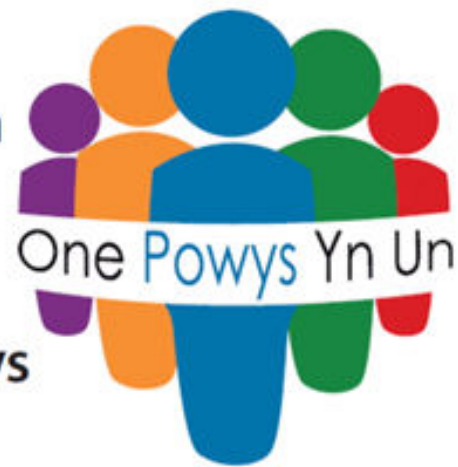




PAVO

Powys Association of Voluntary Organisations
Cymdeithas Mudiadau Gwirfoddol Powys

Bwrdd Partneriaeth
Ranbarthol
Iechyd a Gofal
Cymdeithasol Powys



Powys Health and
Social Care
Regional
Partnership Board



Active Offer Launch Event Report - 02/10/2019

"The Active Offer is providing a service in Welsh without someone having to ask for it."

Making an Active Offer means not making assumptions that all Welsh speakers speak English anyway. The Active Offer project works with organisations in supporting them to deliver Welsh language services for the service users who need / choose to have their services in Welsh.

The event acted as an official launch to present the tools and resources that have been developed to support organisations on how to get started in delivering an Active Offer.

All attendees were given a pack at the beginning of the event that included resources that have been developed for this project in consultation with the sector:



Aled Roberts, Welsh language Commissioner.

"Ensuring that peoples language rights in the public sector are respected, but more importantly to promote and support using Welsh. Ultimately, use is what makes a communal and living language."

Aled remembers that speaking Welsh often did not appear cool in the area where he grew up. There is even now a reluctance amongst some within the Welsh speaking community to use Welsh where services are not readily available and this can endanger the language's future.

There are pressures on the third sector and the Commissioner's office are anxious to support the greater use of Welsh within the sector. It's important that you make the decision to commit to the Active Offer as an organisation and realise yourselves how much of a difference it can make to Welsh speakers lives.



Dylan Owen, Head of Commissioning for Powys County Council

"When a first language Welsh speaker is speaking Welsh, he or she feels their world is in colour, while if they were to receive a service in English, their world would feels black and white."

Dylan shared with us some personal experiences that he had found difficult regarding accessing services through the Welsh language.

As for the councils work with the Active Offer, Dylan explained that the recruiting policy for PCC has changed. Welsh language skills are now essential for all posts, but based on a skills range of 1-5.

In any interaction, the council asks; What is your first language? What language do you speak?

All staff are required to undergo a ten hour course raise so their understanding of Welsh is at level 2.



Kathryn Cobley, Services Improvement Manager for Welsh Language, Powys Teaching Health Board

"We're all working towards improving people's lives here in Powys, so we need to focus what that entails. Putting the patients first. We need to be proactive instead of reactive."

According to Kathryn Cobley, PTHB are moving in the right direction to implement the Active Offer. More than Just Words is being used as guidelines to support staff in delivering bilingual services. Some of the crucial steps the Health Board are taking to deliver Welsh language services are knowing a person's language preference beforehand and using Welsh speaking staff to offer comfort and support to patients and service users during clinical consultations.

Kathryn was of the opinion that it's vital that we attempt to change the attitude 'they all speak English anyway' which could be detrimental to the health and well-being of Welsh speaking service users. The Healthcare setting must provide care and treatment in a person's preferred language.



Gwern ap Gwyn, Welsh Language Development Officer, PAVO

"Your efforts to deliver Welsh language services won't go unnoticed. You are contributing by improving the lives of individuals within the community that live and be in Welsh, by choice or necessity."

Two videos were shown at the beginning of the presentation. These videos were created to highlight the need for Welsh language services:

<https://www.youtube.com/watch?v=FTY1ngxZIrY&feature=youtu.be>

https://youtu.be/I_Yn1ZG0GwA

Gwern's presentation broke down the work that he's been doing with the sector regarding the Active Offer Project and resources he's been creating to support organisations in Powys to improve their delivery of Welsh language services. Each resource within the pack was covered in detail to give the attendees more information on how to use the toolkit supplied at the beginning of the conference.





"25% of Powys have some knowledge of Welsh with 18% speaking Welsh fluently."

Workshop Discussion:

'What steps do you think you could implement to deliver the Active Offer within your services as an organisation?'

The attendees were split into groups with a facilitator leading the discussion. Facilitators then fed back the groups findings in one concise observation back to the room.

Below are some comments and points made at each table.

"To prioritise Welsh language skills in recruiting and increase awareness of the Welsh Language 1-5 skill level and offer staff, volunteers and employees more opportunities to use Welsh."

"Taking stock as an organisation and understanding your ability to follow through correctly with enquiries and Welsh language services."

"Iaith Gwaith orange badges and lanyards are vital, especially for public events."

"Laying the foundations for the website and any phone services to be bilingual as the first point of contact is vital."

"A Welsh language audit within their organisation to find out who speaks Welsh as some may not have the confidence to identify as a Welsh speaker. "

"It's beneficial to be able to identify who to go to, when support regarding immediate issues is needed."

"Revitalising staffs interest in learning Welsh through getting through things together as a team."

"Self-assessing and looking at our capacity to deliver – and then working from that baseline implement Welsh courses and small visible signs to increase the use of the Welsh language internally."

"Assume that Welsh speakers aren't always happy to converse in English and teach staff to be mindful of this observation whilst dealing with service users and in their everyday work."

100% of attendee responses stated that overall, the event met their needs and was successful in giving them more information about the Active Offer.



37% of attendees deemed the event as Excellent.



63% of attendees deemed the event as Very Good.

Attendee feedback from the event:

"There was lots of information and great simple ideas to encourage small steps which will lead to big improvements."

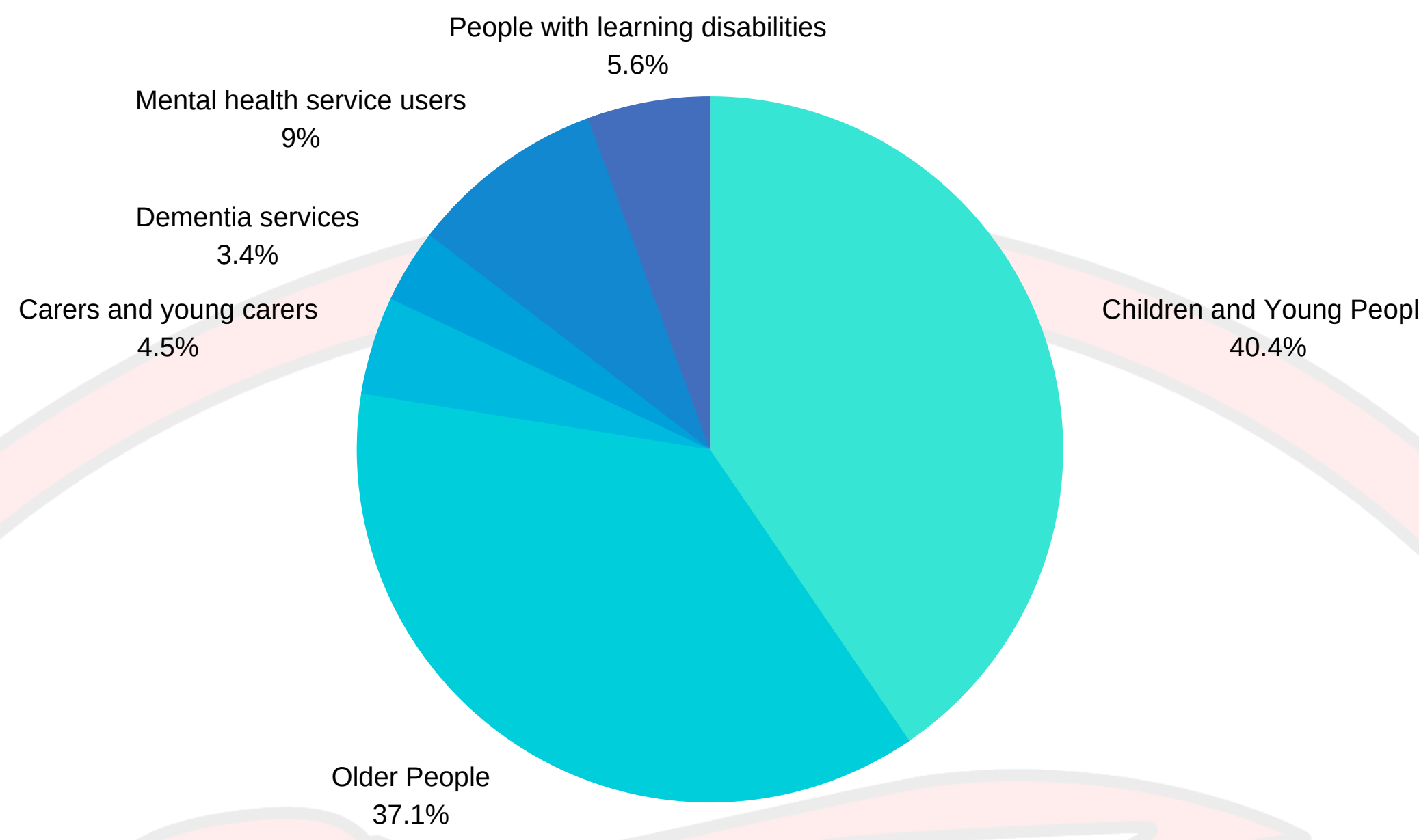
"Some good ideas for small steps. Was useful hearing about personal experiences."

"So important to remind ourselves of how important it is."

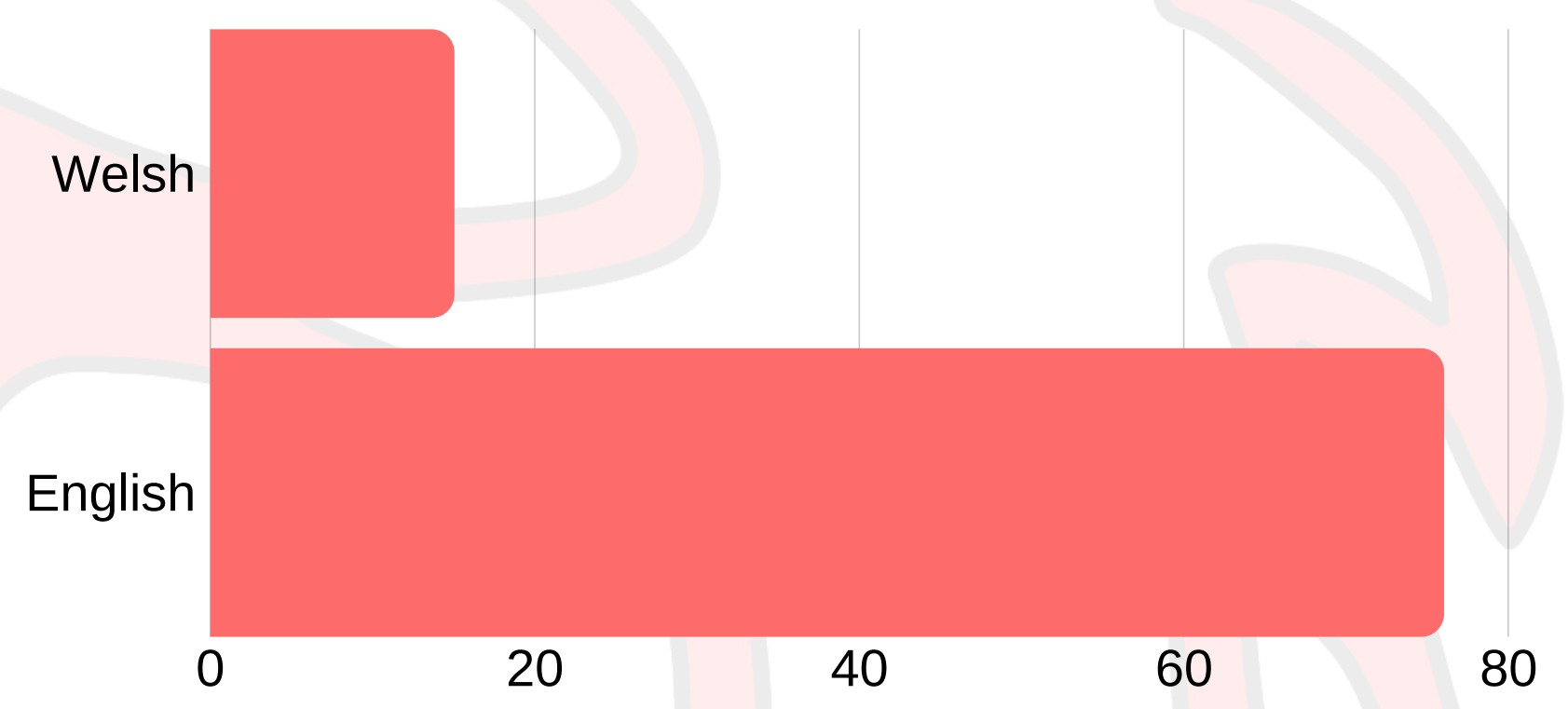
"The whole conference was very good - all was useful."

"The resources - they are amazing!"

Attendees were asked to confirm what category their respective organisations mainly work with:



Attendees had been asked to confirm their language preference when contributing to the event on the online booking form that was sent out before the launch:



The Next Steps:

The event was successful in increasing awareness of the Active Offer and peaking organisations interest in what it means to deliver it. Now its time to act on the momentum that this launch has achieved.

PAVOs Welsh Language Development Officer Gwern ap Gwyn will be working closely with organisations across Powys to help them along with their Active Offer journey by providing direct support and information.

Through continued cooperation and engagement, Gwern can develop new tools and resources through close consultation with the sector to add to the existing toolkit.

We look forward to working with you on this exciting project.

