

Llais' Welsh Language Standards Annual Report for 2024-2025

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Foreword

At Llais, we believe that language is more than just a means of communication it's a reflection of identity, culture, and belonging. So we are pleased to publish our first Welsh Language Standards Annual Report, and we do so with pride in the progress we've made and a clear-eyed view of where we can do better.

This report looks at our progress between 1 April 2024 and 31 March 2025 against our [compliance notice](#), in line with the Welsh Language (Wales) Measure 2011 and The Welsh Language Standards (No.7) Regulations 2018.

This report marks a significant milestone in our commitment to embedding the Welsh language into the heart of our organisation and forms part of our Strategic Equality Plan 2024–2028 that helps shape how we continue to improve our ways of working and resources to enhance service delivery. This aligns with '1 the 'Code of Practice for the Welsh Language Standards (No. 7) Regulations 2018'.

Over the past year, we've taken meaningful steps to ensure that Welsh is not just present in our work, but prioritised: from the way we communicate with the public, to how we support our staff and volunteers, to the policies and systems that shape our services.

We know that change doesn't happen overnight. It takes listening, learning, and a willingness to challenge ourselves. Through two self-assessments, we've reflected on what's working well and where we need to grow. We've heard from our people, our partners, and communities, and their voices have guided us.

But this is just the beginning.

In the year ahead, we will build on this foundation with renewed energy and ambition. We will expand our learning offer, strengthen our relationships with Welsh-speaking communities, and continue to champion a 'Welsh language first' mindset across everything we do. We will do this not because we have to, but because we believe in the power of language to connect, include, and empower.

Together, we are working towards a Wales where the Welsh language thrives, not just in policy, but in practice; not just in words, but in action.

Grŵp Gweithgor Iaith Gymraeg, Llais

Who we are

We are Llais (it means "voice" in Welsh).

We are a Welsh Government sponsored public body. This means we get our funding from the Welsh Government to give the people of Wales a stronger voice in their health and social care services.

We represent your views on health and social care in Wales making sure that we listen, working with NHS bodies, Welsh Local Authorities and others to shape and improve services for everyone.

We have a national team and 7 regional teams that gather your views and experiences. They cover:

- Cardiff and the Vale of Glamorgan

- Cwm Taf Morgannwg
- Gwent
- Neath, Port Talbot and Swansea
- North Wales
- Powys
- West Wales.

Whilst Welsh language is overseen by our Strategic Director of Organisational Strategy and Engagement, our Board and senior leadership team at Llais have the responsibility for making sure equity, diversity and inclusion is at the heart of everything we do, this includes the Welsh language.

Our compliance with the standards is regularly monitored by our Audit, and Risk Assurance Committee. The Welsh language is championed through our internal staff and volunteer networks, supported by our Head of Equity, Diversity, Inclusion and Wellbeing.

Service delivery standards

This section details our compliance with standards 1–63.

Written correspondence (1–7)

At Llais we use headed paper with bilingual wording. Welsh can be seen first or at the same time as English. We have bilingual email signatures which display Welsh first and encourage people to communicate with us in Welsh. Staff who can communicate in Welsh use a 'Hapus i siarad Cymraeg' badge in their email signature.

All staff have access to Cysgliad which has two programmes, Cysill and Cysgeir, a Welsh grammar and spell checker and collection of dictionaries.

We are currently making changes to our Customer Relationship Management (CRM) system to ensure staff in different regions can access the language preferences of our clients across Wales, where required.

A delay in procuring a developer has meant this could not be fixed as soon as we had liked. In the meantime, where staff handle cases across regions, language preferences are shared between them to ensure compliance.

Telephone communication (8–20)

All calls to our main telephone line are answered either in Welsh for our Welsh language service or with bilingual greetings for our English language service.

We do not have any key performance indicators for our telephone calls.

When our compliance notice was issued, we could not monitor how many calls we received in Welsh. This was due to time limits on storing information with our telephone provider. We have recently changed our provider; and we can now monitor the number of Welsh language calls we are receiving. We will provide more information in next year's report.

Meetings and events (21–33)

For online meetings, all staff have a bilingual standardised Llais background that are always applied. We have 2 additional backgrounds

for Llais staff who can speak Welsh which state 'Hapus i siarad Cymraeg' in addition to the bilingual messaging.

We have issued further guidance on translation services, including the Welsh language, in the last 12 months. This sets out clear processes and timelines all staff need to follow when arranging meetings and events.

Welsh language considerations like invitations, providing in-person or online simultaneous translation etc., are included in our Integrated Impact Assessment events checklist which forms part of our engagement toolkit.

Producing materials and publishing documents (34–38)

Any materials or published documents we produce are available in both Welsh and English.

We are continuing our conversations with the Welsh Language Commissioner around how we can implement standard 34 in relation to our video content 'Any material that you produce and display in public must be displayed in Welsh, and you must not treat the Welsh language less favourably than the English.'

This is to make sure we can represent people's voices equitably in both Welsh and English in a way that reflects how different parts of people can impact their experiences e.g., ethnicity, language, gender, sex and orientation.

<Highlight> One staff member said, "whilst we aren't at 100% yet, there has been a positive shift in Llais towards 'Welsh language first thinking.' We make sure as a public body that we always produce our materials bilingually, something that isn't always consistent across the sector."

Website, social media and apps (35–46)

Our website is available in both Welsh and English and we are considering different ways of incorporating more Welsh into our English site as part of our website redesign. We produce and publish details of our public Board meetings, including our public Board papers in Welsh and English. We have no Llais apps.

We have bilingual channels on LinkedIn, TikTok and YouTube, and post in Welsh and English separately on those accounts. On Facebook we have 8 Welsh and 8 English channels. These cover our national team and 7 regional teams across Wales.

<Infographic> Our bilingual channels on LinkedIn, TikTok and YouTube have grown by 7.28% over the past year.

<Infographic> We gained 300 new followers across our Welsh social media channels in the last year, which is a 32.9% increase.

Though there has been 8% less growth on our Welsh channels compared to our English ones, we are encouraged to see people are engaging in our content through the medium of Welsh and we want this to grow over time.

Unfortunately, many of the interactions we have had on our social media channels relating to the Welsh language have sadly been negative. The most common challenges we have are people questioning why we use a Welsh name when many people do not speak Welsh, and some people would prefer that we only have bilingual channels which do not separate the two languages.

Due to different levels of engagement, feedback and reach on our posts we are considering changing our social media channels to be bilingual across our platforms, reducing the number of accounts we have. We know this may be more challenging for some people, like those who use screen readers, and that we may lose valuable insight into our Welsh speaking audience.

We need to consult with the people this would affect most before we make that decision. We will provide an update on this in next year's report.

We took part in Defnyddia dy Gymraeg (Use your Welsh) between November and December 2024 to encourage people to contact us in Welsh in the way that works best for them and to use Welsh more widely in the communities in which they live.

Signage (47–49)

All signage in our buildings is bilingual with Welsh being able to be seen first. As part of both self-assessments, we checked this as we have had some staff and building changes over the last 12 months. This was also considered as part of the Integrated Impact Assessments on the proposed site moves for several of our offices, before moving to the new buildings in March 2025.

Reception services (50–53)

Before March 2025 we had limited reception services within Llais.

Several offices moved location in March 2025. 3 of these have reception services provided by the owners of the buildings. All 3 are

bilingual and compliant with the standards. This was thought about as part of our Integrated Impact Assessments before relocating.

Contracts (57–59)

We publish all invitations to tender for a contract in both Welsh and English and we welcome responses in both Welsh and English.

Welsh language service and corporate identity (60–62)

Our name 'Llais' is Welsh with our logo displaying our message bilingually, with Welsh being able to be read first.

Courses offered by Llais (63)

Llais currently offers no educational courses, were we to offer an educational course we would likely not meet the requirement for this standard as listed under the exceptions in the ['Code of Practice for the Welsh Language Standards \(No. 7\) Regulations 2018'](#) guidance.

All e-learning modules on our Electronic Staff Record (ESR) system are available in Welsh and English. Any future modules we may develop internally will be available in both Welsh and English.

Policy making standards

This section details our compliance with standards 69–77.

Policies (69–71)

All new policies must have an Integrated Impact Assessment which includes consideration of the Welsh language. When policies are reviewed, we make sure the assessments are updated or where more than 4 years have passed a new one is completed.

The Welsh Language Commissioner recently recommended organisations consider a separate impact assessment for the Welsh language.

While we recognise the reasons for this, we have made the decision to keep Welsh language as part of our Integrated Impact Assessments to make sure it can be considered as part of an intersectional approach when developing or reviewing a policy.

In recognition of the recommendation, as part of our continued work on embedding impact assessments into our day-to-day work, the detailed guidance we are producing as part of our toolkit has been updated to make sure the Welsh language is considered comprehensively, in line with the specific duties that sit outside of the Equality Act 2010.

It should be noted when we refer to policies it is in the broad sense and can cover a wide range of activities and actions that may affect people, beyond workplace policies.

As well as the 9-protected characteristics and the Welsh language, our impact assessments include our duties to consider the inequities resulting from socio-economic disadvantage, health inequities, digital inclusion, carers, rurality, and our responsibilities under the Well-being of Future Generations (Wales) Act 2015.

Consultations and research (72-77)

When we speak to the people of Wales about their experiences of health and social care through things like our public engagement at events and public fora, we make sure people can feed back in the language of their choice. This is in line with standards 21-46.

<Highlight> In 2024–2025 we did a piece of work in partnership with Mwn na Geiriau, targeting events where we could talk with Welsh speakers as part of our 'National Conversation'. We asked people to tell us about their experiences of health and social care and the use of the Welsh language and how we could all better support the sector.

This included a survey and hosting a panel discussion at the Eisteddfod with partners including the Welsh Language Commissioner and the Chief Executive of the National Centre for Learning Welsh. The key themes we heard about were around inclusion, inconsistent provision of services, well-being and isolation.

We made sure what we heard was reported back to Mwn na Geiriau and the Welsh Language Commissioner. We will be meeting with the Welsh Language Commissioner's office soon to talk more about work they are doing with health and social care providers.

We also made sure our own staff and volunteers were aware of how much of an impact accessing services in the language of your choice can have on people, a reminder of how important it is to think about when we are carrying out our own work.

Before commissioning research and inviting people to tender for our research contracts, we make clear the research must be carried out bilingually. This includes verbal and written translation for any focus groups or materials produced e.g., questionnaires. The final report or position statement relating to a piece of research is produced by Llais and published in both Welsh and English.

When we publish our position statements or responses to consultations commissioned by other organisations e.g., Welsh Government, Equality

and Human Rights Commission etc., we do this in both Welsh and English, internally and externally.

Operational standards

This section covers our compliance with standards 79–105 and 111–113.

Promoting the Welsh language (79)

We have a Welsh language policy, which sets out the roles and responsibilities at each level within Llais relating to the Welsh language and the policy principles we use to underpin our Welsh language offer.

We have recognised our policy needs to be updated to reflect who we are now as a growing organisation. In 2025–2026 we will consult with our staff and volunteers for their views on any changes we should make to the policy alongside our Grŵp Gweithgor Iaith Gymraeg.

As referenced in 'Service delivery standards' all staff who can speak Welsh are encouraged to display the 'Hapus i siarad Cymraeg' logo in their email signatures and corresponding backgrounds for online meetings.

Staff who work in public sector buildings can choose lanyards that identify they are happy to communicate in Welsh. We also have lanyards with the Iaith Gwaith logo for our people in other offices.

For more information on Welsh speaking staff, please refer to 'Operational standards' in this report.

Internal processes and procedures (80–88)

Any internal forms or documents relating to standard 81 are available and offered to employees in Welsh and English. We recognise we have less direct control over recorded absences and authorised annual leave forms as these are held on our Electronic Staff Record (ESR) system.

This system is a shared service provided through the NHS, who are responsible for updating it in line with their own Compliance Notice.

The online portal can be viewed in Welsh and recorded absences and leave requests appear in Welsh with the relevant language option being selected. We are satisfied this meets the standards, however, should we identify anything that does not, we would feed this back and work with them to address the issue.

Existing policies relating to standard 82 are all available in Welsh. Any new policies we develop, whether they relate to policies outlined in this standard or not will be available in both Welsh and English.

Our 'Respect and Resolution' policy, available in Welsh and English, sets out how an employee can make a complaint or raise an issue in Welsh and/or may respond in Welsh to any allegations made against them, including any meetings or discussions relating to outcomes. It makes clear that any employee should be made aware of this at the beginning of any proceedings.

Welsh language software (89)

We provide Cysgliad to all our staff. As part of our self-assessment, we were made aware that some of our staff were not sure how to access this software.

We produced a guide to help our staff access and use the software, a visible link to the software is now available on our Welsh language intranet page and a demonstration of where to find the links and how to install the software was provided at a Llais wide meeting which was recorded for anyone who was unable to attend.

Llais Intranet (90-96)

All elements and pages of our intranet site are available in Welsh and English.

As part of our self-assessment, we identified that some of our staff were still unsure how to switch between Welsh and English on the site. We have reissued guidance on our 'news' intranet page, it appears on the 'home' page of the site, so people know how to access the intranet in the language of their choice.

We have a process in place to ensure Welsh and English pages are updated simultaneously when changes are made to the intranet site. All pages on the site have a specific administrator and they are prompted to review files and pages at regular intervals.

When changes are made to English pages it triggers an email to our translation mailbox notifying them the Welsh pages needed updating, providing further assurance.

Our dedicated Welsh language intranet page has links to interactive resources like sessions from the Welsh Language Commissioner, free Welsh learning resources and information on how people can get involved with our Grŵp Gweithgor Iaith Gymraeg.

Internal training (97–98)

Currently, each region is responsible for induction of new employees. Anyone who would prefer their induction via the medium of Welsh would be allocated a Welsh speaking member of staff in that region. Where one was not available, we would request a Welsh speaking member of staff from a different region.

On the occasion neither of those things were available we would provide a translator to ensure this could be delivered in the language of choice.

Any mandatory training for induction is delivered through a shared NHS learning platform and is available in Welsh.

Our induction programme is currently under review. We are looking at ways we can be more consistent across the whole of Llais to influence our culture. As part of this review, we are considering different ways we can promote the Welsh language, including additional actions to make sure new starters know where to find information, support, learning and how to get involved in our networks.

Our Welsh language learning 2024–2025 (99–103)

Welsh language forms part of our approach to skills development, and staff are encouraged to build their skills. We know we have more work to do to consistently promote and encourage skills development across our organisation.

We also need to do more to keep track of the difference this makes, for example through our personal performance appraisal and development arrangements, so that our arrangements further support the growth and development of our staff and our organisation.

Staff are encouraged to identify the appropriate learning for them either by using links on our Welsh language intranet page or their own preferred resource, they then raise this request with their line manager, and our workforce team approve the request.

At our 6-month check in, we asked our staff to let us know if they were currently learning Welsh. We asked them to tell us how they were learning and if they were not whether they would like to learn more about what we could offer.

We also asked those who were able to speak Welsh, whether they feel comfortable using Welsh as part of their role, to help us to identify any further training needs. The 6-month check identified that:

- **Around 8% of our staff** are currently learning Welsh, either through an app or online.
- **Around 34% of our staff** who cannot speak, read or write in Welsh were interested in learning or hearing more about what we could offer to improve their Welsh language skills.
- **Confidence was the biggest barrier** to people feeling comfortable using Welsh as part of their role, mainly from those who were at entry or foundation level.
Some staff felt they needed more help with grammar or when using medical terminology. Our people have also told us they are worried about getting any of the language wrong due to previous experiences where they have been criticised in a non-constructive way. <Infographic>

In the last year, only 1 member of staff has taken up our offer of learning Welsh. This figure is lower than we would have hoped. Whilst we can see

that some of our staff have chosen to pursue their own learning outside of Llais, this tells us we need to do more to promote and support our learning offer. This will form part of our Learning and Development review.

<Highlight> One of our learners told us "I haven't really had the opportunity to use much of the Welsh I learnt in school, or the time around family and work to commit to more in-depth learning. Working in a team with several fluent Welsh speakers has helped me to remember and build on my knowledge of the language so much. My colleagues are really supportive and don't make fun when I have a go at using my Welsh – which has happened in other organisations I've worked in and was really off-putting!"

In October, we celebrated S'Mae Day by sharing 'Dysgy Cymraeg Gyda Llais' with our staff, a document with some basic phrases, counting, questions and answers to encourage people to increase their use of basic Welsh in the organisation. We also encouraged staff to share their favourite Welsh word. We plan to continue to build on this document, encouraging engagement and updating it to grow with us as an organisation.

Welsh speaking staff (104–105)

As referenced in 'Service delivery standards' all staff who can speak Welsh are encouraged to display our 'Hapus i siarad Cymraeg' message in their email signatures and use the Welsh language specific backgrounds for online meetings.

All email templates are bilingual with the Welsh language version of contact details in the email message appearing first. We have a

standardised out of office message which is displayed by staff, with the Welsh message appearing above the English message.

We have Iaith Gwaith lanyards available for staff at engagement events and after feedback from our staff we are in the process of procuring new lanyards which incorporate the Iaith Gwaith logo and the Llais logo to reduce the number of lanyards people need to wear.

Record keeping standards

This section details our compliance with standards 106–109 and 115 to 121.

Filling new posts and vacancies (106–109 and 117)

The table below shows how many new and vacant posts Llais has advertised between 1 April 2024 and 31 March 2025 and how many of those posts were categorised as Welsh essential, desirable or needs to be learnt.

Total number of posts	Number of Welsh essential posts	Number of Welsh desirable posts	Number of Welsh needs to be learnt posts
13	0	13	0

Of the 13 posts that we filled, 6 of the successful candidates are Welsh speakers between levels 1 to 5 and have taken up positions across the organisation including in our complaints advocacy service, corporate services and our insights and engagement team.

Historically, most of our Welsh essential posts were advertised in our North Wales region due to the volumes of Welsh speaking people living in those communities. None of the posts we advertised in the reporting period were for any roles in that region.

Over the last 12 months through different recruitment activities, our self-assessments and speaking with a range of partners, we know we need to review our approach to categorising our posts when recruiting. This is especially important in regions or departments where we do not have as many Welsh speakers as we would like, and where this may impact on our service delivery.

As part of our work in 2025–2026 we want to identify which of the '10 good practices' set out in the [Good Practice Toolkit](#) would be most helpful to us when we are recruiting and to embed these in our processes.

Some of these practices, like using the Welsh language in advertising and clearly communicating what language skills are required for our posts we already do. However, we recognise we could, and should, do more to demonstrate what we can offer so we attract people with varying levels of Welsh to Llais and retain the talents, skills and expertise of the people who are already a part of our organisation.

Welsh language complaints (115)

Between 1 April 2024 and 31 March 2025 we did not receive any complaints relating to our compliance with the Welsh Language Standards.

If we receive a complaint, we handle it in line with our [complaints procedure](#). This makes clear how we will deal with complaints and where people can go if they are not happy with how we have handled their complaint e.g., the Welsh Language Commissioner.

Between 1 April 2024 and 31 March 2025, 245* people accessed our complaints advocacy service using the Welsh language.

*Our Customer Relationship Management system, which keeps track of our complaints advocacy activities as well as our wider activities is still a developing system. We are getting better at using it every day, have made changes since it was first implemented and are continuing to develop it further.

We know we still have more work to do to make sure we record all our activities quickly and accurately. We will be refining our recording and reporting mechanisms this year and will provide an update in our 2025–2026 report.

Our Welsh language skills (116 and 120)

We ask employees across all regions and departments to self-assess their Welsh language skills once per year. For reporting purposes, each region and department update this information on our Customer Records Management system. Employees also have the option of updating the Electronic Staff Record system at any time throughout the year.

The data below shows that around 85% of staff have provided us with their Welsh language skills.

Welsh Skill Level	Number of Employees	%
0-No Skills/ Dim Sgilliau	50	46.7%
1-Entry/Mynediad	16	15%
2-Foundation/Sylfaen	3	2.8%
3-Intermediate/Canolradd	4	3.7%
4-Higher/Uwch	4	3.7%
5-Proficiency/Hyfedredd	14	13.1%
Not disclosed	16	15%
Total	107	100 %

At our 12-month self-assessment, around 19% of our staff who have Welsh language skills levels 1-5 were not confident using them in their role, many of which were entry or foundation level speakers.

<Highlight > One entry level learner said "learning even the basics of Welsh has been a positive experience, not just the language skills I've gained but also the support from other people in my team and our internal network. It can be scary to make mistakes but being encouraged has helped me to feel included and I hope we can get to a place where this is felt across the whole of Llais."

This tells us that good practice is happening in the organisation, but we need to do more to increase confidence and empower people to use their skills at any level within the organisation.

What we want to do in 2025–2026

Our ambition as a people-centred organisation is to continue to work together with others to go beyond the duties outlined in this report and to embed our 'Welsh language first thinking.'

In 2025–2026 as part of our Welsh Language Action Plan we want to:

- **Champion the Welsh language** by ensuring our intranet page grows with our organisation, providing interactive resources, videos and guidance to embed Welsh into our culture.
- **Dedicate space to the Welsh language** in our Y Gair newsletter to celebrate stories, voices and achievements.
- **Expand our 'Dysgu Gymraeg Gyda Llais'** offering everyday Welsh words and phrases tailored to us, helping everyone to feel confident and empowered to use Welsh in meaningful ways.
- **Transform the way we write our policies and reports** to make sure they are clear, inclusive and accessible to all.
- **Review our Welsh language offer** by listening to our staff, understanding their needs and inviting more people to engage in Welsh in ways that feel authentic.
- **Strengthen our relationships with Welsh-speaking communities** to ensure our services are relevant and people can access our services in ways that work for them.
- **Grow as an organisation** so we can recruit and retain people from diverse backgrounds who can speak varying levels of Welsh, raising their confidence to use Welsh proudly in their daily work.

Future monitoring and reporting

Our compliance with the standards will be checked by our Executive Team, Audit, Risk and Assurance Committee and our Board through regular updates.

Each region and department are responsible for monitoring their compliance with oversight from the Head of EDI and the Strategic Director of Organisational Strategy and Engagement. We will continue to use our Integrated Impact Assessments for quality assurance, good practice and identifying any areas of improvement.

We will publish a report against the Welsh Language Standards every year and may also publish further information about specific actions relating to the Welsh language and inclusion in our Annual Equality Monitoring Report.

Contact us

If you would like to give us feedback on this report or wish to receive this information in an alternative format or language, please contact us on the details below.

We welcome telephone calls in Welsh. If you write to us in Welsh, we will answer in Welsh. This will not lead to a delay in responding to your correspondence.

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