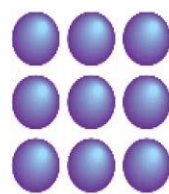


Professional Standards Authority for Health and Social Care*: Welsh Language Scheme 2009 – 2011

The Scheme was agreed by Council on 19 March 2009 and received the approval of the Welsh Language Board (Bwrdd yr Iaith Gymraeg) under section 14 (1) of the 1993 Welsh Language Act on 23 November 2009.

*This scheme was approved in 2009 when the Professional Standards Authority was known as the Council for Healthcare Regulatory Excellence (CHRE) and prior to the 2012 Act when the change to Professional Standards Authority was made.

BWRDD YR IAITH
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Statement

- Our Scheme meets our statutory requirements according to the Welsh Language Act 1993. We have adopted the principle that in conducting business with patients and the public in Wales, we will treat Welsh and English languages on the basis that they are equal
- We are a London-based organisation with a UK-wide remit. We have appointed a member from Wales on our Council to represent the interests of patients and the public in Wales
- We do not have the resources for an office in Wales but will promote the requirements of the Welsh Language Act when we work directly with patients and the public in Wales. In drawing up the measures set out in our Scheme, we have taken account of what is appropriate in the circumstances and what is reasonably practical
- While ultimate responsibility for the provision of services in Welsh rests with our Head of Policy Research and External Relations, our Public Affairs Manager will oversee the day-to-day implementation of the Scheme
- Any further amendments to this Scheme can only be made with the approval of Council and in consultation with the Welsh Language Board (Bwrdd yr Iaith Gymraeg).

Introduction

We are an independent body, accountable to Parliament. Our primary purpose is to promote the health, safety and well-being of patients and other members of the public. The Welsh Language Scheme is an important element of promoting and protecting the health of patients and the public in Wales and is associated with our communications plan 2009 2011.

We scrutinise and oversee the nine health professions regulators.¹ We work with the regulators to identify and promote good practice in

We oversee nine health professions regulators: General Chiropractic Council (GCC), which regulates chiropractors; General Dental Council (GDC), which regulates dentists and other dental professionals; General Medical Council (GMC), which regulates doctors; General Optical Council (GOC), which regulates dispensing opticians and optometrists; General Osteopathic Council (GOsC), which regulates osteopaths; Health Professions Council (HPC), which regulates the members of 13 health professions such as chiropodists, occupational therapists, dieticians and physiotherapists; Nursing and Midwifery Council (NMC), which regulates nurses and midwives; Pharmaceutical Society of Northern Ireland (PSNI), which regulates pharmacists in Northern Ireland; Royal Pharmaceutical Society of Great Britain (RPSGB), which regulates pharmacists in England, Wales and Scotland.

regulation, carry out research, develop policy and give advice on good practise in regulation.

The purpose of the nine regulators is to protect and promote the safety of patients. They do this by holding a register of those who meet the standards of behaviour, education and ethics set out by the regulatory bodies. They deal with concerns about professionals who fail to meet these standards and can remove professionals from the register, preventing them from practising if they consider this to be in the best interests of public safety.

We consult with the UK government and governments in Wales, Scotland and Northern Ireland on the development of guidelines for the sector. In addition, we keep abreast of international policies affecting health regulation in the UK, particularly developments in the Europe Union. We work with colleagues in the UK and abroad, ensuring that we are aware of developments in the various countries, and to strengthen relationships with all partners.

Involving patients and the public in our work

Our purpose is to serve patients and the public by promoting their health, safety and well-being. To do this we listen to the views and concerns of patients and the public, considering them when we develop our work. We held two public and patient consultation meetings in 2007 and in March 2008.

We will publish information leaflets, documents or consultations targeted at patients and the public in Welsh on the Welsh page of our website www.chre.org.uk which will be launched on the same date as our Welsh Language Scheme.

We will adopt a navigation button entitled “Cymru” on the homepage of our website, directing patients and the public to our Welsh page. We will communicate with Welsh speakers who are patients and public through:

- patient and public leaflets
- other documents and reports intended for patients and the public
 - national public consultations
 - key summaries arising from public consultations
 - final proposals that have been developed as a result of public consultations.

The above documents will be navigated to on www.chre.org.uk through the “Cymru” link on our website.

Further information on the Welsh Language Scheme can be obtained from Rachael de Souza, Public Affairs Manager, Council for Healthcare Regulatory Excellence, 11 Strand, London, WC2N 5HR.

Service and planning delivery

- **new policies and initiatives:**

- as part of any proposal for a new policy, an assessment will be made of the likely impact of new proposed initiatives on the Welsh Language Scheme. The ability of others to provide services in Welsh will be undertaken as part of our regular work practices
- we will deliver training to staff and managers involved in developing our policies. They will be made aware of the Welsh Language Scheme and our responsibilities under the Welsh Language Act 1993. Our training programme will familiarise them with implementation, reporting and evaluation plans for the Scheme
- we recognise the culture and linguistic needs of Welsh speakers and aim to fulfil our legal obligation for Welsh language translations when working with patients and the public in Wales
- we will regularly seek feedback from our partners in the Welsh Assembly Government and the Welsh Language Board to examine how our Scheme will impact on patients and the public in Wales.

- **delivery of service. We will:**

- set standards for providing services for working with patients and the public in Wales
- ensure consistency in the standards of our Welsh language service
- monitor standards of service associated with our Welsh Language Scheme, aiming to improve them by obtaining feedback from patients and the public in Wales (in Welsh and English) at least once a year.

- **communicating directly with the public in Wales:**

- our public consultations will be published in Welsh and English. They will provide patients and the public with the key themes of the consultation, the required actions and timescales for response. Patients and public can contact us on 020 7389 8030 to request printed copies of consultations in Welsh and English

- as we do not have Welsh speaking staff, we intend to use the services of a Welsh translation agency to manage our written communications in Welsh as and when required
- our training programme will deliver guidance to staff and managers on how they should deal with written correspondence through the medium of Welsh. We will respond to letters and electronic correspondence received in our office in Welsh and English. Letters received in Welsh will receive a signed reply in Welsh.
- we will maintain database records of individuals or organisations who wish to communicate with us through the medium of Welsh.

- **handling telephone calls in Welsh**

- due to our location and current resources we are unable to provide a bilingual service to telephone callers
- if a call is received at our reception (Tel: 020 7389 8030), we will offer the caller the option of continuing the call in English or of putting the query to us in writing
- we will respond to queries written in Welsh through the use of our selected Welsh translation service.

Corporate image

The official Welsh name for CHRE is Cyngor Rhagoriaeth Rheoleiddio Gofal Iechyd. We do not currently have a bilingual corporate identity or logo. However a review will be undertaken of our corporate name and logo in the future with a view to developing a bilingual corporate brand for use in Wales.

Publishing and printing material

When publishing new documents, for practical reasons we will publish separate Welsh and English summaries for patients and the public. Care will be taken to ensure that these summaries are of equal quality, that they are issued simultaneously, are equally accessible and are distributed and displayed together.

We issue publications for a variety of purposes.

- we will produce our Annual Report, Annual Performance Review and Annual Review in Welsh and English
- we will offer the facility to patients and the public to access information in Welsh and English in print and electronically, where this information is relevant to patients and the public
- print and electronic guidance for regulators and other specialised material that is aimed at stakeholders, other than patients and the public, will remain as English only publications

- all our documents are free of charge. However, if in the future there is a cost attached to a publication, the selling price of a Welsh publication will not be greater than that of an English version of the same publication
- in instances where we send out any circulars, leaflets or standard letters to the public in Wales, we will do so in Welsh and English.

Public meetings

- our agenda and papers associated with events held in Wales will be published in Welsh and English on our website
- people who intend to attend our public meetings in Wales will be invited to inform us in advance of their preferred choice of language. Where we are aware that some of our public meetings in Wales will be attended by Welsh speakers, we will make the necessary arrangements to employ the services of a Welsh translator at such meetings
- when we hold public meetings in Wales that will be attended by Welsh speakers, we will produce bi-lingual printed documentation to be distributed at these events, or circulate bilingual electronic copies via email prior to the meeting.

Public notices

- when we issue press releases where messages are intended for patients and the public in Wales, they will be directed to the Welsh press in Welsh. If press releases are issued to English papers that are circulated in Wales, press releases in Welsh and English will be issued simultaneously for the paper's circulation in Wales only
- should we choose to hold press conferences or media briefings in Wales, translation services in Welsh will be provided when Welsh journalists advise us in advance of this requirement.

Advertising and publicity

Recruitment and training

- we have no offices in Wales. Even so, for any posts having extensive and regular contact with the public in Wales in the future, we will consider whether fluency in Welsh should be a desirable or essential skill – and this will be stated in any job competencies and advertisements that are deemed to be relevant.

Recruitment for Council posts in Wales

- recruitment advertising will appear in Welsh in newspapers published in the Welsh language
- recruitment and advertising will be in Welsh and English in newspapers published in English, but circulated in Wales. In this instance, Welsh and English text will be provided to such publications at the same time.

Third parties

Where we work with sub-contractors in Wales, we will advise them of our commitments under our Welsh Language Scheme. Particular attention will be drawn to any parts of the Scheme that they are expected to implement. Performance against such contracts will be monitored for compliance with the Scheme.

Implementing our Scheme

Staff and their responsibilities

- the Public Affairs Manager will ensure that those involved with recruitment and training are made aware of their obligations under the Welsh Language Scheme
- all managers have a responsibility to implement aspects of the Scheme that are relevant to their departments
- we will use the free language awareness resource 'lechyd Da' (Good Health) as part of the training course that is delivered to staff and managers. Additionally, we will obtain a language awareness training DVD from the Welsh Language Board for this purpose
- to ensure the effectiveness of our Welsh Language Scheme, staff and managers will be advised of the requirements of our Scheme and the implications it will have on their day-to-day activities
- new staff will be informed of our commitment to our Welsh Language Scheme through our induction training.

Monitoring our Scheme

We will publish the progress we make in implementing and monitoring our Welsh Language Scheme every three years through updates to our Communications Plan. The Head of Policy Research and External Relations will monitor the implementation of the Scheme on the following basis:

- we will provide an annual monitoring report to the Welsh Language Board each year from the date of publishing our approved Scheme. This report will review progress against the approved timetable (see Annex 1) for the Scheme. At the first review, we will consider if necessary, any further updates to our Scheme.

In the third year of our Scheme's implementation, we will prepare a report assessing and evaluating our overall performance in implementing this Scheme. This report will provide an analysis of service delivery and management of the Scheme, outlining priorities for the next three years and delivering a revised timetable for

Complaints about our Scheme

Complaints associated with our Scheme can be made via our website in the "complaints about us" section: www.chre.org.uk

Complaints can also be directed to:

Rachael de Souza

Public Affairs Manager, Council for Healthcare Regulatory Excellence

Tel: 020 7389 8031

Email: Rachael.desouza@chre.org.uk

Timescales and targets

Timescales and targets for implementing our Scheme are identified in our action plan (Annex 1).

Publicity for our Scheme

We will launch our Scheme by publishing it on our website on the same date when we launch the technical functionality for patients and the public to select between Welsh and English. This functionality will be available for material that is relevant to patients and the public on our website. We will inform our key contacts in Wales of our Scheme, directing them to access it on our website (www.chre.org.uk).

Reporting on performance

We are committed to publishing information relating to the achievement of standards and targets set out in the scheme as follows:

- the Head of Policy Research and External Relations will provide our Council, the Welsh Language Board and the Welsh Assembly Government with annual updates describing the progress in implementing measures in our Scheme against the approved timetable
- the Head of Policy Research and External Relations will provide an explanation to our Council, the Welsh Assembly Government and the Welsh Language Board where published standards and targets have not been met. In these cases, an action plan to address how we hope to achieve these targets will be developed and agreed
- the Public Affairs Manager will provide regular feedback on developments related to the Scheme to staff.

See Annex 1 on page 10: implementation plan for the Scheme

	Target	Timeline	Lead
1	Propose draft Welsh Language Scheme to Council	Q1'09	PA Manager
2	Commission a Welsh translation agency	Q1 '09	PA Manager
3	Issue the Welsh Language Scheme in Welsh and English to the Welsh Language Board.	Q1/Q2 '09	PA Manager
4	The Welsh Language Scheme will go through a 12 week public consultation.	Q2/Q3 '09	PA Manager
5	Publish final Scheme on our website (on our Welsh page).	Q2/Q3 '09	PA Manager
6	Deliver staff training on the Welsh Language Scheme.	Q3 '09	PA Manager
7	Produce English and Welsh publications to target patient and public audiences.	From Q3 '09 onwards	PA Manager to oversee
8	Ensure that organisational policies reflect our commitments under the Welsh Language Scheme.	From Q3 '09	Head of Operations
9	Include the Welsh Language Scheme in ongoing staff induction programmes.	Q3 '09	PA Manager
10	Issue Welsh press releases to Welsh-only publications.	Where relevant from Q3 '09.	PA Manager
11	Monitor implementation of the Scheme	Q3 '10	PA Manager
12	Produce annual reports in English and Welsh.	Q2/Q3 '09	PA Manager
13	Invite Welsh members of our Public Stakeholder Network to audit our external communications.	Q1 '10	PA Manager
14	Assess and evaluate performance in implementing the Scheme. Deliver annual updates to the Council, the Welsh Assembly Government and the Welsh Language Board.	Q2/Q3 '10	Head of Policy, Research & Extl. Relations.
15	Review and update our Scheme in our 3 year strategic plan	Q2 '11	Head of Policy, Research & Extl. Relations.
16	Advertise posts for Welsh Council members using the convention proposed in the Scheme.	Q3/Q4 '11	Head of Operations
17	Assess and review changes to the corporate brand in association with the Welsh Language Board, considering the Welsh Language Scheme in these decisions	Q3/Q4	Head of Policy, Research & Extl. Relations

Annex 1