

Chapter Caerdydd Cyf

Welsh Language Development Plan



CHAPTER

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

Received approval from the
Commissioner on 10/12/25



Our organisation

Established in 1971 Chapter is an international centre for contemporary arts in Cardiff, Wales. We're a charity and we commission and present thought-provoking exhibitions, films, performances and multi-disciplinary events by contemporary artists who expand our world view and challenge the status quo.

Our approach is audience-informed, centring programmes that prioritise social and cultural equity and shared purpose. We advocate for communities and artists as world builders. Embracing multiple and diverse perspectives, radical thought and experimentation, we foster dialogue between audiences, communities and artists via a public programme that encourages connection through our histories, the way we live now and how we might imagine new futures.

We also bring more films, to more people, in more places through Film Hub Wales, and support young people's talent-pathways in the film industry through BFI Film Academy. All of this is supported by an innovative and inclusive programme of community engagement and creative learning, and we bring people together in our large social space and café bar.

We have 54 FTE staff and 86 volunteers

The importance of Welsh to us and our customers

We're a bilingual organisation and we recognise the need to strengthen the Welsh language arts ecology, particularly in association with experimental practice. We work in partnership with organisations and freelance workers producing work in the Welsh language and creating opportunities for presentation, to ensure our dynamic programme allows for risk and adventure and that interdisciplinary, experimental work originated and delivered in the Welsh language is better supported. Across our networks we also ensure that works in the Welsh language are positioned and celebrated in an international context.

We encourage our audiences to take risks and will introduce them to high-quality, innovative practices that engage with contemporary issues, so that they have access to a varied Welsh language programme of work across artforms and across age groups.

We are an organisation that supports and encourages accessibility to our arts programmes and resources, and this includes providing a consistent service to our Welsh-speaking audiences in a language of their choice.

We welcome communications in both Welsh and English and aim to provide an equal standard of service in both languages.

Our Cynnig Cymraeg – Welsh Offer

- **Welsh language website**
- **All social media done bilingually**
- **All newsletters bilingual**
- **All building signage bilingual**
- **Q&As with Welsh language creative practitioners delivered in Welsh with simultaneous translation**
- **Staff greeting visitors bilingually and wear Iaith Gwaith resources**
- **Programme activities across artforms using Welsh language**

Responsibility

Beki Pope, Head of Fundraising

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.

The 'Level' column shows your current scores based on the answers you gave.

The Hybu Team will help you agree on suitable targets for maintaining and improving your provision.

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 Welsh speaking member(s) of staff are available to greet customers in Welsh at all times	③	Members of staff are available to greet customers in Welsh and hold general conversations in Welsh. We have surveyed all staff re level of Welsh language skills and desire to learn. Introduce training to ensure that all staff are comfortable greeting customers bilingually. Request staff comfortable speaking Welsh to wear laith Gwaith badges.	③	BP	Mar 26
Telephone Services Every officer answers the phone with a bilingual greeting. If they're not Welsh speakers they will offer to transfer the call to a Welsh speaking officer	②	Bilingual answering machine message on phone currently Staff to answer phone with a bilingual greeting. If an individual wishes to speak Welsh on the phone, we would be able to arrange a Welsh language call-back if a Welsh speaking individual is not able to take the call at the time.	②	Marketing team/ front of house	Maintain
Replying to letters and emails We reply in Welsh to any correspondence we receive in Welsh	③	All staff will be made aware that Welsh messages receive a Welsh reply - in the staff handbook and via new starter inductions	③	HR	Maintain
Sending letters and emails We communicate bilingually every time	③	Continue to send all newsletters bilingually – Monthly what's on, weekly film newsletter, quarterly Friends newsletter, Gallery invites, bi-monthly Chapter Clwb newsletter	③	Marketig team	Maintain

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Do you have a CRM database? We have a database which identifies which customers are Welsh speakers	③	We have moved over to a new CRM. At the moment, service users are able to record language preference in 'additional notes' section. We are working to ensure that a language choice button is added into our CRM.	③	BP, Marketing team	Mar 26
Iaith Gwaith Every Welsh speaking member of staff wears Iaith Gwaith resources	③	We have received lanyards and badges for Welsh speakers and learners. These will be worn by staff that are comfortable speaking Welsh	③	BP	Distributed to staff
Image					
Your company or organisation's name We include 'Caerdydd' in our title	①	Chapter Caerdydd Cyf – Chapter is never translated.	①	Marketing team	Maintain
Please note if the following are available in:					
Headed paper Welsh and English equal	③	We use a digital template for our headed paper so can maintain this and update it when necessary.	③	Marketing team	Maintain
Marketing materials – eg Pop-ups / Banners / Posters (static and digital) Welsh and English equal	③	Our Chapter pop-ups are bilingual. We have bilingual digital banners around the building that can be updated flexibly when required. We ask our programme partners to provide Welsh language information.	③	Marketing team	Maintain

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Email signatures Welsh and English equal	③	We update our signatures during the year with programme activity and will always ensure these are bilingual. We will also ensure that all automated e-mails, such as 'out of office' e-mails are bilingual by all members of staff.	③	IT team	Maintain
Menus Welsh and English equal	③	We will ensure that we maintain this level, and any new menus in our cafe will be available bilingually as well.	③	Marketing team	Maintained for autumn winter menu.
Social media profiles Welsh and English equal	③	We will ensure that static information on social media pages will always be bilingual	③	Marketing team	Maintain
Signs Welsh and English equal	③	We will ensure that we maintain this level, and any new signage will be bilingual as well	③	Marketing/ Building maintenance	Maintain
Digital					
Website Our website is fully bilingual with the Welsh and English pages being updated often. It's possible to move from the Welsh version to the English at any point using the language choice button	③	We will ensure we maintain this level. We aim to commission news and blogs in Welsh as first language, instead of translating from English to Welsh.	③	Marketing	Maintain

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Social Media Each message is posted bilingually or Welsh only	③	Marketing and Communications Officer ensures parity of English and Welsh language visibility. Other members of staff are undertaking Welsh language classes to ensure this level is maintained	③	Marketing	Maintain
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	Speakers welcome to contribute in preferred language choice for events where this is appropriate, and a translator used.	②	Programme team	Maintain
When you organise an event that's open to the public in which language are the following:					
Invitations Welsh and English equal	③	We will maintain this level and ensure that they are fully bilingual in the future as well	③	Marketing	Maintain
Forms eg booking / registration / evaluation Welsh and English equal	③	We will maintain this level and ensure that they are fully bilingual in the future as well	③	Marketing	Maintain

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Speakers / announcements English with some Welsh	②	Speakers welcome to contribute in preferred language choice, and a translator used. Not all speakers used are Welsh speakers, but are made sure that they are aware that they can contribute in Welsh or English. Staff are available to make general bilingual announcements.	②	Programme team	Maintain
Signs Welsh and English equal	③	We will maintain this level and ensure that they are fully bilingual in the future as well	③	Marketing	Maintain
Banners / pop ups / displays Welsh and English equal	③	We will maintain this level and ensure that they are fully bilingual in the future as well	③	Marketing	Maintain
Staff or volunteers to greet visitors / competitors Welsh and English equal	③	Staff will be available to greet customers bilingually. 70% percent of the staff who answered the survey said they would currently be comfortable to greet visitors in Welsh and English. We'll ensure all staff get training and introduce a policy of a Welsh first greeting when greeting visitors to the building.	③	BP/ Front of House team	Maintain Mar 26
Tickets (ticket booking system eg eventbrite?) Welsh and English equal	③	When individuals book their tickets via the Welsh side of our website, all accompanying info will be in Welsh.	③	IT	Maintain
Workforce development					

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Recruiting staff and volunteers We assess the need for Welsh language skills for each new position	③	We will ensure that we assess the need for Welsh language skills when advertising for any new roles. For example, Welsh might be an essential skill for marketing and communications role.	③	HR	Maintain
Advertising vacant posts We advertise every post bilingually	③	All our adverts are prepared bilingually. We will explore opportunities to advertise on the following websites in order to reach a larger Welsh speaking audience: <u>Golwg360</u> <u>Safle Swyddi</u> <u>Lleol</u> <u>Swyddle</u>	③	HR	Maintain
Recording the Welsh language skills of your workforce We regularly update our records to ensure we are fully aware of the Welsh language skills of our officers	③	We have introduced an annual staff survey to assess Welsh language skills. This gives us a reliable way to track staff confidence and capability over time. We will use this data to ensure consistent Welsh-medium provision.	③	BP	Maintain
Informing your workforce about your Welsh language services. Every officer is given training on the Welsh services we offer	③	We will launch the Cynnig Cymraeg internally and ensure everyone is aware of Welsh language services that are offered. New members of staff will also be made fully aware of our commitments to the Welsh language. This has been embedded as part of staff induction	③	Senior Management Team	Maintain
Encouraging partners and members to provide Welsh Services When we share messages or information on behalf of an organisation we ask them to provide bilingual content	③	We will ensure that all partners are aware of our Cynnig Cymraeg, and our commitments to producing bilingual materials and content. We ask our programme partners to provide Welsh language information.	③	Senior Management Team	Maintain

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<p>Learning and using the Welsh language We support our officers to learn Welsh</p>	<p>③</p>	<p>We will support staff to develop their Welsh language skills and explore the free opportunities available through Cymraeg Gwaith. Several members of staff are now undertaking Welsh classes after introduction by the Welsh language Commissioner</p>	<p>③</p>	<p>Senior Management Team</p>	<p>Maintain</p>