

Adra

Welsh Language Scheme Monitoring Report



Welsh Language Scheme Monitoring Report	1
2023/24.....	2
1.0 INTRODUCTION	3
2.0 COMPLIANCE WITH THE WELSH LANGUAGE SCHEME.....	4
3.0 STAFF LANGUAGE SKILLS AND PROMOTING THE WELSH LANGUAGE	11
4.0 MANAGEMENT AND ADMINISTRATION OF THE SCHEME.....	16
5.0 FRONT LINE SERVICES.....	18
6.0 ANALYSING PERFORMANCE	19

1.0 INTRODUCTION

- 1.1. Adra's Welsh Language Scheme Monitoring Report is presented to the Welsh Language Commissioner for the 2023/24 financial year in compliance with the requirements.
- 1.2. Adra has a new [Corporate Plan](#) for 2022-2025 with a clear purpose to *"support our communities and provide quality homes where people feel safe and happy"*. The Scheme states that we are proud of the Welsh language and use it in everything we do, and we want to continue to do so. By 2025, our hope is to achieve the results of the Corporate Plan and to do so by adhering to our key principle of being an ambassador for the Welsh language in the housing sector.
- 1.3. Further details are provided in the body of this report on the good work that has taken place during 2023/24 and all of this in the hope of ensuring that the Welsh language is heard in our homes and within our communities. We want to continue to work with others and further engage to spread the word and in that process, encourage Housing Associations and other companies to do the same. We want everyone to invest time and their hearts in seeing the Welsh language thrive across North Wales, and beyond.

2.0 COMPLIANCE WITH THE WELSH LANGUAGE SCHEME

2.1 Performance Indicators

There are three performance indicators within Adra's Language Scheme as listed in the table below - the performance against each indicator is reported within the various sections of this report.

Indicator	Details	2023/24 Performance
DICCG01 (Equality and Diversity)	Number and percentage of Adra staff that can speak Welsh, by department, job scale and workplace (offices and depots)	Section 3
	Percentage of Adra staff that can speak Welsh by department	
	Percentage of Adra staff that can speak Welsh by job scale	
	Percentage of Adra staff that can speak Welsh by workplace	
DICCG02 (Welsh Language Services Quality)	Number of complaints received about the Welsh Language Schemes' operation and the complaints percentage that were treated in compliance with Adra's corporate standards.	Section 4
DICCG03 (Develop Skills)	Number and percentage of staff that have received Proficiency (Gloywi Iaith) training	Section 2

2.2 Action Plan

Our Monitoring Report over the years has included an Action Plan which was developed to ensure that the measures contained in Adra's Language Scheme are achieved. Since the establishment of a new Language Working Group in Adra a broader Action Plan has been developed to help us go beyond merely complying with our Language Scheme. See our new Action Plan below which includes elements of the old Action Plan as well as new action points.

1. Language Charter - creating a dynamic and innovative Language Charter that will be visible to ensure that Adra staff and others are aware of Adra's commitment to the Welsh language.

Ref.	Action	Target Completion Date	Update
1.1	Produce and launch a Language Charter which includes Adra's language objectives as set out in Adra's Language Scheme, Corporate Plan and Community Strategy.	March 2021	Charter launched on the 1st of March 2021 and available to view on Adra and the Welsh language on our Website. Further work has taken place this year to bring the Charter to life through Artificial Intelligence technology, developing a short video for staff and subcontractors.
1.2	Encourage other Housing Associations in Wales and similar organisations to adopt the Charter for their own organisations and assist them in complying with all of the charter objectives.	Continuous	Charter is part of conversations that Adra's Senior Officers have with other Housing Associations jointly and other initiatives related to the Welsh language. Adra will host a Language Conference in April 2024 and the charter will be prominently featured here.
1.3	Review the impact of the Charter annually on the use of the language and report this as part of the annual monitoring arrangements of the Adra Language Scheme.	Annually	A short section on the Charter in this report (3.3.3) and what has been achieved.

2. Engaging with others - work with Mentrau Iaith, organisations with a specific interest in the language and companies that have or would benefit from increasing the use of Welsh in their organisations.

Ref.	Action	Target Date	Update
2.1	Create a dedicated page on the Adra website about the Welsh language so that external stakeholders have easy access to information about Adra's commitment to the language and to attract people to work with us on language initiatives.	Continuous	The Adra and the Welsh language page is live which contains our vision in terms of the Welsh language and our Language Charter. There is useful information on it such as information about the taster course Cymraeg Gwaith that Adra has developed with the National Welsh Learning Centre for Social Housing Sector employees and a link to an Introduction to the Language and Culture of Gwynedd.
2.2	Being seen as a key partner by others as an organisation that can help to increase the use of the Welsh language.	Continuous	<p>Adra is a member of the Gwynedd Language Forum which was established in 2023. Gwynedd Council leads the forum and organisations such as Grŵp Llandrillo Menai, Yr Urdd, Snowdonia National Park, Mudiad Meithrin, Welsh Government, Bangor University are also part of the forum. The main purpose of the forum is to come together to see what things we can work together on instead of work being duplicated across the county.</p> <p>Further contacts have been made with Mentrau Iaith in the North East with Adra now attending language meetings across the region.</p>
2.3	Work further with the Welsh Language Commissioner to be seen as the leading Housing Association in the linguistic field in Wales where others turn to us for guidance and advice.	Continuous	The Welsh Language Commissioner has received an invitation to speak at the Adra Language Conference on the 30th of April 2024 where there will be a discussion on how housing associations can work together to comply with the Language Standards when they come into force. Adra is keen to be an

			anchor company that will collaborate with the Commissioner over the coming year to facilitate the implementation of the new standards.
2.4	Identify special days / weeks celebrating the Welsh language (e.g. Welsh Rights day in December, Shwmae Sumae Day in October, St David's Day) and promote and support these days through our social media / staff message etc.	Continuous	Our Welsh Communication Plan identifies special dates and holidays where we can plan what messages we want to share in relation to the language.
2.4	Hold a Language Conference to start discussions about implementing Welsh Language Standards in the Social Housing Sector together with encouraging working in partnership on initiatives relating to the Welsh language.	April 2024	Arrangements in place for April 30th, 2024. Guest speakers including the Welsh Language Commissioner, the Welsh Government, the Urdd, Menter Iaith Gwynedd.

3. Welsh in our Communities - promote Adra's Welsh language values in areas that we now operate where Welsh is not as strong to influence and entice more people to learn Welsh.

Ref.	Action	Target Date	Update
3.1	Identify non-Welsh speaking tenants who are eager to learn Welsh and help them on the right path to suitable training.	Continuous	Budget available to offer Welsh learning courses to tenants under the banner of our Community Strategy. Further work will take place on this during 2024/25 following feedback received from the Customer Panel where 12 tenants expressed that they wished to receive training to learn Welsh or improve their Welsh.
3.2	Work with our Community Team to organise events through the medium of Welsh in our communities.	Continuous	During 2023/24, many community activities were seen taking place where the Welsh language was seen and heard from St David's Day Celebrations to Estate Cleaning sessions.
3.3	Develop a welcome pack for new tenants that includes information on events in their areas and references to Welsh learning services etc	September 2024	New customers of Adra in Gwynedd receive a copy of Introduction to the Language and Culture of Gwynedd via an email link as part of the welcome package.

4. Internal Compliance - ensure that we comply with all of the requirements within our Language Scheme and report on performance on an yearly basis to the Welsh Language Commissioner as requested

Ref.	Action	Target Date	Update
4.1	Maintain database on language preferences of existing staff.	Continuous	Information collated and held on the language ability of staff and noted on a database by the Human Resources Department. 98% of Adra's permanent staff can speak Welsh.
4.2	Maintain a database of complaints.	Continuous	A register of Adra complaints is maintained centrally within the company and any complaints are directed to the Head of Governance. One complaint was received during 2023/24, more information in section 4.2 of this report.
4.3	Reporting to the Welsh Language Commissioner about Adra's compliance with its Welsh Language Scheme and setting out what is being done to go beyond mere compliance.	Annually	The monitoring report is submitted annually to the Commissioner in accordance with their requirements.

5. Impact Monitoring - to ensure that our work in connection to the Welsh language is effective, we will monitor the impact in the ways noted below.

Ref.	Action	Target Date	Update
5.1	We will assess through our annual staff satisfaction survey what impact working through the medium of Welsh has on staff satisfaction.	July 2023 Survey	A question was included in the 2023 Staff Satisfaction survey about the Welsh language in Adra. 98% of Adra's staff considered that Adra gives a prominent place to the Welsh language and that they are very proud of that.
5.2	Review evidence and monitor the impact of Adra's developments on the Welsh language.	2022/23 and then ongoing	Adra's Development Department has commissioned a Language Consultant, Dylan Bryn, to draw up a Questionnaire to collect information from customers in our new developments in relation to the Welsh language. Officers have been out carrying out questionnaires in 4 estates during 2022/23 and moving forward the questionnaires will be filled during tenancy review visits 12 months after moving in.

3.0 STAFF LANGUAGE SKILLS AND PROMOTING THE WELSH LANGUAGE

3.1 Staff Welsh Language Skills

The Human Resources Department collate information with regards the staff language abilities. At the end of 2023/24, 98% of Adra staff were Welsh speakers. At the end of 2022/23, 92% of Adra staff were Welsh speakers. We can attribute this increase to general turnover of staff and a growing workforce.

The information below is reported according to clause 7.2.2 of the Language Scheme:

DIGCC (Equality and Diversity) - Number and percentage of Adra staff that can speak Welsh, by department, job scale and workplace (offices and depots). This information is also split to permanent staff and temporary staff

Information by Directorate

Directorate	Permanent				Temporary			
	Number of staff	Welsh Speakers	Learners	%	Number of staff	Welsh Speakers	Learners	%
Assets and Infrastructure	202	189	5	96	9	9	0	100
Customers and Communities	93	92	1	100	4	4	0	100
Resources	52	52	1	100	2	2	0	100
Chief Executive	6	6	-	100	-	-	-	-
Total staff	353	339	7	98	15	15	0	100

Information by job scale

Management Level	Permanent				Temporary			
	Number of staff	Welsh Speakers	Learners	%	Number of staff	Welsh Speakers	Learners	%
Team Members	259	246	7	98	15	15	0	100
Middle Management	88	87	0	99	-	-	-	
Leadership Team	6	6	0	100	-	-	-	
Total	353	339	7	98	15	15	0	100

Information by Workplace

Location	Permanent				Temporary			
	Number of staff	Welsh Speakers	Learners	%	Number of staff	Welsh Speakers	Learners	%
Tŷ Coch, Parc Menai	163	159	4	100	2	2	0	100
Tŷ Gwyrddfai, Penygroes	50	49	0	98	4	4	0	100
Dolgellau	11	10	0	90	-	-	-	-
Multi Skilled Operators (no fixed location)	124	117	2	96	9	9	0	100
Old Palace	5	4	1	100	-	-	-	-
Total	353	339	7	98	15	15	0	100

3.2 Welsh Language Training

- 3.2.1 In accordance with **DICCG03 - Developing Skills**, it is reported that 2 Adra staff members attended language training during the period and 1 attended a Language Proficiency course during the period in question. Adra works closely with organisations such as the National Welsh Language Learning Centre, Nant Gwrtheyrn and Bangor University to offer training that matches the diverse needs of our staff who are keen to learn Welsh or improve and develop their skills.
- 3.2.2 Adra encourages employees to develop their language skills and has shared messages on 'Clic', the company's intranet, during the year to inform of an opportunity to attend training.
- 3.2.3 We continue our commitment as a company to language training as we have in the past experienced some difficulty in recruiting to senior posts, development jobs and technology jobs. Although the Language Scheme and the new Recruitment Policy approved at the end of the 2018/19 financial year provide more flexibility in dealing with staff language training; the same emphasis is placed on encouraging non-Welsh speaking staff to develop their language skills and immersing them in Welsh culture daily.
- 3.2.4 It is important to note that Adra plays a key role in providing training and apprenticeship opportunities for young people. We are working with colleges and schools to raise awareness of jobs in housing where Welsh language skills are essential. Continuous work is taking place to raise awareness about [Academi Adra](#). Adra Academy brings several opportunities through Adra and its partners to help people develop skills and find work. Support can be offered to look for employment,

training, starting your own business and building confidence. By offering opportunities for young people to work in Gwynedd through the medium of Welsh we are contributing to ensuring that these young people can continue to live in the area and get quality jobs and opportunities.

- 3.2.5 In March 2022 the work was completed with the National Welsh Language Learning Centre to develop a vocational taster course 'Cymraeg Gwaith' specially tailored for the Social Housing Sector. The course now sits on the National Welsh Learning Centre website and is available for anyone to complete free of charge. During 2022/23 13 individuals have partially followed the course or have completed it. By the end of 2023/24, 60 have completed the course. We will use our 'Iaith ar Waith' Conference on 30 April 2024 to officially launch the course to raise awareness of it and to encourage attendees from Housing Associations to take the message back to their organisations about the course. The hope is that having committed to this course, individuals will then go on to study higher levels of learning the language. The course will equip those who follow it to provide a first-class service to customers through the medium of Welsh but also assist with the Government's target of securing 1 million Welsh speakers by 2050.

3.3 Promoting the Welsh Language and Improving Awareness

- 3.3.1 The Welsh language is firstly promoted amongst staff by including Adra's languages guidelines in induction packs for new staff members. Also, the Welsh language is promoted during corporate induction sessions that each new member of staff attends.
- 3.3.2 We have recently developed a short video using an innovative AI system called 'Synthesia' outlining Adra's Language Scheme and Charter for staff. It will go live on our intranet in May 2024 and we hope that staff will find it beneficial and that it will raise awareness in an entertaining and concise way.
- 3.3.3 Promoting the Welsh language is an activity that has taken place regularly over the past few months in Adra as part of the 'Use your Welsh' campaign. Constant messages have been shared on Social media pages encouraging our customers to use the Welsh language services available from Adra such as the website, talking on the phone and that we welcome correspondence in Welsh. Two videos have also been created and shared talking about the Welsh language services available and to encourage people to use the Welsh they have with us at Adra - this is a clear message we emphasise with customers and staff . We have also been raising awareness about Welsh learning opportunities available to staff and more will happen on this during the current financial year.
- 3.3.4 More informally, it is also worth mentioning here the annual Adra Staff Conference held on 29 September 2023 at Venu Cymru, Llandudno. The guest speaker was Ian Gwyn Hughes from the Welsh Football Association and he gave a very interesting talk about his work raising the profile

of the Welsh team and how he inspired and lit a fire in the players' hearts and taught them the true meaning of being Welsh and the history of the Welsh language. His talk was very inspiring and educational with many of us feeling that we had had a lesson about the history of Wales along with meeting a hero.

3.3.5 Adra's Language Working Group

The Adra Language Working Group was established in 2020. The working group includes staff from different directorates in Adra. The Language Working Group is responsible for spreading the word within the company about the Language Charter. The members of the working group will be important links in ensuring that the messages of our Language Scheme and work that we strive to undertake beyond the Language Scheme are conveyed and understood by people within their directorates. An Action Plan has been created and actions from that plan have been incorporated into our main action plan shown in section [2.2](#) of this report.

3.3.6 Language Charter

The Charter was launched on March 1st, 2021, to coincide with the St David's Day celebrations. It has been well received internally and by our partners through our various social websites. The Charter in its entirety can be found on our website here: [Adra and the Welsh language - Adra](#)

This is how we meet each one of the promises included in the charter.

	Our Promise	How we achieve this
1	We will adhere to all the commitments in our Welsh Language Scheme ensuring that we treat the Welsh and English languages based on equality.	Adra staff are aware of our Language Scheme and Language Charter and strive to ensure that our customers receive the best possible service in the language of their choice.
2	We will ensure that practical methods are in place to ensure that our customers and potential customers can interact with us through the medium of Welsh.	All our front-line call centre staff are bilingual and all our documents and information are available in both languages.
3	We will be open and transparent in relation to our performance on Welsh language matters by monitoring and reporting Adra's compliance with its Language Scheme on an annual basis. This will be available for all our customers to see.	We report to the Welsh Language Commissioner annually on our performance on language issues. The 'Adra and Welsh' page on our website will include the report to the

		Commissioner so that it is visible to all our customers and stakeholders.
4	We will appoint Welsh Language Champions on Adra's Board to ensure that the Welsh language is prominent on the company's strategic agenda.	A Language Champion has been appointed to Adra's Board since 2017 and is extremely supportive of Adra's work in relation to the Welsh language. He is also a member of the Language Working Group.
5	We will create an inclusive Welsh Language Working Group of Welsh speaking staff, learners, and non-Welsh speakers to help the company ensure that the Welsh language is prominent in the workplace.	A Language Working Group has been created and meets three times a year. An Action Plan has been drawn up to move the company's language agenda forward with the guidance of the members of the working group.
6	We will make it easy for customers and the public to present any complaint they have regarding the Welsh language and learn lessons from any mistakes we make.	Adra has a comprehensive complaints policy in place and individuals can make complaints in relation to the Welsh language by following the process attached to this policy.
7	We will use our role as a housing provider in non-Welsh speaking areas to promote the language in the best way we can.	Attached to the Working Group's Scheme of Work is the desire to ensure that the Welsh language permeates the smaller Welsh communities, and we can use our influence and work with others to do this as we develop and manage more homes across North Wales.
8	We will always promote and encourage customers, staff and partners to use the Welsh language as we recognise that the Welsh language is essential to the life and culture of many of the communities in which we operate and an essential element of our work.	We can influence as a Housing Association of considerable size to encourage people to use the Welsh language and assist staff and learner who are customers to speak the language by being patient and helping them on their journey and offering advice and guidance. Members of Adra's Language Working Group play a specific role in this respect as they are language

		champions within the organisation and live by the values of the Language Charter.
9	We will work with partners to help the Welsh Government meet its ambitious target of securing one million Welsh speakers by 2050.	We have established and we are developing connections and through that, hopefully, we can identify those customers who live in our homes who do not speak Welsh and encourage them to learn. This will go some way to assisting the WG target.
10	We will work with others to share good practice in relation to the Welsh Language Standards.	As Adra 's Language Scheme is very robust and comprehensive, we are used to adhering to the very highest standards in relation to the language since Adra was established in 2010. We will be well placed to help others on the way to comply with the Standards when they come into force for Housing Associations and hopefully, we can pass on our extensive experience to others.

4.0 MANAGEMENT AND ADMINISTRATION OF THE SCHEME

4.1 Governing Arrangements and Internal Scrutiny

The Audit and Assurance Committee is responsible for the implementation of the language Scheme as noted in our Standing Orders. This Monitoring Report assesses the compliance against the Scheme. This monitoring report was presented to the above committee on the 12th of June, 2024 to approve before presenting it to the Commissioner.

4.2 Welsh Language Complaints

Complaints regarding the implementation of Adra’s Language Scheme are treated in accordance with the organisation's Complaints Policy. This ensures consistency in the way that complaints are treated.

1 formal complaint was received during the period in question relating to Adra's failure to fulfil its Language Scheme as a complainant had received English-only documents as Adra sent documents to a large proportion of our customers as part of arrangements in relation to the roll out of the Renting Homes Act (Wales). The complainant received a sincere apology for the error with an explanation that it was due to a lack of update on our systems. It was confirmed that

the problem had been resolved and he was thanked for bringing the matter to Adra's attention. The Welsh documents were also sent to the complainant. The complainant took the complaint to the Welsh Language Commissioner and Adra cooperated fully with the Commissioner by responding and sharing information in accordance with the requirements.

4.3 Website and Social Media

The intranet, website () and all Adra's social media channels are bilingual and conform with Adra's Welsh Language Scheme. The content is checked for accuracy before being uploaded and published with individual departments responsible for several pages such as lettings, developments and jobs. Each page owner receives a message every quarter to encourage them to check the content of the relevant parts of the website that are their responsibility and Adra's Digital Communications Officer carries out spot checks of the information on the corporate website and the intranet for quality assurance. We can ensure detailed monitoring and consistency with an arrangement like this. There are no plans to increase the use of Welsh as the content is entirely bilingual according to current arrangements.

It is also noted that Adra ensures communicating bilingually when sharing information and communicating of social networking sites such as Facebook, Twitter, Instagram and LinkedIn. The content of these pages is managed by Adra's Communications Team to ensure the quality and correctness of the material as well as language standard.

The Communications Team is also very proactive on social media sharing and re-tweeting messages from other organisations that promote the Welsh language. They aim to share any information about Welsh language events and language lessons or training available to ensure that the messages reach the widest possible audience.

We have a specific section on our website to identify our work linked to the Charter. This page will be a useful reference point for anyone who wants to see the good work going on in Adra in relation to the Welsh language.

4.4 Meetings and Administration

All Adra Board and Committee meetings are bilingual with officers presenting their papers and being encouraged to do so in Welsh as the main business language. All papers are translated before meetings with simultaneous translation facilities available on the day to encourage use of the Welsh language.

4.5 Welsh on Adra's Board

Adra's management Board consisted of tenant members, independent members, nominee of Gwynedd Council and co-opted members. There were 13 members on the Board in the period in question and 10 of the members could speak Welsh. All members are proud that Adra is a

fully bilingual housing association and is keen to see us do more within the sector to help others operate bilingually. They are also keen that we report on the Board's linguistic ability to the Commissioner as a matter of good practice and in the spirit of openness and transparency.

We therefore report, for 2023/24, that 77% of the Board are fluent Welsh speakers.

When recruiting new Board members, the Welsh language is indicated as desirable on the job description and the Board's papers are available bilingually. A simultaneous translation service is available at all meetings to allow Members to converse in their preferred language as mentioned above in 4.4.

Adra is committed to funding any Welsh language courses and lessons that members wish to attend, and we will do everything we can to support them in reaching their goal of being Welsh speakers to a level of their choice.

We also note that a Language Champion role has been established on the Board with Cai Larsen taking up the post since 2017. The Champion is responsible for maintaining the Board's focus on Welsh language issues and supporting Adra in all that it does to ensure that the Language Scheme is given a deserved place at all levels within the organisation. Cai is also a member of Adra's Language Working Group.

5.0 FRONT LINE SERVICES

5.1 Increase in the Provision of Bilingual Front-Line Services for Tenants

All front-line services provided to tenants are bilingual with every staff member within the Call Centre able to speak Welsh and can deal with all aspects of their post confidently in Welsh.

During 2023/24, 2 bilingual editions of the tenant newsletter was issued with information about our services along with stories from the housing sector. A copy was sent by post to all our customers.

The bilingual form is followed when publishing any forms and correspondence be it an information sheet on how to pay rent or a poster to raise awareness about certain events.

We correspond with tenants in the first instance bilingually until we know what language they prefer in accordance with clause 4.1.4 of our Welsh Language Scheme.

There is an Adra Community webpage where information and stories about the latest opportunities for customers in their areas are found. The page is a live and digital newsletter for customers sharing information about opportunities available to them through the medium of Welsh.

5.2 Contractors Compliance with the Language Scheme

The ability of our contractors to comply with the Welsh Language Measure and Adra's Welsh Language Scheme is part of the selection criteria within Adra's formal tendering process. The supplier's tender submission forms part of the final contract between Adra and the supplier so it is a contractual requirement that all contractors comply with the Language Scheme. As noted in the action plan on page 6, the Language Scheme is included with contract opportunities advertised by Adra to promote the principles of the Language Scheme.

The Adra Communications Team monitors communications material produced by suppliers for sharing with tenants, and works proactively with contractors. Adra's contractors, commissioned by the Assets and Infrastructure team, receive an information pack containing guidelines for producing Welsh language communications.

When providing services to tenants, contractors do this in the customer's language of choice ensuring that letters, consultations, information leaflets, posters and signs are in Welsh and English. When contractor have arranged their own correspondence or bilingual signs they will be referred to the Digital Communications Office to ensure quality.

An information sheet is shared with contractors and service providers with the Language Scheme to give guidance on how to comply with Adra's language scheme and where to go for additional help.

Information about the Welsh Language Course for the Social Housing Sector that we have developed with the Welsh Language Learning Centre discussed in 3.2.5 will also be shared among our contractors. It provides an opportunity to ensure that everyone who visits or speaks to our customers on our behalf can at least start and maintain a simple conversation in Welsh. This ensures that customers are given the very best service in their language of choice.

6.0 **ANALYSING PERFORMANCE**

6.1 Priorities and Targets

Our priorities and targets for 2024/25 is to continue to comply with our Language Scheme and ensure that all our staff live and breathe the values within the Scheme. We will also continue to work and build upon the positive relationship with the Welsh Language Commissioner to ensure that we respond and comply with the requirements.

Indeed, a Language Conference has been organised for April 30, 2024 in our new office, Tŷ Gwyrddfai in Penygroes with the Welsh Language Commissioner as one of our guest speakers. The purpose of the conference will be to celebrate the successes of the Welsh language in Adra by sharing good practice and promoting our work program relating to the Welsh language - including a policy on the use of the Welsh language internally. It will also be an opportunity to

start discussions among the sector about the presentation of the language standards and how Adra can be an anchor company to encourage and support other housing associations to comply with the standards when the time comes. We will also take the opportunity at the conference to build relationships and discuss collaboration opportunities on initiatives and activities related to the Welsh language. Several other guest speakers have confirmed that they are available to speak at the conference including the Welsh Government, Yr Urdd and Menter Iaith Gwynedd. We look forward to the event and to report back in our next monitoring report about it and the outcomes.

6.2 Good Practice

Adra employs two Corporate Translators to ensure that there is a dedicated paper translation service in place within the company. By directly employing corporate translators it is possible to ensure consistency in our publications along with developing a technical translation expertise within the housing sector.

Another good practice at Adra is that we encourage our learners to contribute in Welsh in internal meetings. Chairs now ask at the start of meetings if learners are happy that the meeting is held in Welsh and clearly state that they are welcome to contribute in Welsh or English and encourage them to ask for clarification for anything. This is an effective way of immersing our learners and at the same time giving them the opportunity to contribute in their language of choice. Adra wants learners to know that all Adra staff support their learning journey and that we want to be patient while they increase their understanding in the workplace.

Adra has writing guidelines that set out the style of communication with our customers and stakeholders. They state that Adra speaks in a warm and friendly but knowledgeable and confident manner and as a result, all our letters and documents have been reviewed to ensure that our communications are suitable for our customers. The guidelines also provide guidance to ensure that our communications reflect the fact that we are a fair, open, ambitious, and accountable organisation.

Adra now uses a hybrid system to hold Board meetings with simultaneous translation facilities also available. This enables Board members and staff to either join meetings from home or from the office and continue to be able to contribute in their chosen language. It was quite a challenge to get the technology to work but following trial and receiving positive feedback from those present, this method is used in every Board meeting if people wish to use it. We will also be using the hybrid system for external meetings with individuals and companies.

6.3 Quality Monitoring

Adra is eager to receive any comments on services provided to customers. We encourage our customers to submit comments in various forms and that matters are brought to the attention of the Senior Management Team. Our annual Customer Satisfaction Questionnaire looks at, amongst other things, the way we communicate with our customers.