

Wales & West Utilities



Welsh Language Development Plan

Prepared with the assistance of the Welsh
Language Commissioner's Hybu Team.

Received approval from the
Commissioner on < date >



Our organisation

Wales & West Utilities is a gas distribution network serving Wales and southwest England. We're proud to be a values led organisation committed to delivering for the communities we serve. Every day, our team of more than 1,900 skilled and dedicated colleagues help keep 7.5 million customers safe and warm by responding to gas emergencies, investing in network upgrades, and connecting new homes and businesses. Our values are the foundation of everything we do;

We Put Customers First – we build trust by listening and delivering excellent service

We Take Pride – we go above and beyond, taking ownership and accountability

We Work as a Team – we collaborate, share best practise and support one another

We Bring Energy – we embrace new ideas and challenge ourselves to improve.

Guided by our values and shaped by the voices of our customers and colleagues, we're building an organisation that is resilient, inclusive, and ready for the future.

The importance of Welsh to us and our customers

At Wales & West Utilities, we are proud to operate across a region where the Welsh language is not only spoken but cherished as a vital part of community identity, culture, and heritage. As an organisation rooted in the communities we serve, we recognise that the Welsh language is more than a means of communication - it is a symbol of belonging, trust, and respect.

Our commitment to the Welsh language is not just about compliance, it is about creating a welcoming, inclusive, and bilingual culture that reflects the values of our organisation and the expectations of our customers and colleagues.

This commitment is not just about today, it's about the future. By promoting and normalising the use of Welsh in our organisation, we are helping to sustain the language for generations to come, while also enhancing our reputation with stakeholders, and the communities we serve.

We believe that supporting the Welsh language:

- Strengthens our relationships with customers by allowing them to engage with us in the language of their choice, enhancing trust and satisfaction.

- Reflects the diversity of our communities, particularly in areas where Welsh is spoken daily and forms a key part of local identity.
- Demonstrates leadership and integrity in how we operate, showing that we are responsive to cultural and linguistic needs.
- Enhances accessibility to our services and information, ensuring that no one is excluded from engaging with us due to language preference.
- Supports our colleagues who are Welsh speakers or learners, helping them feel valued and empowered to use their language at work.

As an organisation rooted in the communities we serve, we're proud to reflect the culture and language of Wales and ensuring the Welsh language is not just respected but celebrated.

Our Cynnig Cymraeg – Welsh Offer

- Welsh language correspondence service
- Bilingual customer information materials
- Bilingual signage on work areas
- Bilingual materials for events in Wales.
- Bilingual services offered on our website through Recite Me

Responsibility

Department head of – Bethan Jones (Head of People & Customer Experience)
Project owner – Gwyn Thomas (Communications and Customer Senior Manager)
Project manager/support – Emma Summerhayes (People & Engagement Project Support) – Main contact

Review period

The Cynnig Cymraeg recognition lasts for a period of 3 years. You will be expected to review your Plan before the end of a 3-year period and the Hybu Team will be available to remind and support you. You are welcome to review the Plan more regularly if you wish.

We will also expect you to report back on your Welsh Language Development Plan annually. The Hybu Team will provide you with a document to complete and facilitate the process.

It should be noted Cynnig Cymraeg recognition can be withdrawn if you do not report on the implementation of the Plan annually, or do not review your scheme within 3 years.

Your provision at present	Level	What we intend to do next. How will we maintain, or increase this level of provision? What are the performance indicators?	Year 3 target level	Who is responsible ?	By when?
Customer interaction					
Face to face We don't have the staff resource to provide customers with Welsh medium services face to face	①	- We will add Welsh language as a desirable to job adverts for customer facing roles. - HR have agreed that this is possible, it would be up to the recruiting manager and HR what adverts/jobs should have Welsh as desirable. - Advertising on Welsh platforms.	②	Relevant recruiting manager HR	2026
Telephone Services Some of our officers are able to deal with calls bilingually	①	- We will add Welsh language as a desirable to job adverts for customer facing roles. - We have Language line available.	②	Relevant recruiting manager HR	2026
Replying to letters and emails We reply in Welsh to any correspondence we receive in Welsh	③	Continue to reply letters and emails in Welsh and promote fact that we welcome correspondence in Welsh.	③	Customer service manager	n/a
Sending letters and emails We communicate bilingually on some projects but not on every occasion	②	We can add in guidance for any project that covers Wales to ensure information relating to investment projects is issued in English and Welsh	②	Project Support to create guidance with support from WLC and WLWG. Colleagues to then use	2026-27

Your provision at present	Level	What we intend to do next. How will we maintain, or increase this level of provision? What are the performance indicators?	Year 3 target level	Who is responsible ?	By when?
				guidance when Wales based projects come up	
Do you have a CRM database? We don't hold information on our customers	n/a				
laith Gwaith Every Welsh speaking member of staff wears laith Gwaith resources	③	We will introduce and use <u>laith Gwaith</u> resources across the business.	③	WLWG to decide what resources. Comms to support.	2026/27
Image					
Your company or organisation's name Our name doesn't include any Welsh	①	We are very unlikely to have a bilingual logo or name as we cover Wales and South West of England.	①	N/A	N/A
Please note if the following are available in:					
Business cards English only	①	We will look into digital business card and have an English and Welsh option available. It would be up to WWU colleagues to use whichever is	③	Comms & Engagement team	2026

Your provision at present	Level	What we intend to do next. How will we maintain, or increase this level of provision? What are the performance indicators?	Year 3 target level	Who is responsible ?	By when?
		appropriate – dependent on if they are based in Wales or England			
Headed paper English only	③	Will continue to use bilingual headed paper.	③	Comms & Engagement team	N/A
Marketing materials – eg Pop-ups / Banners / Posters (static and digital) English with some Welsh	①	Bilingual moving forward when Wales based. Guidance document to be created support colleagues.	③	Project Support to create guidance with support from WLC and WLWG. Comms & Engagement to review and use guidance where needed.	2027
Email signatures English only	①	- We will offer colleagues the option to translate their job titles but we can't make it mandatory. - We will encourage use of bilingual email signatures. - We will add a thank you/many thanks in Welsh – for example to include on your out of office.	③	Project Support to develop update guidance and comms	2026

Your provision at present	Level	What we intend to do next. How will we maintain, or increase this level of provision? What are the performance indicators?	Year 3 target level	Who is responsible ?	By when?
		We already encourage use of Welsh bubble in email signatures		for email signature	
Staff uniforms Welsh and English equal	③	We have translated operational uniform	③		N/A
Social media profiles English only	①	It is likely we can make our profile bilingual	②	Comms & Engagement team	2026
Publications e.g. information leaflets English with some Welsh	①	- We will increase our customer facing leaflets/ translation by creating guidance on what should be translated. - For Wales based projects, fully bilingual	②	Project Support to create guidance with support from WLC and WLWG. Colleagues to use/follow guidance where needed.	2027
Writing on vehicles Welsh and English equal	③	Continue to have signage bilingual.	③	Comms & Engagement Team	N/A

Your provision at present	Level	What we intend to do next. How will we maintain, or increase this level of provision? What are the performance indicators?	Year 3 target level	Who is responsible ?	By when?
Signs English with some Welsh	①	- We will increase our translation by creating guidance on what should be translated. - Road signage is bilingual. - We would review when signage is replaced and introduce bilingual.	②	Project Support to create guidance with support from WLC and WLWG. Comms & Engagement to review and use guidance where needed.	As and when materials are updated
Digital					
Website We have some Welsh pages on our website	③	- Recite Me means that we do have a full translation for the website. - We are aware Recite Me is not always a perfect translation and limited with changes we could make to any errors. Sometimes changing the wording in English can help with translation.	③	External Comms team	N/A
Social Media Each message is posted bilingually or Welsh only	①	- We can set a target for how much Welsh language content we put out. - Guidance can be created on whether posts should be translated.	②	Project Support to create guidance	2026

Your provision at present	Level	What we intend to do next. How will we maintain, or increase this level of provision? What are the performance indicators?	Year 3 target level	Who is responsible ?	By when?
		We will create some templates.		with support from WLC and WLWG. Comms & Engagement to manage.	
Other Welsh language services Gas safety ambassadors	①	- We currently offer a downloadable pack in Welsh medium language for people to deliver themselves. - We will review our in person offering dependant on Welsh medium speaking volunteers.	②	WLWG CO team	2026-29
Events If organising an event, do you ask attendees what their language choice is before the event, or during registration?					
Attendees' language choice We ask attendees if they would like to contribute in Welsh for some events	②	- Continue what we are doing - We aim to have a Welsh speaker at large, public events i.e stand at Royal Welsh/Eisteddfod as applicable	②	Project Support to create guidance with support from WLC and WLWG.	2026

Your provision at present	Level	What we intend to do next. How will we maintain, or increase this level of provision? What are the performance indicators?	Year 3 target level	Who is responsible ?	By when?
When you organise an event that's open to the public in which language are the following:					
Invitations English only	①	Invitations will be bilingual for Wales based events.	③	Reminder to colleagues to translate invitations if appropriate	2026
Forms eg booking / registration / evaluation English only	①	- Forms will be bilingual – Wales only events. - We will add into the procurement requirements of new suppliers	③	Stakeholder/ Comms teams	2026
Publications eg programme / attendee pack English only	①	Guidance will be created on whether programmes need to be translated	②	Project Support to create guidance with support from WLC and WLWG	2027
Speakers / announcements English only	①	We will open and close in Welsh for some Wales based events.	①	The event holder	2026-2029

Your provision at present	Level	What we intend to do next. How will we maintain, or increase this level of provision? What are the performance indicators?	Year 3 target level	Who is responsible ?	By when?
Signs English with some Welsh	①	Bilingual signage for Wales based events	③	Comms & Engagement team	2026
Banners / pop ups / displays English with some Welsh	①	- Bilingual for Wales based events. - Making part of BAU.	③	Comms & Engagement team	2026
Staff or volunteers to greet visitors / competitors English only	①	We are unlikely to introduce this.	①	N/A	N/A
Tickets (ticket booking system eg eventbrite?) English only	①	Not applicable however as above our e-mail invitations are bilingual.	②		2027
Providing courses eg training We do not currently offer any training in Welsh	①	We will signpost to Welsh language courses and resources	①	Project Support to develop with L&D team.	2026
Workforce development					

Your provision at present	Level	What we intend to do next. How will we maintain, or increase this level of provision? What are the performance indicators?	Year 3 target level	Who is responsible ?	By when?
Recruiting staff and volunteers We do not currently recruit staff based on Welsh language skills	①	We will add Welsh as a desirable to appropriate job adverts (customer facing, comms etc.)	②	Relevant recruiting manager HR	2026
Advertising vacant posts Our adverts are in English	①	We will have bilingual job adverts for relevant roles.	②	Recruiting manager HR	2026
Recording the Welsh language skills of your workforce We don't record our officers' Welsh language skills	①	Colleagues can provide this information on a voluntary self service basis in our HR system, we do not mandate this information.	②	WWU colleagues	2027
Informing your workforce about your Welsh language services. We don't have any procedure in place	①	- We will be introducing an updated Welsh Language Scheme and development plan. We will notify colleagues once it's published. - Regular comms out to colleagues to remind them of our Welsh language commitments	③	Project Support to develop comms plan with support from Comms & Engagement team.	2026

Your provision at present	Level	What we intend to do next. How will we maintain, or increase this level of provision? What are the performance indicators?	Year 3 target level	Who is responsible ?	By when?
Encouraging partners and members to provide Welsh Services We don't consider the Welsh language when working with partners or members	①	- Some of our external providers offer in house translation. - Where appropriate, seek suppliers that can offer a Welsh language service i.e. external facilitators	②	Comms & Engagment	2026
Learning and using the Welsh language We support our officers to learn Welsh during work hours	①	We will signpost to Welsh language courses and resources.	①	Project Support	2026