



National Lottery
Commission

A Welsh Language Scheme for the National Lottery Commission

This scheme was approved by the Welsh Language Board under
Section 14 of the Welsh Language Act. It came into effect on 20
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1. Introduction and approach

This scheme describes how the National Lottery Commission ('the Commission') will put into effect, insofar as it is reasonably practical and appropriate in the circumstances, the principle established by the Welsh Language Act 1993 that in the conduct of public business and the administration of justice in Wales, the Welsh and English languages should be treated on a basis of equality.

1.1 Context

Public sector bodies are subject to the Welsh Language Act 1993. This legislation aims to ensure that Welsh speakers are treated equally with English language speakers in the conduct of public business in Wales. The Act covers all publicly funded services, such as health trusts, local authorities and government departments.

A Welsh Language scheme enables Welsh speakers to receive public services in their own language, as English speakers do. It strengthens an organisation by allowing it to assess the linguistic needs and diversity of its staff and customers, and contributes to ongoing equalities improvements.

In this Welsh Language scheme ('the scheme'), the term 'public' means individuals, legal persons and corporate bodies. It includes the public as a whole, or a section of the public, as well as individual members of the public. The term includes voluntary organisations and charities. Directors and others representing limited companies are also within the meaning of the term 'public'. It does not however, include persons who are acting in a capacity which is representative of the Crown, Government or the State. Consequently persons who fulfill official functions of a public nature, even though they are legal persons, do not come within the meaning of the word public when they are fulfilling those official functions.

This scheme sets out how this will be put into practise at the Commission by illustrating which services will be available in Welsh and how they will be provided.

The implementation of the scheme will be monitored by the Commission's Communications Team and the Welsh Language Board by issuing progress

reports, with a more in depth evaluation once the scheme has had time to embed after a period of four years.

All Welsh Language schemes are subject to the Welsh Language Board's approval. Further information on the scope of Welsh Language Schemes can be found on the Welsh Language Board's website (www.byig-wlb.org.uk).

1.2 The National Lottery Commission

The Commission is responsible for licensing and regulating the National Lottery. The Commission protects both players and the integrity of the Lottery, and maximises funds to good causes. The Commission also runs the competition for the licence to select the operator of the Lottery. The Commission is a non-departmental public body, sponsored by the Department for Culture, Media and Sport and operates independently from Government. The Commission's work is funded by the National Lottery Distribution Fund (NLDF).

Our statutory duties are:

- To ensure that the National Lottery, and every lottery that forms part of it, is run with all due propriety;
- Ensure that the interests of every participant in the Lottery are protected; and
- Subject to these two duties, do its best to secure that the proceeds of the National Lottery are as great as possible.

The Commission is a small organisation of 40 people based in central London. As a small regulatory body, the Commission's main relationship is with the private operator of the Lottery and other lottery and government stakeholders. There is some interaction with members of the public, usually players who have a query or complaint about the operation of the Lottery. There is no direct marketing function; therefore activities in relation to the Welsh language may not be as comprehensive as other public authorities that deal with a wider spectrum of the general public.

As an organisation, the Commission operates and promotes a comprehensive Single Equality Scheme. This ensures that all equality issues feed into strategic business objectives and are reflected in policies and procedures. The Commission does however acknowledge that there is further room for

improvement, hence the drafting of this scheme which lays out part of the future strategy on continuing to promote equality strands.

The Commission's website is: www.natlotcomm.gov.uk

1.3 Our customers

- **Lottery players**

The Commission has licensed Camelot Group plc as the operator of the National Lottery and Camelot is responsible for responding to complaints and enquiries from players and the public. Where a player is not satisfied with Camelot's response the Commission's Consumer Protection team will review that case.

In addition, the Commission also deals with complaints and enquiries in relation to its role, for example enquiries about the decision to licence a particular National Lottery game. We receive around 1,700 complaints and enquiries each year. Players and other members of the public usually get in touch by email, telephone, post and occasionally fax.

- **Stakeholders**

Stakeholders are kept informed about the Commission's work and how we go about ensuring a fair and safe Lottery for the nation. The Lottery touches the lives of many people throughout the UK and the Commission values and develops relationships with a diverse range of people. Stakeholders include the operator, Lottery players, government, faith groups, academics and other regulators such as the Gambling Commission.

2. Service Planning and the delivery of the Welsh Language scheme

2.1 Policies and Initiatives

In implementing new policies and initiatives in Wales the Commission will facilitate the use of Welsh where possible and promote the principle of equality between the English and Welsh languages.

2.2 Aims

In implementing and delivering this scheme the Commission aims:

- To ensure the Commission's Welsh Language Scheme conforms to the Welsh Language Board's standard;
- To embed the Welsh Language Scheme in areas of the Commission's work and ensure it has a high profile among staff and;
- To improve the service by monitoring its effectiveness.

2.3 Delivering the service

We will ensure that as many as possible of our services are available in Welsh – and we will let the public know when they are.

2.4 Standard of service

The Commission is committed to delivering three key elements of service standards when dealing with Welsh language customers:

- Welsh speaking individuals will be offered a choice as to which language they wish to communicate in;
- There will be consistency in dealing with the Welsh-speaking public across the organisation; and
- The English and Welsh languages will be treated, where possible with equality.

3. Dealing with the Welsh speaking public

3.1 Correspondence

The Commission welcomes correspondence in English and Welsh. Letters and emails received in Welsh will be replied to in Welsh, within the same timescale as responses in English.

Where the Commission knows that a member of the public would prefer to liaise in Welsh, via a Welsh Speaker Database compiled by our Consumer Protection team, correspondence will be initiated in Welsh.

The Commission will provide written guidance to staff on dealing with Welsh correspondence.

3.2 Telephone communication

Because of our size it would not be practicable for us to conduct telephone conversations in Welsh. However, if we set up telephone help-lines or similar facilities, to give information, services or support to the public in Wales we will provide a Welsh language service. This will be advertised alongside the English language service and both services will share the same number. The Commission will monitor the number of requests from the public preferring to communicate in Welsh and will consider additional measures should demand justify it.

3.3 Public meetings in Wales

The Commission does not hold public meetings but if it were to do so in Wales, then provisions would be put into place to ensure that Welsh speakers are able to contribute via either a Welsh-speaking member of staff or a translation service. Publications to be used at any event held in Wales would be bilingual and either note that translation facilities will be available or invite the public to let us know in advance in which language they wish to speak.

Advertisements and invitations for meetings in Wales would be bilingual, as would any follow up documentation such as minutes or board reports.

3.4 Other meetings in Wales

It would not be practical for the Commission to conduct face-to-face meetings with the public through the medium of Welsh.

3.5 Other dealings with the public in Wales

If the Commission carries out public surveys in Wales it will endeavour to ensure that all aspects of communication are bilingual.

4. Our public face

4.1 Corporate identity

The Commission operates throughout the UK and is sometimes represented internationally. It is bound by identity guidelines, therefore we will not adopt a bilingual logo, contact details, slogans or any other standard material which display the Commission's corporate identity.

However a Welsh translation of the Commission's name ('Comisiwn Loteri Cenedlaethol') and address will appear on translated documents, and letter heads will be translated for letters replied to in Welsh.

4.2 Publicity

UK-wide media, publicity and advertising campaigns will be published in English aside from publicity, public information and advertising/exhibition materials that focus on Wales or are distributed mainly in Wales. These will appear bilingually.

Press releases to the Welsh language press and broadcasting media in Wales will be issued in Welsh where deadlines permit.

4.3 Publications

We will publish material made available to the public bilingually, subject to the scoring system referred to below, with the Welsh and English versions together in one document.

We will use a scoring system, to be agreed with the Board, to identify objectively when material should be published as separate Welsh and English versions or as bilingual documents.

If English and Welsh versions of a document have to be published separately (as they are too bulky or lengthy) both versions will be of equal quality, available at the same time and equally accessible. Each will note that the material is available in the other language.

4.4 Website

The Commission's website will host Welsh language pages by working with the Welsh Language Board to increase the Welsh language content over time.

In the future, when the website undergoes any redesigning, the Commission will take into account the need for comprehensive Welsh language pages in accordance with the Welsh Language Board's *Bilingual Software Guidelines and Standards*.

If available, Welsh versions of English documents will be posted simultaneously on the site.

4.5 Recruitment advertisements

Recruitment advertisements in the national media will appear in English. If the Commission was to publish adverts in the Welsh language media then notices would be solely in Welsh.

Any recruitment advertisements published in a newspaper or journal distributed mainly or wholly in Wales will be bilingual. Where the ability to speak Welsh for a post is desirable recruitment advertising will also be bilingual.

Where the ability to speak Welsh for a post is essential recruitment advertising will be in Welsh only.

Official notices, public notices and staff recruitment notices placed in Wales will be bilingual.

5. Implementation

5.1 Human Resources and recruitment

We have no offices in Wales. Even so, we will seek information about the Welsh language skills of job applicants and existing staff.

For any posts having extensive and regular contact with the public in Wales we will consider whether fluency in Welsh should be a desirable or essential skill – and this will be stated in job competencies and advertisements.

5.2 Language Training

Support will be given to staff who desire to learn or improve their Welsh if speaking the language is necessary in their particular role.

5.3 Information Communications Technology

The need to provide information and services in Welsh, and operate in accordance with this scheme, will be catered for as we develop, design and purchase information and communications technology products and services.

As we develop or procure ICT systems we will take into account the Board's Bilingual Software Guidelines and Standards.

5.4 Responsibility

The measures in this scheme carry the full authority and approval of the Commission. Managers have the responsibility of implementing the aspects of this Scheme relevant to their work. A senior member of staff will be delegated to oversee the work required to action this scheme. (See the **Timetable** objective 7).

A timetable will be established to ensure that the Commission delivers the commitments set out in this scheme to a reasonable timescale. Desk instructions and briefings for staff will be prepared to ensure that they are aware of the measures contained in this scheme.

It is important to emphasise that any business the Commission conducts which is not specifically dealt with in this scheme is consistent with its principles.

Only qualified translators who are members of the Association of Welsh Translators or a similar organisation will be used by the Commission.

5.5 Monitoring

Progress will be monitored against the targets set out in the accompanying action plan (for example, response times to Welsh correspondence). Progress reports will be sent to senior management and will be kept on file for viewing by the Welsh Language Board.

Managers will be asked to report to senior management on any aspects of this scheme which affect their business areas, for example dealing with the Welsh speaking public.

We will report to the Welsh Language Board on our progress in delivering this scheme, when requested by them.

5.6 Reviewing and amending the scheme

The Scheme will be reviewed within four years of it coming into effect. It may need amendments because of changes to the Commission's functions but advice will be sought from the Welsh Language Board.

No changes will be made to this scheme without the Welsh Language Board's approval.

5.6 Suggestions, complaints and contact

These should be forwarded to:

Communications Team
National Lottery Commission
101 Wigmore Street
London W1U 1QU

Or by email to: publicaffairs@natlotcomm.gov.uk

The Commission will cooperate with the Welsh Language Board to resolve any complaints and during any investigations held under Section 17 of the Welsh Language Act.

5.7 Publicising the scheme

The Commission will take steps to ensure that its Welsh Language Scheme is publicised by alerting the Welsh Language Board, stakeholders and partners. A copy of the scheme will be available on the Commission's website.

6. Timetable

This sets out the timescale for what the Commission aims to achieve.

Objectives/Goals	Action	Outcome	Owner(s)	Timescale
1. To identify Welsh speaking members of staff to assist with Welsh enquiries	Identify any Welsh speaking members of staff then compile and distribute that list throughout the Commission	Welsh speakers are known to staff and can be called upon for assistance in dealing with Welsh speaking customers	HR	3 Months
2. Establish relationship with a professional translation service	Identify a qualified translation service	A professional service offered to Welsh speakers	Communications	3 Months
3. Ensure compliance in terms of Welsh correspondence/website	Use translation service to order Welsh letterheads and email signature templates for ad-hoc use. Create a Welsh Language web page.	Welsh customers will receive Commission correspondence in their language of choice	Communications	3 years
4. To raise awareness of: the scheme across the organisation; and how staff are to deal with Welsh speaking customers	Arrange briefing on Welsh Language Scheme for all staff	Increased awareness of the Commission's commitment to the Scheme	Communications	6 months
5. To monitor the number of Welsh language requests	Record calls, letters and emails received in Welsh	Welsh speakers' category to be included in CP database for future reference.	Consumer Protection	3 Months
6. Ensure literature for recruitment of positions in Wales is compliant with Scheme	Review application process documentation	Recruitment literature that is accessible to Welsh speakers	Human Resources	3 Years
7. A project lead to oversee the Scheme's implementation	Designating a senior member of staff to oversee the Scheme's requirements	Progress reports sent to SMT	Communications	6 months

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