

## Ffotogallery Wales Welsh Language Plan 2020/21

This plan has been prepared in accordance with Welsh Language Commissioner Guidelines under the Welsh Language Act 1993. The Welsh Language Act 1993 establishes the principle that the Welsh and English languages should be treated on a basis of equality in the conduct of public business and the administration of justice in Wales.

Following on from the adoption of the Well-being of Future Generations in Wales Act 2015, The *Cymraeg 2050* strategy was launched in July 2017. It sets out the Welsh Government's long-term approach to reach the target of a million Welsh speakers by 2050. This commitment was also included in Taking Wales Forward 2016–2021, the Programme for Government. In order to realise this vision, the Welsh Government has identified three strategic themes:

- Theme 1: Increasing the number of Welsh speakers
- Theme 2: Increasing the use of the Welsh language
- Theme 3: Creating favourable conditions – infrastructure and context

### Introduction

**Ffotogallery's mission is to develop the practice, enjoyment and understanding of contemporary photography and lens-based media, in Wales and beyond. Our aim is to enrich the experience of audiences and participants through artistic and educational programmes that are distinctive, innovative and stimulating.**

In pursuit of this mission, Ffotogallery adopts an inclusive and broad approach to equality and diversity – one that progressively addresses the protected characteristics covered by the Equality Act 2010. Ffotogallery's Welsh Language Plan is an expression of this intent with regard to the use of the Welsh Language in our dealings with audiences and users of our services in Wales. We also align our activities with the Well-being of Future Generations in Wales Act 2015 and *Cymraeg 2050* strategic themes.

### Our undertaking

Ffotogallery has adopted the principle that in the delivery of its services in Wales, it will treat the English and Welsh languages as equal as is both appropriate and reasonable in the circumstances. Accordingly, it undertakes to ensure that all who contact the organisation and use its services in Wales can receive those services in Welsh and English where appropriate and practicable, within budget constraints.

The public will be made aware of the existence of the plan and its contents through Ffotogallery's website.

Anyone who feels that the service they have received does not comply with the terms of reference set out in the Plan may submit their comments to the Director in writing. Within ten days of receipt of their comment, they will receive a written response in the language of their comment. These comments, together with a response will be recorded and filed for monitoring purposes.

## Welsh Language Plan 2020/21

1. Planning and Delivery of Services		
<p>In the planning and delivery of its work in Wales, Ffotogallery will explore how best it can develop and promote the use of Welsh language in the arts.</p> <p>Ffotogallery's aim is to provide a consistent and reliable service for Welsh speakers throughout Wales. In accordance with the implementation plan below, we will work towards this goal by:-</p> <ul style="list-style-type: none"> <li>• Encouraging Ffotogallery's service users in Wales to feel comfortable using Welsh if they wish to do so</li> <li>• Ensuring that staff are confident and comfortable that they know how to respond to service users speaking Welsh</li> <li>• Using translation services of a high standard to ensure that all relevant material is translated quickly and reliably</li> <li>• Regularly review the percentages of enquiries or participants who use Welsh within Ffotogallery's services or activities compared with the expected demographic breakdown</li> </ul>		
Action	Measure	Lead
Examine how best to develop and promote the use of Welsh language in Ffotogallery's work	<ul style="list-style-type: none"> <li>– Ensure that due consideration of how the organisation pursues its Welsh Language commitment is embedded in planning and delivery processes</li> </ul>	Staff, led by Director

Use partnership working to target and recruit new Welsh speaking Board members, in line with skills gaps identified through the resilience programme	<ul style="list-style-type: none"> <li>– Develop partnerships with Arts &amp; Business and Disability Arts Cymru to identify prospective new Board members.</li> </ul>	Chair (who is a Welsh speaker) supported by Director
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<b>2. Communications</b>		
<p>Ffotogallery welcomes communications with members, other groups and individuals in both Welsh and English and aims to treat both languages on the basis of equality.</p> <p>Written correspondence between Ffotogallery and its service users in Wales will normally be in English. However, if requested we are able to respond to enquiries in Welsh within 14 days. Newsletters, e-postings to subscribers and other such documents will be delivered bilingually.</p> <p>We have identified Welsh-English bilingualism as an area that needs strengthening in terms of core staff, freelancers and volunteers.</p> <p>Our corporate brand and sub-brand Diffusion contains some Welsh. We will treat Welsh and English equally when we next revise our corporate brand. Both languages will be equal in terms of size, format, quality, clarity and prominence.</p>		
<b>Action</b>	<b>Measure</b>	<b>Lead</b>
Consider how Ffotogallery may attract applications for staff and volunteering	<ul style="list-style-type: none"> <li>– Undertake research to identify and address existing barriers</li> </ul>	Operations Manager

<p>opportunities by Welsh speaking individuals</p>	<ul style="list-style-type: none"><li>- Work with specialist equalities groups to promote greater understanding of roles and opportunities offered by Ffotogallery to Welsh speaking groups</li><li>- Investigate training and work placements, apprenticeships targeted at Welsh speaking individuals</li></ul>	
<p>Ensure that translation and support services are of a high standard and can be deployed promptly</p>	<ul style="list-style-type: none"><li>- Increase the pool of suitably qualified translators</li><li>- Consult with Welsh Language advisory and support services to improve organisational practice</li></ul>	<p>Production Coordinator</p>

### 3. Programming

Ffotogallery seeks to commission and present work by artists who are Welsh speakers or originate work in the medium of Welsh. This commitment extends to presenting their work internationally, and to delivery of external projects and engagement programmes in Welsh or bilingually when commissioned to do so.

Printed and online publications created by Ffotogallery and whose intended audience is the public in Wales will generally be produced in English and Welsh. This will include interpretation material associated with exhibitions, catalogues or artist monographs, and learning resources. Where practicable, documents will be published bilingually or summary versions will be published simultaneously.

Our priority has been to increase the Welsh Language content of Diffusion, in print and electronic form, and to publish fully bilingual publications associated with Mike Perry's Land/Sea exhibition, Dreamtigers and Chronicle, to commemorate 40 years of Ffotogallery. We recruited three Welsh speaking paid interns for Diffusion 2019, and presented work by John Rea, Huw Talfan Walters, Huw Davies and Peter Finnemore, amongst other Welsh artists.

Action	Measure	Lead
Enhance the creative content delivered bilingually, to be presented in exhibitions, online and in print form	<ul style="list-style-type: none"> <li>– Produce and present more bilingual information on artists and exhibitions, contextual writing and learning resources</li> <li>– Commission and present new work by at least two Welsh speaking artists</li> <li>–</li> </ul>	Director/Production Coordinator
Publish bilingually all print and online publications including those relating to Diffusion and Ffotogallery's exhibitions and Wales-focused projects	<ul style="list-style-type: none"> <li>– Create bilingual content for learning resources and publications associated with Ffotogallery exhibitions</li> </ul>	Director/Production Coordinator

	<ul style="list-style-type: none"> <li>– Create bilingual content for and publish the Diffusion 2021 publications</li> </ul>	
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**4. Work with press and media**

Ffotogallery is committed to working with press and media organisations in Wales working in both languages. Press releases will be created in both languages and either issued bilingually or to the appropriate media in their respective language at the same time.

<b>Action</b>	<b>Measure</b>	<b>Lead team</b>
Develop relationships with the Welsh medium press and media	<ul style="list-style-type: none"> <li>– Produce and distribute Welsh language press releases and briefings</li> <li>– Develop relationships with editors and journalists within the Welsh medium press and media sector</li> </ul>	Operations Manager

## 5. Website and social media

The Ffotogallery and Diffusion websites are mirror websites offering the same information about artists, exhibitions and services in English and Welsh, depending on the preference of the user. Rich content such as videos, podcasts and interactive resources will generally be authored in English, but we welcome content that is created in Welsh.

In order that we can remain responsive and proactive in our social media activities, only a limited number of social media communications will be delivered bilingually, although we aim to increase the volume and frequency of Welsh social media postings.

Action	Measure	Lead
Develop Ffotogallery's bilingual mirror website to enhance user choice, experience, rich content and navigation	Redesign and re-build platform ensuring that improvements work across the two languages	Director/Production Coordinator
Increase the number and frequency of Welsh language social media postings	Build in-house capacity and expertise in terms of Welsh medium social media practice	Production Coordinator

## 6. Staffing

In order to ensure that appropriate levels of expertise in the Welsh language are available to the staff, Ffotogallery :-

- Review each post at appointment, assess the desirability and level of Welsh required in order to fulfil its function, advertise that requirement and assess the requirement at appointment.
- Review the language capability of the staff at Ffotogallery, assess if the overall capacity is sufficient and in the event of a deficit make specific recruitment and training decisions.
- Offer Welsh language training to staff to increase capacity and as a personal development opportunity and encourage the take up of such training.

An understanding of the Welsh Language Plan will be an essential part of the induction of new Ffotogallery staff.

Action	Measure	Lead
Review the language capability of the staff and adjust recruitment and training processes as needed.	For all new jobs, assess the desirability and level of Welsh required in order to fulfil its function, advertise that requirement and assess the requirement at appointment  Apply same principles to recruitment of freelancers and interns	Operations Manager
Offer Welsh language training to staff to increase capacity	Build in-house capacity and expertise in terms of Welsh language use	Operations Manager

## 7. Monitoring and evaluation

The responsibility for ensuring that monitoring of the scheme is undertaken lies with Ffotogallery's Board

Monitoring and evaluation methods will include:-

- Review of complaints and measures taken to address them
- Sample monitoring of communication from Ffotogallery to others
- Sample monitoring of responses to incoming communication
- Oversight of promotional and display materials
- Monitoring of requests for services through the medium of Welsh
- An assessment of the linguistic balance of users of services or participants in activities compared with that in the relevant population

A report on the plan and its implementation will be received by the Board annually.

Action	Measure	Lead
Review the Welsh Language Plan and its implementation	Ensure that the plan is implemented in line with agreed priorities and commitments	Board
Continue to improve and refine Ffotogallery's approach to Welsh language development and promotion	Implement recommendations from the review process, including new practices as appropriate and reasonable	Operations Manager