

Tir Natur Welsh Language Policy

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1. Our Vision for the Welsh Language

Our vision at Tir Natur is for a Wales where wild nature and communities thrive together, where ecosystems are fully restored and people rediscover their place within them.

As a Welsh charity with people and communities at its heart, the Welsh language is central to the realisation of our vision. We recognise the significance and importance of the Welsh language both on a national level and to the everyday lived realities of its speakers. We also recognise that Welsh is an intrinsic language of social, administrative and economic communication in many communities and networks across Wales, and we declare our support for efforts to promote wider use of Welsh in all aspects of life in Wales.

Furthermore, the Welsh language makes Tir Natur unique amongst similar organisations working for rewilding across the United Kingdom.

To that end, we are committed to ensuring that the Welsh language is rooted and fostered within the culture of the charity, both internally and in our interactions with our wider community.

To achieve this, we will adopt the five following principles:

- We will ensure equality for the Welsh language in our communication with the public.
- We will offer Welsh proactively as a language of choice.
- We will proactively seek to promote Welsh, celebrating in particular the place of Welsh within the living heritage of our site at Cwm Doethie and the wider area, and any further developments/sites in future.
- We will make every effort to ensure we have enough capacity to achieve the above by actively seeking to recruit staff and volunteers with appropriate Welsh-language skills, as well as ensuring, where translation is needed, that costs are budgeted for and included in funding applications.
- Everyone in our organisation is responsible for ensuring that we follow these principles, including Board Members, staff and volunteers - whether they are Welsh speakers or not.

2. Delivering our Vision for the Welsh Language

This section sets out how Tir Natur will deliver its vision for the Welsh language through its day-to-day operations.

2.1. Equality and the Active Offer

Tir Natur recognises that Welsh and English are the official languages of Wales and that they are equal in status.

The Active Offer is the principle that it should be clear that people are welcome to engage with an organisation in their language of choice - whether Welsh or English - without having to ask. It involves practices such as greeting people in Welsh on the telephone or face-to-face, producing and offering bilingual documents and forms (for internal and external use), ensuring that a clear choice of language is available from the outset, and recording individuals' language preferences for future interactions. The Active Offer helps Welsh speakers feel confident and comfortable to use the language and is a key element of the Welsh Government's strategic framework, *More than Just Words*.

The following sets out how Tir Natur will implement the Active Offer and ensure equality between Welsh and English in its work.

Public face

The Welsh language is central to Tir Natur's identity. Tir Natur will maintain a fundamentally Welsh-language or bilingual corporate identity. This identity will be reflected in signage, printed materials, written electronic communications, video footage, forms and explanatory materials, publicity materials, public notices, and staff recruitment advertisements.

Written communication

We will communicate in writing bilingually or according to individuals' language preferences, as appropriate.

All general written communications issued by the charity will be bilingual in Welsh and English, ensuring the same standards in both languages.

When producing bilingual communications, we will follow the principle of placing Welsh on top or - where both languages appear side by side - on the left. This follows best practice as set out in the Welsh Language Commissioner's [Bilingual Design Guide](#).

Where electronic platforms are used for communication, every effort will be made to use platforms that support bilingual communication.

Any direct written communication with individuals will be bilingual or in the individual's language of choice, as appropriate.

We will make explicit on our website, on any forms, and in the email signatures of official Tir Natur accounts that people are welcome to contact us in Welsh or English, and that their choice of language will not result in a delayed response.

Spoken communication

Tir Natur will make every effort to communicate verbally in an individual's language of choice.

At public events where one-to-one conversations with members of the public are expected, Tir Natur will ensure that fluent Welsh-speaking staff or volunteers are present to enable communication in individuals' language of choice.

At public meetings, Tir Natur will make every effort to facilitate communication in both Welsh and English. Interpretation facilities will be provided for non-Welsh speakers. Organisers will make it clear that speakers and contributors are welcome to speak in Welsh and will ensure that non-Welsh speakers understand how to use the interpretation equipment. Where a meeting is held outside Wales, translation and interpretation requirements will be considered as part of the initial planning process.

When communicating by telephone or in meetings that are not public, Tir Natur will make every effort to ensure that a member of staff or volunteer is available to communicate in the language of choice of those present. Responsibility for facilitating this choice will rest with the Tir Natur representative arranging the meeting or making/receiving the telephone call.

Mixed communication

In communication which combines spoken and written media (such as video), Welsh and English must be treated equally. Every effort will be made to ensure that individuals can access all materials in their language of choice or bilingually. Tir Natur's Welsh Language Guidelines (in development) should be followed.

2.2. Proactively Promoting the Welsh Language

The Welsh language is central to Tir Natur's identity. Accordingly, Tir Natur will proactively promote the Welsh language both internally and externally, in both written and spoken communication. In addition, where appropriate, Tir Natur will celebrate the linguistic and cultural heritage of Wales, as well as that of any specific area in which it operates.

We recognise that the original language of any piece of writing can influence its direction, the themes and ideas it explores, and the vocabulary and concepts it employs. Staff and volunteers are therefore encouraged, where they choose to do so, to draft materials in Welsh in the first instance. Tir Natur will facilitate translation from Welsh into English exactly as it facilitates translation from English into Welsh.

Tir Natur will develop a plan to ensure that the linguistic and cultural identity and heritage of Wales, together with those of any areas in which it operates, are recognised and celebrated. The charity will ensure that the linguistic heritage of the areas in which it operates is featured and celebrated on its website and social media channels, in relevant printed materials at Tir Natur sites and, where appropriate, at events. This may include, for example, place names and landscape features, names for species found on our sites, poetry and songs, local tales and legends, etc.

3. Implementing the Welsh Language Policy

This section sets out the internal arrangements that Tir Natur will establish to ensure that the charity is able to implement this Policy.

3.1. Organisational Capacity

Tir Natur will ensure that it has the organisational capacity to implement this Policy.

The charity's recruitment strategy will take account of the language requirements of individual posts from the start of the recruitment process. All new posts will specify Welsh language skills as desirable by default. Tir Natur will then assess the language requirements of each individual post at the beginning of the recruitment process to determine whether Welsh should instead be specified as an advantageous or essential requirement for that role. All recruitment advertisements will specify the language skills required for the post, and language skills will be a relevant factor for consideration in appointment decisions.

This Policy will form part of the induction training for all new members of staff at Tir Natur, as well as all Board Members.

Tir Natur is committed to maintaining, improving and refining the bilingual skills of all staff as part of their continuing professional development.

When recruiting volunteers, Tir Natur will keep a record of their Welsh language skills.

We will ensure that sufficient budget is available for any required translation or interpretation, for producing bilingual printed materials, and for bilingual electronic platforms. These costs will be given due consideration when fundraising for core operations and specific projects.

Tir Natur will ensure that it has an active Welsh Language and Culture Group, as well as a designated Board Member with specific responsibility for the Welsh Language and Culture.

Tir Natur will draw up and maintain Welsh Language Guidelines to assist staff, volunteers and Board Members in the implementation of this Policy.

3.2. Responsibility

Everyone within the Tir Natur community - including staff, Trustees and volunteers, whether fluent Welsh speakers, learners or non-Welsh speakers - is responsible for ensuring that this Policy is implemented. Everyone must have regard to this Policy and the principles embedded within it when they are acting on behalf of Tir Natur.

In relation to any motion discussed by the Board, the Board is responsible for considering its impact on the Welsh language and for ensuring compliance with this Policy before approving any such motion.

3.3. Policies, Procedures and Guidelines

All other Tir Natur policies, procedures and guidance will refer to the Welsh Language Policy and have regard to the implications of this Policy.

3.4. Monitoring and Evaluation

The Tir Natur Welsh Language and Culture Group will be responsible for monitoring and evaluating the implementation of this Policy, together with any associated practical guidelines, in accordance with Tir Natur's usual monitoring and evaluation procedures.

The Board Member with responsibility for the Welsh language and culture will present an annual report to the Board on progress in implementing this Policy.

3.5. Review

This Policy will be reviewed annually at minimum, or more frequently if required.

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