



THE INSTITUTE OF THE MOTOR INDUSTRY
SEFYDLIAD Y DIWYDIANT MODURON

Institute of the Motor Industry (IMI) Welsh Language Scheme

Prepared in accordance with the
1993 Welsh Language Act

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1. Opening Statement

The Scheme received the Welsh Language Board's full approval under Section 14 (1) of the Act on [date of approval].

IMI has adopted the principle that in the conduct of public business in Wales it will treat Welsh and English on a basis of equality. This Scheme sets out how IMI will implement that principle in the provision of services to the public in Wales.

IMI recognises that individuals can express their views and needs better in their preferred language and that enabling them to use their preferred language is a matter of good practice rather than a concession and that the denial of that right could place them at a real disadvantage. IMI will therefore offer the public the right to choose which language to use in all dealings with it and will also apply this principle to its expectations of the bodies with whom it deals.

2. Introduction to IMI

2.1 UK Context

Sector Skills Councils (SSCs) are independent, UK wide organisations developed by groups of influential employers in industry or business sectors of economic or strategic significance. SSCs are employer-led and actively involve trade unions, professional bodies and other stakeholders in the sector. SSCs are licensed by the Secretary of State for Education and Skills, in consultation with Ministers in Wales, Scotland and Northern Ireland, to tackle the skills and productivity needs of their sector throughout the UK.

SSCs give responsibility to employers to provide leadership for strategic action to meet their sector's skills and business needs. In return they receive substantial public investment and greater dialogue with government departments across the UK. This will enable sector employers to have a far greater impact on policies affecting skills and productivity, and increased influence with education and training partners.

Each SSC will agree sector priorities and targets with its employers and partners to address four key goals:

- Reducing skills gaps and shortages
- Improving productivity, business and public service performance
- Increasing opportunities to boost the skills and productivity of everyone in the sector's workforce, including action on equal opportunities
- Improving learning supply, including apprenticeships, higher education and national occupational standards

2.2 Welsh Context

Background

IMI was granted an 18 month licence to operate as the Sector Skills Council for the retail motor industry in September 2007. The retail motor sector covers all aspects of automotive sector downstream of the factory gate - the sale, repair, rental and leasing, and rescue and recovery of all motor vehicles including cars, motorcycles, commercial and specialised vehicles such as military and agricultural. The range of skills needed in each of these industries is extensive, and the technological changes in the sector have been marked over the last twenty years and continue to change.

IMI has a full time National Manager, based in Wales, who forms part of a team of 27 full time staff across the SSC and Professional Body functions. The current national manager lives in the North Wales area, is welsh speaking, and works from home. The National Manager for Wales reports to the Head of Professional Development, who is a member of the Senior Management Team.

Strategic Objectives

IMI has six Strategic Goals which underpin our Business Plan which together direct our work towards achieving the organisation's objectives. These goals are:

- 1 Retaining influence and creating strategic alliances
- 2 Maintaining financial viability through generating new and keeping existing income streams
- 3 Increased engagement with employers, particularly SMEs
- 4 Raise the value and increase the participation of membership through professional registration
- 5 Expand and enhance National Occupational Standards, Qualifications and training provision to meet the needs of employers and individuals
- 6 Create increased demand for skills and professional development

IMI is part of the Alliance of Sector Skills Councils and in particular works closely with GoSkills, SEMTA and SkillSmart Retail. IMI also works closely with other automotive sector fora such as, Welsh Automotive Forum, and the Performance Engineering Training Consortia

Future Developments

IMI strategic aims are UK-wide and the Business plan operates across all countries within the UK though issues within individual countries and/or regions are also addressed. Future developments for Wales have been laid out in the SSA and in the recently approved SQS Action Plan for Wales that have been agreed with Welsh Stakeholders and Welsh Employers. The focus of these actions plans is to tackle the four areas of skills needs and also entry/progression routes:

- Management and leadership skills
- Generic skills (customer service, team working, communications, problem solving, etc)
- Basic skills (literacy, numeracy, basic IT, etc)
- Technical skills (core, specialist, new technology, etc)
- Attracting appropriate skilled entrants to the sector, in particular 14 – 19 age group
- Careers

Regarding the IMI Welsh language scheme the National Manager based in Wales will be responsible in conjunction with the Senior Management Team for implementing the Welsh Language Scheme and for ensuring that all staff are aware of the Scheme and of their responsibility for operating it. IMI will treat English and Welsh languages on the basis of equality.

Operational Strategy in Wales

- IMI will ensure the same objectives and standards in providing a service in Welsh and English to the public.
- Promote the bilingual IMI image and corporate identity.
- Create an awareness and understanding of the scheme among all IMI staff, and its associated providers and business partners.
- Agree not to change the Welsh Language Scheme without the permission and prior consultation of the Welsh Language Board.

3. Service Planning and Delivery

3.1 New Policies and Initiatives

3.1.1 In devising new policies and initiatives, IMI will:

- Assess the linguistic effect of any new policies and initiatives and ensure that they are consistent with the Welsh Language Scheme.
- Ensure that the measures contained in the Scheme are applied to new policies and initiatives when they are implemented.
- Ensure that no new policy or initiative undermines IMI's Welsh Language Scheme or the Language Scheme of other providers.
- Promote and facilitate the use of Welsh wherever possible and will move closer to implementing the principle of equality fully at every opportunity
- Consult with the Welsh Language Board in advance regarding proposals that will affect the Scheme or the Scheme of any other public body. The Scheme will not be altered without the Board's agreement.
- Ensure that not only those involved in formulating policy (in and outside Wales) will be aware of the Scheme and of IMI's responsibilities under the Welsh

Language Act 1993, but that all of IMI's necessary and relevant staff will be made aware of the Scheme.

- IMI has only one member of staff in Wales at present who will raise awareness of the Scheme and of language sensitivity by:
 - i. Giving regular (at least twice a year) feedback to the Senior Management Team as to how the Scheme will affect their work.
 - ii. Communicating to all staff in both the Professional Development and Skills Development Teams (via Communications/JTM monthly meetings) that the Scheme will be implemented and the implications for their work.
 - iii. Conducting an annual update and revision of the Scheme with the Senior Management team to ensure that they understand what is required and monitor effectiveness of the implementation of the Scheme.
 - iv. Including the Welsh Language Scheme as part of the induction training for each new member of staff appointed to IMI which may be based in Wales or may have direct or indirect dealings with the public in Wales.
 - v. Devising a hard-copy newsletter and electronic briefing on the Scheme and disseminating it to all staff in and outside Wales
 - vi. Publishing the Scheme on the organisation's intranet and website

3.2 Standards of quality.

- 3.2.1 Services provided in English or Welsh will be of an equally high standard and equally prompt. When assessing and measuring the standards and effectiveness of its service in Welsh, IMI will employ exactly the same "performance indicators" as those utilised with regard to its services in English.
- 3.2.2 These standards and their implementation will be monitored as outlined in section 3.1.1
- 3.2.3 The implementation of the Scheme and IMI's commitment to linguistic equality will be published in the organisation's annual business plans, promotional materials, newsletter and website (www.motor.org.uk)
- 3.2.4 IMI will ensure consistency in the standards of services in Welsh provided by the organisation in different localities by using approved translators and sharing services with similar organisations.

3.3 Provision of bilingual services.

- 3.3.1 IMI believes that it is fair and reasonable for the public to expect to receive its services in Welsh or English according to the choice of the individual. As IMI currently offers a fair and reasonable choice at all times to the public, it is committed to organise and implement arrangements which will enable it to sustain every service to the public equal, effectively, conveniently and comprehensively in Welsh and English.
- 3.3.2 To this end, IMI will undertake an audit of the way in which each of its services to the public is organised, in order to determine how it may best proceed towards implementing the principle of equality. It will accord initial priority to the need to ensure that those staff who have the greatest degree of contact with the public,

whether face to face, by telephone, by correspondence or by other means, are able to communicate bilingually.

4. Provisions

4.1 The Role of the SSC

In providing strategic targeted action to meet the sector's skills, workforce development and business needs, the Sector Skills Councils' role in ensuring appropriate training opportunities is paramount. This role will involve liaising between employers within the sectors and education and training systems across the UK. The Sector Skills Councils' role can be summarised as follows:

Research, Information and Guidance

- identifying and improving education and training opportunities to meet the needs of each sector.
- undertaking and disseminating research into sector skills gaps.

Sectoral Development and Partnerships

- providing quality opportunities for existing employees and other individuals seeking employment within each sector
- agreeing targets for the contributions of the mainstream work of key public agencies to meet sector priorities
- influencing decisions about skills taken by government across the UK
- promoting such investment in skills and talent as will help meet sector needs and encourage competitiveness.

Training Frameworks

- defining and developing key national occupational standards, learning pathways and qualifications frameworks.
- meeting the changing patterns of demand for skills and improving productivity
- providing advice and guidance to employers and employees on specific skills and training practices
- encouraging participation in collaborative approaches to skills, economic and labour market information in each nation and region.

4.2 The SSCs in Wales

In developing the sector's skills, workforce and business needs within Wales, IMI commits to actively researching and reacting to bilingual needs. The results of the 2001 census show that one fifth of the population can speak the Welsh language. The increase can predominantly be attributed to the success of Welsh medium education. IMI recognises its role in ensuring that bilingual education and training opportunities continue to be available

for the benefit of employees and individuals seeking employment within the automotive retail sector.

The Welsh Assembly Government's national action plan for a bilingual Wales, *Iaith Pawb*, states clearly its policy of mainstreaming the Welsh language into all aspects of Wales. *Iaith Pawb* also stresses the importance of the Sector Skills Councils' role in addressing Welsh language skills needs in their particular sectors.

The results of Future Skills Wales research demonstrate clearly that bilingual skills are highly valued by employers. Findings also show a definite shortage of bilingually skilled people within certain sectors.

4.3 Provision

IMI will actively research and react to the Welsh language skills needs of the Retail Automotive Sector.

IMI will advise and lead Learning Providers to recognise and respond to the training needs of a bilingual Wales.

4.4 Research

MEASURES

- Research into the bilingual skills availability within the sector and future needs
- Research the current provision and investment in, training/vocational education in order to plan future provision
- Research into specific and specialist skills needs within the sector

ACTION

- Research via surveys will be conducted bilingually and by 2010 will include specific and detailed questions on Welsh medium skills needs and demand.
- Research findings will be disseminated highlighting implications for education and training practices.
- Research findings will be published bilingually.

4.5 Information and Guidance

MEASURES

- Provide information, advice and guidance to support recruits' and employees' lifelong learning.
- Arranging practical advice and guidance for individual firms on skills and training practices needed to respond to changing need.
- Making available accurate information on sources of training, advice and guidance on skills issues in the sector.

ACTION

- A careers advice and guidance service for professionals working within the industry or those wishing to enter the industry will be developed. The service will be made available in both languages by 2011/12.
- An advice and guidance service for individual firms will be developed. The service will be made available in both languages by 2011/12. Advice will include specific reference to the importance of bilingual skills, taking factors such as requirements of public sector Welsh Language Schemes and recruitment, into consideration.
- Guidance on availability of Welsh medium/bilingual training opportunities will always be available to both employer and employee by end of 2011

4.6 Sectoral Development and Partnership

MEASURES

- Providing quality opportunities for existing employees and individuals seeking employment within the sector.
- Agreeing targets for the contributions of the mainstream work of key public agencies to meet the sector's priorities
- Influencing decisions about skills taken by the Welsh Assembly Government.
- Promoting such investment in skills and talent as will help meet the sector's needs and encourage competitiveness.

ACTION

- By April 2011, IMI will oversee the development of a Sector Workforce Development Plan for Wales based on the SSA and SQS Action Plan for Wales to provide an action agenda for the industry, the Welsh Assembly Government and its public agencies. The Automotive Retail Sector Development Plan will examine the Welsh Language Skills needs of the Retail Motor Industry and will also be translated into Welsh. Targets will be set for developing bilingual provision based upon rationale and findings.
- IMI will work closely with DCELLS, in agreeing the sector's bilingual skills needs priorities. By 2010, partnerships will be formalised through meetings held on a 6 monthly basis.
- Bilingual skills priorities will be disseminated to relevant bodies including Welsh Assembly Government.
- IMI will actively promote the development of bilingual training opportunities whilst also recognising examples of good practice.

4.7 Training Frameworks

MEASURES

- Defining and developing key national occupational standards and learning pathways
- Meeting the changing patterns of demand for skills and improving productivity

- Providing advice and guidance to employers and employees on specific skills and training practices
- Encouraging participation in collaborative approaches to skills, economic and labour market information in each nation and region.

ACTION

- Standards and Qualifications, which will include Welsh versions, in this field will be actively promoted.
- IMI will actively promote the advantages of bilingual skills within the Retail Motor sector and provide guidance to employers and employees on bilingual skills and training practices.
- Through working closely with the Bilingual Teaching Unit and the Credit and Qualifications Framework for Wales at DCELLS, IMI will regularly prioritise industry standards and qualifications for translation into Welsh, according to most recent research findings.
- Through regular consultation with DCELLS, IMI will ensure that relevant Awarding Bodies ensure that assessment opportunities are available for the prioritised Welsh medium/bilingual standards and qualifications. A matrix will be developed outlining the standards and qualifications which are/will be available through the medium of Welsh. This matrix will be published as an appendix to the scheme by mid 2011.
- In identifying, prioritising and promoting bilingual training and assessment opportunities, IMI will encourage and support collaborative networks at national and regional level.

5. Dealing with the Welsh Speaking Public

5.1 Written Communication

- 5.1.1** IMI will welcome correspondence in either English or Welsh. IMI official headed paper to be used in Wales will include a statement in both languages making it clear that correspondence is welcome in either Welsh or English.
- 5.1.2** The time target (set at 5 working days) will be the same when replying to Welsh letters as for replying to English letters. Correspondence through the medium of Welsh will not in itself lead to any delay.
- 5.1.3** Every letter received in Welsh will be given a signed reply in Welsh.
- 5.1.4** All correspondence following a telephone or face-to-face conversation in Welsh or a meeting where it was established that Welsh is the preferred language of the person, although the discussion may not have been held through the medium of Welsh, will be in Welsh.
- 5.1.5** All correspondence with a member of the public will be initiated in his/her preferred language if known.

- IMI will compile a database of those wishing to receive correspondence through the medium of Welsh.

5.1.6 All circular, standard letters and other general correspondence distributed by IMI to the public will be bilingual.

5.1.7 Arrangements will be made to translate correspondence as needed in order to respond to correspondence promptly and in the original language. Staff will be issued with detailed guidance of how this will be accomplished.

5.1.8 IMI will send all material which will need to be translated to an approved external translator who will subsequently comply with the timescales agreed.

5.2 Electronic Communication

5.2.1 The principles outlined in section 5.1 will also be employed when communicating electronically

5.2.2 When new communication and storage methods are being set up on IMI computers, the ability of software to deal with more than one language in commands and entries will be a factor considered when purchasing new software, particularly so if such systems are to provide a bilingual output/service.

5.3 Telephone Calls

5.3.1 IMI Manager in Wales will give a bilingual greeting and will be able to welcome and deal with telephone enquiries in Welsh or English.

5.3.2 It will be the duty of those who respond to telephone calls on behalf of IMI to ensure that they do not cause telephone callers to feel that they are a nuisance or causing inconvenience because of their wish to communicate in Welsh.

5.3.3 All instructions and answering service messages will be recorded bilingually on all advertised numbers in Wales with the recordings indicating that the message may be left in Welsh or English.

5.3.4 The time target set at 5 working days will be the same when replying to Welsh telephone enquiries as for replying to English telephone enquiries.

5.4 Public Meetings

5.4.1 IMI will not be conducting any public meetings in Wales. However, should IMI conduct any such meetings in the future, we will welcome contributions in Welsh or English. This will be stated clearly on all notices that inform or publicise meeting and attendees will also be informed of this language choice at the beginning of the meeting.

5.4.2 The only exception to the above provision will be meetings at which it is known beforehand that there will be no need for a translator, either:

- because everyone present understands Welsh
- because everyone present is a non-Welsh speaker
- it is known that English is the preferred language of everyone who will be present

5.4.3 All literature (invitation, summons, advertisement) publicising the meeting will be bilingual.

5.4.4 When publicising the meeting, all literature will include a footnote stating that IMI welcomes contributions in Welsh or English. But those proposing to attend will be asked to inform IMI beforehand in which language they wish to speak as simultaneous translation facilities will then be organised if necessary.

5.4.5 If it is not known beforehand who will be attending the meeting and whether or not anyone will wish to speak Welsh, the organiser of the meeting will decide according to his/her discretion whether a simultaneous translation service should be provided or not. That decision will be based on the nature of the meeting, geographical location, likely attendees and previous experience of similar meetings. If there is still substantial uncertainty, then the decision will be in favour of providing a simultaneous translation service.

5.4.6 Any written materials such as leaflets, agendas or acetates that are used in IMI public meetings will be bilingual. This will also include any PowerPoint presentations.

5.4.7 All requests for information in relation to meetings will be responded to in the preferred language of the individual.

5.4.8 IMI will ensure the presence of Welsh speaking staff to welcome and facilitate the use of the Welsh language among the meeting's attendants and participants. The above officer(s) will wear "Working Welsh" badges to indicate that they are fluent in Welsh or are learning Welsh.

5.5 Non-public Meetings

5.5.1 Any person who wishes to conduct private or one-to-one meetings with IMI are welcome to do so in either Welsh or English.

5.5.2 A language choice will be offered when arranging meetings, and if Welsh be the requested medium, appropriate arrangements will be made with an appropriate Welsh speaking member of staff.

5.5.3 By offering a language choice, IMI recognises:

- That individuals can express their views and needs better in their preferred language
- That enabling individuals to use their preferred language is a matter of good practice, not a concession
- That denying them the right to use their preferred language could place individuals at a real disadvantage

5.5.4 The above measures are applicable to all kinds of non-public meetings.

6. The SSC's Public Face

6.1 Corporate Identity

6.1.1 IMI will adopt a fully bilingual corporate identity.

6.1.2 This includes IMI's name, its address, logo, visual identity, corporate slogan and any other standard information which is to be used on:

- Letter headed paper, fax paper, compliment slips, e-mail signatures
- All promotional / advertising material (i.e. flyers, posters, leaflets etc.) in the public domain
- Business cards, invitations, I.D. badges

6.2. Website

6.2.1 Members of the public will be able to access information via IMI's website in both English and Welsh. Although IMI's UK homepage will not be bilingual, it will clearly include a sub-section on IMI in Wales.

6.2.2 This site will include a bilingual homepage with subsequent pages available in both Welsh and English. Each page will provide a clear indication of language choice as IMI acknowledges that the best form of language navigation is a language choice on every page of which a parallel language version exists.

6.2.3 Welsh and English pages of the website will be revised and updated simultaneously.

6.2.4 On implementation of this Scheme, the following will be available bilingually: careers literature, IMI promotional materials, newsletters, information leaflets, fact sheets and annual reports.

6.2.5 All materials and provision in Welsh and English will be consistent in terms of their updating, accuracy, prominence, legibility and quality. Both language versions will be as easy available as one another to download

6.2.6 All staff, consultants, designers and publishers will be provided with written guidance (e.g. A Guide to Bilingual Design) for dealing with and designing bilingual material.

6.3. Signage

6.3.1 IMI has no offices in Wales. However, it will ensure that where IMI will use any external/rented/private accommodation, all information signs will be bilingual. This will include bilingual signs in reception informing the public of their right to use Welsh or English.

6.3.2 IMI will ensure that both languages are treated equally in terms of size, quality, legibility and prominence.

6.3.3 Although bilingual signs are the preferred option, separate Welsh and English signs will, if issued, be equal in terms of size, quality, legibility and prominence.

6.3.4 If IMI will acquire property in Wales in the near future, it will continue to adhere to the principles outlined in 6.3

6.3.5 All bilingual and separate Welsh version signage will be proofread by an approved translator in order to ensure consistency in the standard of Welsh.

6.3.6 These measures are applicable to both permanent and temporary signage.

6.4 Publishing and Printing Material to be distributed to the public in Wales

6.4.1 At present, IMI does not publish all its documents aimed at the public in Wales bilingually. However, our aim, within the next 3 years, is to ensure that all publications distributed to the public in Wales will be issued bilingually in a single document as noted in Appendix 1. The versions will be printed side-by-side where possible to facilitate easy cross-reference, distribution and offer language choice.

6.4.2 Appendix 1 indicates which documents will be bilingual, issued in separate versions or English only.

6.4.3 When a priced document is issued in bilingual format, its price will not be greater than a single language version of that document.

6.4.4 Although bilingual publications are the preferred option, when Welsh and English versions are published separately, they will be issued simultaneously, distributed together, and be equally accessible.

6.4.5 Each separate version will carry a message that the publication is also available in the alternative language.

6.4.6 The price of the Welsh version of a document will not be greater than the price of the English version.

6.4.7 All staff, consultants, designers and publishers will be provided with written guidance (e.g. A Guide to Bilingual Design) for dealing with bilingual publications.

6.4.8 All bilingual and separate Welsh version publications will be proofread by an approved translator in order to ensure consistency in the standard of Welsh.

6.5 Forms and Associated Explanatory Material

6.5.1 At present, IMI does not publish all its forms and associated explanatory material documents aimed at the public in Wales bilingually. However our aim, within the next 3 years, is to ensure that all publications distributed to the public in Wales will be issued bilingually in a single document. The versions will be printed side-by-side where possible to facilitate easy cross-reference, distribution and offer language choice as noted in Appendix 1.

6.5.2 Appendix 1 indicates which documents will be bilingual, issued in separate versions or English only.

6.5.3 All of the above publications will comply with commitments 6.4.3. to 6.4.8. in **Publishing and Printed Material** section.

6.6 Press Releases

6.6.1 Every advertisement and statement by IMI to the press and media in Wales will be fully bilingual.

6.6.2 All press releases and notices to all the press and media in Wales will be sent out in English to those media known to be monolingual English and in Welsh to those media known to be monolingual Welsh.

6.6.3 Arrangements to facilitate the above provision will be organised by IMI Head of PR/Marketing, Fanshaws, Brickendon, Hertford SG13 8PQ.

6.7 Advertising and Publicity Activities

6.7.1 IMI will conduct advertising and publicity activities in Wales bilingually in a manner that treats the two languages on a basis of equality. IMI will adhere to the commitments given within this Scheme (under section 6.4) with regard to such publications.

6.7.2 The following will be produced bilingually:

- All publicity literature aimed at the general public

- Direct mailing including promotional material and surveys
- Media / press advertising
- Public surveys
- Direct marketing campaigns
- Exhibition and information stands
- Poster advertising

6.7.3 IMI will ensure the presence of one Welsh speaking staff to welcome and facilitate the use of the Welsh language in all its public activities. The above officer(s) will wear “Working Welsh” badges to indicate that they can communicate in Welsh or are learning.

6.8 Public Notices and Staff recruitment advertising

6.8.1 IMI will ensure that all public notices will appear in Wales with Welsh and English versions shown together and be equal in terms of format, size, quality, legibility and prominence: be that ‘in the press’, on notice boards or otherwise.

6.8.2 The following will be exempt from the above arrangements:

- public notices appearing in Welsh language publications. These will appear in Welsh only.
- public notices appearing in publications circulating throughout the U.K. or beyond. These will be in English only.

6.8.3 When preparing and publishing advertisements for staff recruitment in Wales, IMI will adhere to the following arrangements.

(a) Advertisements for posts which fluency in Welsh is an *essential* qualification will appear in;

- Welsh only in Welsh language publications
- Welsh only in English language publications circulating primarily in Wales but supplemented with a short explanatory note in English

(b) Advertisements for posts where fluency in Welsh is a *desirable* qualification shall be published:

- bilingually in English language publications circulating primarily within Wales
- in English only in publications circulating mainly through the UK
- in Welsh only in Welsh language publications

(c) Advertisements for posts where no linguistic requirement has been identified as part of IMI’s Linguistic Skills Strategy shall be published:

- bilingually in English language publications circulating primarily within Wales
- in Welsh only in Welsh language publications
- in English only in English language publications circulating mainly outside Wales.

7. Implementing and Monitoring the Scheme

7.1. Staffing

- 7.1.1. In order to ensure over a period of time that IMI is able to deliver its services in Welsh to a high quality, both effectively and efficiently, it will adopt a Linguistic Skills Strategy as part of its human resources planning process. This Strategy will enable IMI to maintain an overview of its linguistic skill needs and resources, and co-ordinate training and recruitment activities to facilitate the Scheme's objectives. The measures that follow will form part of that Strategy.
- 7.1.2. In order to realise the above commitment, IMI will undertake an audit of its services, provisions and staff in order to identify objectively:
- those workplaces and service situations where there is contact with the public in Wales and the nature of that contact
 - the bilingual skills of existing staff and to what extent staff would be interested in learning or upgrading their skills
- 7.1.3. Having conducted and analysed the above survey, IMI will identify those posts which the ability to communicate in Welsh is *essential, desirable* or is not deemed required as a skill. Job descriptions will then be formulated accordingly as outlined in section 6.8.
- 7.1.4. All new posts and all existing posts which fall vacant will be considered in light of the Linguistic Skills Strategy of this Scheme. In doing so, IMI will be conscious of the need to take every opportunity to rectify any deficiencies in Welsh language skills which will affect the delivery of IMI Welsh language service provision.
- 7.1.5. Whilst committing to monitoring progress in implementing the Scheme, IMI will take action should the numbers of Welsh speakers in the Scheme-related posts begin to decrease

7.2 Learning Welsh

- 7.2.1 The ability to communicate in Welsh according to various degrees of capability and in various service situations is essential to the success of this Scheme. IMI also recognises that the ability to understand and use the Welsh language in the workplace on a daily basis is a very valuable skill which can assist its staff in providing a comprehensive service for the Welsh speaking public.
- 7.2.2 IMI will support the implementation of this Scheme by encouraging and supporting members of staff who wish to learn Welsh or improve their ability to speak Welsh.
- 7.2.3 IMI will arrange learning and training programmes that focus on workplaces and posts which are important to the implementation of the Scheme. Such courses will

be available for beginners and for those who wish to improve their oral and written proficiency in the language and any costs will be borne by IMI.

7.2.4 IMI sole representative in Wales at present is bilingual. If an additional new member of staff were to be recruited who could not speak Welsh, IMI will adhere to the above principles to facilitate the organisation's bilingual provision. This will be achieved by accessing the services of Welsh speakers and translators as and when required.

7.3 Recruitment

7.3.1 When recruiting staff, IMI will publicise the fact that Welsh speakers will be welcomed to join its workforce. This will be made explicit in all advertisements, person specifications and role descriptions.

7.3.2 IMI will then seek access to sufficient and appropriately skilled Welsh speakers in order to facilitate the implementation of this Scheme. All recruitment advertisements for any post requiring Welsh language skills, together with the relevant job descriptions or details, will be drafted in such a way as to identify clearly the linguistic requirements of each post, in accordance with paragraphs 7.1.3. and 7.1.4. above.

7.3.3 It may on occasion be necessary, where difficulty has been experienced in recruiting staff with the necessary skills, to appoint a non-Welsh speaker to a post where the ability to speak Welsh is *essential*. However, such posts will be advertised and offered on the understanding that non-Welsh speakers will need, as condition of employment, to learn Welsh and attain a satisfactory level of fluency within a specified reasonable timescale. The level of fluency specified will be that which is required to fulfil the responsibilities of the post, and this will be made clear to applicants in the job details, as will IMI's support for learning the language.

7.3.4 In all arrangements of this nature, IMI will provide the time and support necessary to enable the member of staff to meet the condition and will ensure that the member of staff is not disadvantaged in other ways as a result of meeting this condition. The learning programme will be structured and regularly monitored to ensure that both employer and employee are honouring the commitment. This will be part of ensuring that IMI has an adequate number of Welsh speakers in post to deliver the services outlined in this Scheme.

7.3.5 As a result, IMI will treat linguistic skills in exactly the same manner as any other professional skill required to fulfil the responsibilities of a post and subject to review within an agreed period. The condition of employment must therefore be respected and implemented as strictly as any other condition of employment for the post, and IMI will review the standard of achievement at the end of the specified period following the appointment.

7.3.6 When a post becomes vacant it will be advertised confirming that bilingual skills will be *desirable* so that the organisation can offer a bilingual service to the public.

7.4 Vocational Training

7.4.1 IMI is committed to developing the ability of its staff to operate through the medium of Welsh so that they may become accustomed to dealing with their professional areas of activity with the public in Welsh.

7.4.2 In order to realise this commitment, IMI will assess the need for vocational training through the medium of Welsh before providing vocational training to facilitate the implementation of the Scheme.

7.4.3 Given the nature of IMI's work, it will implement these commitments by:

- training for telephone skills
- providing access to appropriate Welsh language training programmes
- providing Welsh language IT software packages on computers, supported by relevant training.

8. Administrative Arrangements

8.1 **Authority:** IMI confirms that the Welsh Language Scheme and all the measures herein have been approved at the highest level and will carry the full central and regional authority of the organisation as they are implemented.

8.2 **Responsibility:** IMI will nominate its Chief Operating Officer to have the overall responsibility for the implementation and monitoring of the Scheme.

8.3 The day-to-day management of the Scheme and responsibility for integrating the Welsh elements of the service wherever that is possible within its usual administrative processes will then be the responsibility of the Wales based National Manager.

8.4 **Instruction and Guidance:** IMI will ensure that all staff in Wales and those who have dealings with Wales will receive guidance on the Scheme and advice on what is expected of them (See section 3.1.1.)

8.5 All translators used by IMI will be approved by the Association of Welsh Translators and Interpreters or experienced and established translators agreed by the Welsh Language Board.

9. Services Delivered on Behalf of IMI By Third Parties.

9.1 IMI will ensure that any agreements or arrangements made with third parties which relate to the provision of services to the public in Wales are consistent with the

terms of this Language Scheme. This includes any new or existing services which are contracted out.

- 9.2 IMI will also ensure through contracting arrangements that the agent, contractor or subcontractor can, will and does implement any applicable elements of IMI's own Scheme when providing services to the public on its behalf or under its supervision.
- 9.3 IMI will work with providers to encourage the implementation of their own Welsh Language Schemes.
- 9.4 The third party will need to confirm that it has complied with the relevant measures of IMI Welsh Language Scheme by performance report or other evidence.
- 9.5 IMI will issue written guidance to staff for dealing with agents and contractors and devise processes for ensuring that staff adhere to them.

10. Partnerships

- 10.1 IMI works in partnership with many public bodies such as the Welsh Assembly Government, Careers Wales and Jobcentre Plus. IMI works on many levels when working with others.
 - i) When IMI is the strategic and financial leader within a partnership, it will ensure that the public service provision is compliant with the Welsh Language Scheme, e.g. Work Based Learning Pilot bilingual employer leaflets.
 - ii) When IMI joins a partnership in which another body is leading, IMI's input to the partnership will comply with the Welsh Language Scheme and the organisation will encourage other parties to comply.
 - iii) When IMI is a partner in a consortium, it will encourage the consortium to adopt a bilingual policy. When acting publicly in the name of the consortium, the organisation will act in accordance with its Welsh Language Scheme.
 - iv) When IMI joins or forms a partnership, it will ask prospective partners about their Welsh Language Scheme, Language policies or the means by which they will operate bilingually. Within any partnership, IMI will offer advice and support to the other partner organisations, e.g. joint project work.

11. Monitoring Implementation of the Scheme

- 11.1 The Chief Operating Officer of IMI will be primarily responsible for monitoring the Scheme and for constantly reviewing it as outlined in section 8.2.

- 11.2 IMI will regularly monitor progress and will prepare an internal progress report on the Scheme's implementation to be presented to the executive team. This will be conducted at six monthly intervals.
- 11.3 The IMI Board will receive an annual compliance report that will enable them to answer the two following basic questions:
- Is IMI complying with the Scheme?
 - How well is it achieving this?

In doing this, the report will deal with:

- IMI's administrative Welsh medium services,
 - assessing key themes in implementing the Scheme, including IMI's contribution to the development of Welsh medium/bilingual provisions
 - the sufficiency of IMI's linguistic skills capacity to deliver the requirements of the Welsh Language Scheme
- 11.4 The views of Welsh speakers will also be sought periodically about the range and quality of services provided by the organisation.
- 11.5 Monitoring of the Scheme will be a structured and continuing activity and if the report finds any weaknesses, IMI will prepare an action plan that will remedy the situation.
- 11.6 A copy of the above mentioned report will then be sent to the Welsh Language Board.
- 11.7 In the third year of Scheme Implementation, IMI will prepare a comprehensive **evaluation report** which will evaluate performance in implementing the Scheme over the first three years. In order to review and update its Welsh Language Scheme and thus receive approval for the second period of implementation, this report will:
- provide an overview and thematic analysis of performance and compliance with the Scheme over the three years, both in terms of Service Delivery and Scheme management.
 - outline IMI's priorities for the following three years along with a revised timetable for the implementation of the measures in the Scheme.
 - as part of this evaluation, IMI will conduct a satisfaction survey with the general public to ascertain their views on the scope and quality of its bilingual services.
- 11.8 The annual report provided by IMI to the Welsh Language Board will be in a form approved by the Board, which describes progress in implementing the measures in the Scheme against the approved timetable and standards; it will also analyse the number and nature of any complaints and suggestions for improvements received from the public.

12. Publishing Information.

- 12.1** IMI is committed to regularly publishing information comparing performance with standards and targets set out in the Scheme.
- 12.2** IMI will realise this commitment by:
- publishing a periodic report as outlined in 11.2 and 11.3
 - placing the information in the Annual Report
 - placing a synopsis of this information in newsletters and on the website etc.
- 12.3** Where targets have not been met, reasons for this will be given together with an indication of when and how revised targets will be realised.

13. Publicity (Section 12(2)(b) of the Act)

- 13.1** IMI is committed to ensuring initial and continuing publicity for the Scheme. This will ensure that on the one hand, the public and all those who come into contact with IMI are aware of its Welsh language services and provisions, and that on the other hand, IMI employees, agents, contractors are also aware of the needs and requirements to operate in accordance with this Scheme.
- 13.2** IMI will publicise its Welsh Language Scheme by making copies of the Scheme available on request to any relevant organisations/ bodies, employees or member of the public. IMI will also be producing a web page explaining the main elements of the Scheme and detailing the nature, location and availabilities of bilingual services. Such materials will also be available to all relevant organisations / bodies, employees and general public.
- 13.3** Any enquiries about the Scheme should be directed to:
Chief Operating Officer, The Institute of the Motor Industry, Fanshaws, Brickendon, Hertford, SG13 8PQ

14. Complaints/Suggestions and Contact Point

- 14.1** IMI will adopt a complaints procedure to deal with grievances regarding the Scheme as part of IMI general complaints procedure. All enquiries in regard to the complaints procedure should be directed to:, Executive Manager, Internal Services, IMI, Fanshaws, Brickendon, Hertford, SG13 8PQ.
- 14.2** IMI will welcome and record any complaints or suggestions for improving the bilingual service to the public. Please write to us at: IMI, Fanshaws, Brickendon, Hertford, SG13 8PQ.

15. Targets

15.1 Definite targets for the implementation of the measures outlined in the Scheme will be set. These targets will note the steps that have already been taken, those which can be put into effect immediately, those identified as short-term targets, medium-term targets and long-term targets. All such targets will be clear, unambiguous and relevant.

16. Timetable (section 12(2)(a) of the Act)

16.1 Unless otherwise stated, the commitments outlined in this Scheme will become operational on the date the Scheme is approved. The monitoring process will then follow the steps outlined in section 11. For example:

Paragraph	Commitment	Timescale	Officer Responsible
3.1	To ensure that all staff are made aware of IMI' Welsh language scheme.	Once Scheme agreed	National Manager, Wales
3.1	To ensure that all new policies and initiatives take account of the requirements of IMI Welsh language scheme.	Once Scheme agreed	IMI's Senior Management Team / National Manager
3.2	To provide services in Welsh to the same high quality as those provided in English.	Once Scheme agreed	IMI's Senior Management Team / National Manager
3.3	To conduct an audit of services provided to determine the best way to move towards providing these in Welsh	End of 2011	National Manager, Wales
4.3/4.4	To research the Welsh Language provision and needs within the sector	End of 2011	National Manager, Wales
4.5	To provide guidance on the availability of Welsh medium training opportunities within the sector.	End of 2011	National Manager, Wales
4.5	To develop a bilingual advice and guidance service for individual firms.	End of 2011/2012	National Manager, Wales
4.5	To provide guidance on the availability of Welsh medium training opportunities	End of 2011	National Manager Wales / Research Manager
4.6	To develop a Workforce Development Plan or Wales	Completed	National Manager, Wales
4.7	To form a partnership with the Department for Education, Lifelong Learning and Skills to work towards agreeing the sector's bilingual skills	End of 2011	National Manager Wales

Paragraph	Commitment	Timescale	Officer Responsible
	needs priorities.		
4.7	To develop a matrix of qualifications available for the sector in Welsh	End 2010	Research Manager
5.1	IMI official headed paper to be used in Wales and correspondence in either English or Welsh will be undertaken equally	Once scheme agreed	National Manager, Wales
5.3	To ensure that the operation manager has voicemail messages in Welsh as well as English	Once scheme agreed	National Manager, Wales
5.4	Should IMI conduct any public meetings in the future, we will welcome contributions in Welsh or English. This will be stated clearly on all notices that inform or publicise the meeting and attendees will also be informed of this language choice	Once scheme agreed	IMI's Senior Management Team
5.5	Any person who wishes to conduct private or one-to-one meetings with IMI are welcome to do so in either Welsh or English	2011/2012	IMI's Senior Management Team
6.1	To adopt fully bilingual corporate identity in Wales	Once scheme agreed	National Manager, Wales
6.2	Bilingual documentation on website	Starting now – completion within 3 years	Head of External Affairs
6.3	To provide signage in Wales in Welsh	Once scheme agreed	National Manager, Wales
6.4 & 6.5	To ensure that publications/forms and associated material aimed at public in Wales are published bilingually.	Within 3 years	IMI's Senior Management Team
6.6	To make press releases in Wales bilingual	2010	Head of External Affairs
6.7 & 6.8	To advertise within Wales bilingually	End of 2010	IMI's Senior Management Team
7.1	To conduct an audit to identify the requirement for Welsh speaking staff	2010	IMI's Senior Management Team
7.2	To support staff who wish to learn Welsh	Once Scheme agreed	IMI's Senior Management Team

Paragraph	Commitment	Timescale	Officer Responsible
7.3	To welcome applications from Welsh speaking staff when recruiting	Once Scheme agreed	IMI's Senior Management Team
7.4	To make available vocational training to staff through the medium of Welsh, where appropriate.	Once Scheme agreed	IMI's Senior Management Team
9	To ensure that third parties providing services to the public in Wales on behalf of IMI do not infringe the terms of the IMI Welsh language scheme	Once Scheme agreed	IMI's Senior Management Team
10	To ensure that when working with partners in Wales the provisions of the IMI Welsh language scheme are appropriately considered.	Once Scheme agreed	IMI's Senior Management Team
11	To monitor, regularly, the implementation of the Welsh Language Scheme	Every 6 months	IMI's Senior Management Team
11.7	To produce an evaluation report	Within 3 years	IMI's Senior Management Team
12	To publish regular information about the scheme	As agreed	IMI's Senior Management Team
14	To deal with all complaints through the correct complaints procedure	Once scheme agreed	Executive Manager, Internal Services

Appendix 1: Guidance and Criteria on which Documents will be Bilingual or English Only

Category A: Items to be bilingual

- Brochures/leaflets/pamphlets for use in Wales
- Headed notepaper/compliments slips for use by IMI Wales National Manager
- Literature publicising meetings/events
- Information signs/posters
- Circular and standard letters to the public in Wales
- Consultation documents specifically related to Welsh language issues
- Annual reports
- Newsletters (web-based) – Wales section
- Job application forms
- Questionnaires/surveys for the public in Wales

Category B: Items to be issued in separate language versions

- IMI website
- Advertisements in Welsh press
- Press releases and notices for Welsh press
- Executive summaries of significant documents
- Consultation documents

Category C: Items to which the criteria overleaf will be applied to determine their status

- Committee papers
- Reports
- Research Papers
- Strategies
- Training packs for use by the sector
- Careers material for use by the sector
- Membership application forms
- Other documents as published

Category D: Items which will normally be monolingual

- Accounts (unless they form part of an Annual Report translated under the criteria for category A)
- Conference handouts supplied by other bodies or individuals
- Contract documentation (except in specific situations)
- Historical/archive information
- Items distributed on behalf of other organisations
- Papers supplied by 3rd parties not under contract

- Working drafts

NOTE: It is unlikely that all types of documentation to be produced are captured in this list. Staff will use judgement in ensuring a suitable category on a comparative basis in order to assess whether items should be bilingual.

Criteria to assess the suitability and need of Category C documents for translation

Considerations and questions to be addressed	2 points	1 point	0 points
Number of printed copies (if electronic version only, number on distribution list/data bank or estimated hits)	Over 250	50 - 250	Less than 50
Length	Less than 2000 words. If less than 250 words – add 1 extra point.	2000 – 10, 000 words	More than 10,000 words
Degree of technicality i.e. would it be easily understood by a lay reader?	Yes	To some extent	No
Target audience	Members of the sector where there is a well-known and established demand for Welsh language material	Specific sectors e.g. housing or local authorities but with indirect interest for other members of the IMI footprint	Specialists within the Automotive Retail sector where demand for the Welsh language is minimal
Purpose i.e. will the item need to be disseminated or discussed internally by other bodies; and/or is it designed to elicit a response?	Yes	Possibly	No
Will the document affect subsequent materials and/or be widely quoted?	Yes	To some extent	No
What is the demand/likely	High (interest	Medium (specific	Low (specialist

interest – based on objective assessment and/or past experiences? Or what is the preponderance of Welsh speakers amongst those interested – based on the IMI database?	very general or particular interest for Welsh speakers)	groups only)	groups only)
Longevity – how long will the document be operational?	Over 2 years	6 months – 2 years	Temporary (less than 6 months)
Status/profile	High – media item or lead document	Medium – some sector profile	Low – little sector profile
Nature of document – is there an obvious Welsh language angle?	Yes	Indirectly	No

Users of this matrix should mark the relevant points column for each consideration/question and then total the points columns. The overall sum of all 3 points columns will provide the priority rating for translation of the document. The scores should be rated as follows:

Score	Rating	Action to be taken
Over 13	C1	These documents should and will be bilingual
8-12	C2	These documents should be bilingual but whether they are or not will depend on the availability of translation resources at the time
Less than 7	C3	English only at present, but could be redesignated in the future

NOTE: It is assumed that this will provide a true reflection of the need for bilingual documents for the IMI sector in Wales. Staff will use careful judgement in the case of any exceptions to ensure that the correct action is taken. Advice will be sought from officers of the Welsh Language Board if necessary.