

Welsh language policy

Executive Summary

About Cardiff Airport

Cardiff Airport is the national airport for Wales and a key gateway to the UK, welcoming over 1.58 million passengers annually.

Cardiff Airport has over 50 direct routes available and a further 900+ connecting destinations accessible via key hub airports. Cardiff Airport is a key contributor to the local economy, supporting 1,900 aviation-related jobs and driving over £163m of direct economic benefit to the region.

Welsh language: Our vision

As Wales' national airport, the capital city airport and a gateway to the United Kingdom, Cardiff Airport takes real pride in its Welsh identity. Creating a working culture and a customer experience that reflects our commitment to Wales and the Welsh language is an integral part of our brand.

We are proud to represent Wales and view the Welsh language as an opportunity to strengthen our business. Likewise, we recognise the intrinsic part we can play in actively supporting and promoting use of the Welsh language throughout the customer journey.

Since coming under the ownership of Welsh Government in 2013, we have been on a journey of transformation focusing primarily on adding more routes, more capacity and increasing passenger numbers to ensure a sustainable airport business. This financial year - 2019/20 - sees a renewed emphasis on our team and our customers and the Welsh language will be incorporated into this overarching strategy at every possible touchpoint. The Airport is committed to providing a bilingual service to all customers, even those who can't speak the language but who are eager to see and hear Welsh, and to giving passengers the opportunity to communicate with the airport through the medium of English or Welsh.

With the support of the Welsh Language Commissioner, this document sets out our current Welsh language provision and a set of realistic, achievable objectives that we will endeavour to achieve over the financial year 2019/20; whilst also focusing on our ambitious plans to deliver a thriving and sustainable airport business for Wales.



Your provision at present	Objectives to move forward to the next level or maintain your provision	Who is responsible?	By when?	Comments
<p>Face to face Visitors are able to talk to a Welsh-speaking member of staff on request</p>	<p>Carry out a Welsh language skills audit across the business to understand current awareness levels among teams</p> <p>Access promotional items to use across the terminal</p>	<p>Training Coordinator</p> <p>Marketing</p>		<p>Enquired with 'Learn Welsh' on 26/02/2019 as directed by the Welsh Language Commissioner</p> <p>Followed up on 28 March with Siwan Iorwerth</p> <p>Branded items received.</p>
<p>Over the phone All officers offer a bilingual greeting. If they are unable to speak Welsh, they will offer to transfer the call to a Welsh-speaking officer</p>	<p>Update the current telephone system to a bilingual menu of options</p>	<p>IT</p>	<p>End April 2019</p>	<p>First meeting 20.03.2019, revised script agreed</p>
<p>Sending letters and emails We communicate bilingually on specific projects or campaigns, but not on every occasion.</p>	<p>Fluent staff to amend e-signature to include Siarad Cymraeg logo</p> <p>Fluent staff to actively communicate via email in Welsh where appropriate</p>	<p>Graphic Designer / IT</p> <p>All</p>	<p>End April 2019</p> <p>Ongoing</p>	
<p>Responding to letters and email We respond in Welsh to any Welsh language correspondence we receive. This can lead to delay if we have to use a professional translator.</p>	<p>Prepare a customer feedback process that factors the timescales required to translate responses using a professional service</p>	<p>Customer Feedback steering group</p>	<p>End FY 19/20</p>	
<p>Press releases Our press releases are usually issued bilingually but, in some cases where an urgent release is required, it is possible that we will issue it in English first, with the Welsh version to follow.</p>	<p>Undertake an audit of the website's news section and send links to historic CWL releases for professional translation</p> <p>Proactive press releases issued on behalf of CWL to be issued bilingually</p>	<p>Marketing</p> <p>Marketing</p>	<p>End Q1</p> <p>Immediate</p>	
<p>Media interviews The airport will endeavour to provide Welsh language media interviews by media-trained Welsh-speaking members of staff when requested and if appropriate</p>	<p>Ensure fluent Welsh speakers are media trained regularly</p> <p>Provide proactive media interviews where possible to practice media skills and enhance public image of airport</p>			

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<p>Welsh media outlets The airport will continue to build on the strong relationships established with Welsh language media channels</p>	<p>The airport will offer the same services to Welsh and English language media in terms of interviews, statements, commercial and other filming opportunities, and will encourage its partner companies such as airlines and tour operators to consider Welsh language media options when coordinating PR and marketing plans.</p>			
<p>Signs In English with some Welsh</p>	<p>Undertake a signage review project, ensuring equal prominence of Welsh language throughout the customer journey.</p>	Commercial	End March 2019	Welsh signage professionally translated and checked internally, now preparing for installation
<p>Staff uniforms In English with some Welsh</p>	<p>Identify a new uniform supplier and approval process</p> <p>Review branding on all uniforms across the business, ensuring correct use of Welsh language on branding</p>	<p>Heads of Department / Graphic Designer</p> <p>Graphic Designer</p>	End March 2019	New supplier identified
<p>Website The static information on our website is bilingual but any additional content depends on the language of the officer preparing the information.</p>	<p>Undertake a project to update and improve the current website</p>	Marketing	End Q1	Workshop and consumer research project planned
<p>Social Media We prepare English messages, but if someone asks a question in Welsh, we will strive to provide a Welsh response.</p>	<p>Prepare a suite of bilingual texts and assets for proactive use – adverse weather disruption, major events, travel disruption</p>	Marketing	End Q1	
<p>Public meetings and events Airport Consultative Committee</p>	<p>Review Airport Consultative Committee format and assess the need to include Welsh language</p>	Directors, Executive Assistant and Marketing		
<p>Providing training courses We are currently unable to offer a Welsh language service</p>	<p>Set up a meeting with Training Coordinator to explore training courses and funding available</p>	Marketing/ Customer Experience/ Training Coordinator	End Q1	

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Working Welsh Some officers wear Working Welsh badges or lanyards but we do not display any posters	Ensure Welsh speakers wear badge at all times	Marketing	End April	
Staff recruitment We assess whether the Welsh language is a required skill for every new post	Endeavour to recruit Welsh speakers, by adding to desired skills on all job descriptions	HR	Immediate	
Advertising vacant posts Our advertisements are written in English.	Ensure all internal job vacancies are advertised in English and Welsh	HR	Immediate	
Language awareness There is no formal process but documentation is available if officers wish to read it.	Source relevant information from the Welsh Language Commissioner	Rhiannon Jenkins	End April 2019	Meeting with Welsh Language Commissioner on 5th April 2019
Language skills We are aware that some officers are Welsh speakers	Carry out a basic skills audit across the business			See 1.1
Learning and using the Welsh language As part of their annual job evaluation, our officers are offered lessons to improve their Welsh language skills or learn Welsh. The organisation pays for the learning and provides time to learn during working hours.	Explore training options	Training Coordinator	End Q1	

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