate bilingual correspondence.
- 4.3.3 Letters received in Welsh will receive a signed reply in Welsh.
- 4.3.4 The College will apply the same speed of response to both Welsh and English correspondence. Corresponding through the medium of Welsh will not itself lead to a delay.
- 4.3.5 The College will correspond in Welsh following a face-to-face or a telephone communication in Welsh.
- 4.3.6 Circular and standard letters to the public in Wales will be issued bilingually.
- 4.3.7 Staff will be made aware of College procedures for dealing with Welsh communication at staff briefings and for new staff at induction. Customer Care training for business support staff will incorporate Welsh communication.
- 4.3.8 All staff who use an electronic signature will be required to do so bilingually. Support will be made available for staff to achieve this during the life of this scheme. A footer explaining the opportunities for the public to communicate in Welsh will be added to all outgoing email communication.

Telephone communication

- 4.3.9 The College will welcome telephone calls in Welsh as well as English.
- 4.3.10 All front line staff will answer external calls with a bilingual greeting. All new front line staff will be supported in doing this as part of their induction.
- 4.3.11 Callers who wish to conduct a telephone conversation in Welsh will be transferred to a Welsh speaking officer. If the officer does not have the necessary specialist expertise relating to the subject of the call, he/she will have to arrange for an

appropriate specialist with the necessary language skills to return the call.

If a Welsh speaker is not available, the caller shall have the option of:

- Being transferred to another Welsh speaker who may not have the specialist expertise
- Have a Welsh speaker return their call
- Continuing the call in English
- Submitting their enquiry in writing through the medium of Welsh.

4.3.12 All College switchboard / voice mail will be bilingual.

Formal Public Events and Consultation Meetings

4.3.13 Contributions will be welcomed in either Welsh or English at public meetings organized by the College.

4.3.14 Notices, invitations and papers for such public events will encourage contributions through the medium of Welsh and ask those who are proposing to do so to notify the College beforehand.

4.3.15 From the responses received the College will assess whether the College needs to commission simultaneous translation services from an external agency. The College will endeavor to ensure that at least one member of staff with bilingual skills is present at every meeting.

4.3.16 If a participant wishes to speak in Welsh without having given prior notification to the College, a Welsh speaker will be commissioned at short notice, wherever possible, to provide consecutive translation.

Non-public meetings

4.3.17 Invitations to members of the public to attend a face-to-face meeting with College representatives will encourage contributions through the medium of Welsh. This includes invitations for interview for a College place or discussions concerning the progress of a learner.

4.3.18 From the response received and the Welsh language skills of the college representative to be involved in the meeting, a Welsh language college representative will be available with prior notice/request.

Other dealings with the public

4.3.19 As the College interacts with the public and other agencies increasingly through electronic means, the College will remain sensitive to the language preferences of the other participants.

4.4 The Public Face of the College

Corporate Identity

4.4.1 The public face and corporate identity of the College shall be fully bilingual.

4.4.2 The name and logo of the College shall be bilingual.

4.4.3 The College will ensure that its website is bilingual, with information given on how to contact the College in Welsh electronically. Pages and course databases describing individual courses taught solely through the medium of English may remain in English only, as will sections for the International Market.

Signage

4.4.4 The College shall use un-worded signs wherever possible in accordance with international standards.

4.4.5 All worded signs erected by the College or on its behalf shall be bilingual.

4.4.6 Wherever possible, the Welsh and English words shall appear together on the one sign with equal form and size.

4.4.7 Where it may be necessary to separate Welsh and English signs to be used, they will be equal in terms of size, form, legibility, shape and prominence.

Publishing and printing materials aimed at the public in Wales

4.4.8 All printed and publicity materials will promote the Welsh language and the bilingual ethos of the College. The College publishes a bilingual full time prospectus and a part-time prospectus. All advertisements for events in the college, eg, Open Evenings will be bilingual.

4.4.9 Official general correspondence and publications aimed at the general public in Wales shall be produced bilingually.

4.4.10 Where Welsh and English versions are published separately, they will be issued simultaneously, distributed together and be equally accessible. If a document is priced, then the price of each version will be the same.

Forms for external distribution and associated explanatory material

4.4.11 Forms for external distribution and associated explanatory material shall be produced bilingually, preferably within a single document.

4.4.12 Where separate forms are produced in English and Welsh, each will include a statement that a form is available in the other language.

- 4.4.13 Where Welsh and English versions are published separately, they will be issued simultaneously, distributed together and be equally accessible.

Press notices

- 4.4.14 Press releases will be sent out in accordance with the receptors language choice. Press releases sent to all schools, colleges and education establishments will be bilingual, regardless of the subject matter. Press releases on the College website will also be bilingual. Press releases in the Welsh language press will be issued bilingually or in Welsh only. Press releases in the non-Welsh medium press will be in English.

Advertising and publicity activities

Gower College Swansea will promote its bilingual ethos to learners and the general public through its advertising and publicity activities. The College will ensure that its printed publicity materials are bilingual and its website and any other form of electronic publicity will also be bilingual.

- 4.4.15 All forms of College advertising to appear only in Wales shall be bilingual. This applies to advertisements for students, staff and other College services.

- 4.4.16 All forms of College publicity, including displays, marketing campaigns and public surveys to appear only in Wales shall be bilingual. Whilst all publicity materials will be bilingual in one format, external banners used for publicity/advertising college events, eg Open Evenings will be in separate forms. The College will ensure that both the Welsh and English banners are displayed together and that they will be equal in terms of size, form, legibility, shape and prominence.

- 4.4.17 Advertisements and publicity to be placed in media that circulates throughout the UK (e.g. the Times Educational Supplement) will be in English only. Advertisements to be placed in Welsh language media shall be in Welsh or bilingually as appropriate.

- 4.4.18 Where members of the public respond to a bilingual advertisement requesting further information, this will be provided either bilingually or in the language of their response.

Official notices

- 4.4.19 Official and public notices shall appear in Wales with Welsh and English versions shown together, equal in terms of size, format, legibility and prominence.



5. The Development of Bilingual Communication Skills to Augment an English Medium Provision

- 5.1** The College plans its curriculum offer annually. During the life of this scheme, the Curriculum Planning Process will incorporate a review of current Welsh-medium and bilingual activities, with a view to expand bilingual opportunities over the period of the plan. At the start of each academic year there will be a Freshers Fayre launching the Welsh Club in partnership with the Urdd and Menter Iaith Abertawe.
- 5.1** The College also provides opportunities to develop Welsh Language Skills through Welsh conversation units, currently delivered to all Childcare and Health and Social Care learners, Welsh Language units as part of the Welsh Baccalaureate, Part-time Welsh for Adults provision at levels 1 and 2 (delivered as a third party provider for Swansea University) and various workshops in Performing Arts.
- 5.3** Bilingual tutorial provision and pastoral support is available in response to demand in a number of vocational pathways.
- 5.4** During the application process the College will identify those students who have come from the local Welsh-medium secondary schools and will offer them opportunities to undertake some of their studies bilingually or to continue using their Welsh language skills through -activities such as the Tutorial provision.
- 5.5** Several tutors delivering AS/A level subjects have developed a bilingual 'Glossary of Terms' to encourage Welsh speaking learners to continue to use their language.
- 5.6** All students will be made aware of the linguistic opportunities and support available to them during the induction period. They will also be encouraged to consider the benefits of having better developed Welsh language skills and an enhanced understanding of national and local cultures.
- 5.7** The College will promote bilingual communication skills amongst its learners and will offer either "Yr Iaith ar Waith" or other appropriate Welsh language units to accredit learning activity.
- 5.8** The planning process will incorporate an evaluation of existing accredited provision to ensure that learners have access to the most appropriate provision for their individual needs.
- 5.9** The College will look to expand the number of learners following vocational Welsh Language provision during the life of the Welsh Language Scheme.



6. The Development of Welsh-Medium or Bilingual Provision for Post-14 Learners

- 6.1** The College undertakes a comprehensive review of its curriculum annually. The process is overseen by the Vice Principal for Curriculum and Learners in order to ensure a consistent and strategic approach. The Deans of Faculty take the lead in managing an identified area of curriculum and work closely with their Learning Area Managers to review and plan curriculum as part of the annual planning cycle. This will include identifying opportunities to develop Welsh medium and bilingual curriculum delivery.
- 6.2** The Learning Area Managers work closely with their staff teams to develop the capacity and confidence of staff to introduce incidental Welsh into curriculum and tutorial activity.
- 6.3** The College has prioritised areas of provision such as Health and Care, and Childcare and will continue to monitor and prioritise activity through its strategic approach to curriculum planning. The process involves careful scrutiny of Welsh Government priorities, local skills needs analysis etc. to ensure that the College's curriculum offer is responsive.
- 6.4** The College currently delivers Welsh medium courses in Childcare at levels 2 and 3 and Hairdressing at level 1 for post-14 learners. The College delivers these courses in partnership with Ysgol Gyfun Gwŷr and BrynTawe. The Childcare courses are delivered on the school site with a member of staff from the College going out to the school. This approach is very well received by the school and provides an opportunity for the College to have further discussions with the schools to establish whether this approach can be extended into other vocational pathways.
- 6.5** The College currently provides partial bilingual delivery in the following vocational pathways: Hairdressing, Childcare, Health and Social Care and Catering. In addition, there are bilingual opportunities for learners studying Access to Law and ABE Numeracy. The College will look to extend the take-up of this activity at all levels of provision.
- 6.6** The College offers tutorial provision through the medium of Welsh and currently has at least one Welsh Language Tutorial Group each year in response to demand from learners.
- 6.7** A Mentoring and Coaching qualification through the medium of Welsh is also available to learners as part of our Peer Mentoring Scheme. Learners on this programme are then able to respond to any demand from learners for mentoring through the medium of Welsh.
- 6.8** There are also opportunities for assessment through the medium of Welsh in the following areas: Hairdressing, Catering, Childcare and Health and Care.
- 6.9** Welsh speaking Childcare learners are able to undertake the work placement element of their course in a Welsh Nursery and are supported by a Welsh speaking Work Placement Officer.
- 6.10** The Wales Employment and Skills Board identified the following priority areas for Welsh medium education and training:
- Childcare/Early Years
 - Agriculture/Land Based Studies
 - Tourism and Leisure
 - Adult Care
 - Business Administration and IT
 - Media Studies/Performing Arts
- The College has already developed a range of bilingual opportunities in Childcare, Early Years and Performing Arts along with some business administration generic skills such as communication. The College will build on this activity and extend opportunities within pathways already identified as well as developing opportunities in new pathways.
- 6.11** The Deans of Faculty have been made aware of these priorities and will take them into consideration during the curriculum planning cycle.
- 6.12** The College has appointed a 14–19 School Link Curriculum Manager who has responsibility for liaising with all the secondary schools in the City and County of Swansea. The key focus for this role is to develop collaborative opportunities for learners at 14+. The manager has developed close working relationships with the two Welsh medium schools.

7. Timetable and Action Plan

- 7.1** The first Welsh Language Scheme for Gower College Swansea will cover a period of three years from the academic year starting after the date of approval from the Welsh Language Commissioner.
- 7.2** The accompanying Action Plan is based on Colegau Cymru's National Strategy on Bilingualism. This Action Plan gives the College a clear means of measuring progress in implementing our own Welsh Language Scheme.
- 7.3** Progress against the Action Plan will be monitored on a regular basis by the Welsh Language Steering Group and annual reports will be provided to the Corporation Board.

