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Bwyd

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Food
Standards
Agency

The Food Standards Agency's Annual Monitoring Report to the Welsh Language Commissioner 2021 – 22

September 2022

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1. Introduction

1.1. The purpose of this report is to identify the activities carried out by the Food Standards Agency (FSA) between 1 April 2021 and 31 March 2022, which support the organisation's compliance with its Welsh Language Scheme.

1.2. Here is a summary of some of the FSA's key activities aimed at consumers in Wales during the year, as part of its ongoing work to deliver first class bilingual provision. The WLU is responsible for coordinating this provision, but it would not be possible without the cooperation of the Agency's staff as a whole, who all play their part in ensuring the FSA in Wales' bilingual corporate identity.

2. Objectives of the Welsh Language Unit (WLU)

2.1 Here are the main objectives of the WLU's operations:

- Providing bilingual services in accordance with the FSA's Welsh Language Scheme
- Giving advice and guidance to FSA staff on its Welsh language policy
- Monitoring and reporting on compliance with the Welsh Language Scheme
- Delivering an effective and high-quality translation service and managing all the FSA's Welsh digital content
- Promoting and facilitating the use of the Welsh language in the workplace and beyond and supporting staff, directing them to relevant Welsh training/lessons.

3. Key Projects of 2021-22

3.1 All correspondence and publications for consumers in Wales are created bilingually and promoted to the public in Wales through the relevant platforms. This includes day-to-day correspondence, news stories, campaigns and website and social media content, as well as the FSA's Annual Report and the National Food Crime Unit's Quarterly Bulletins.

3.2 See below an overview of the most significant and relevant projects of 2021/22:

Speak up for Allergies Campaign

This year, the FSA ran a successful awareness raising campaign targeted at teenagers and young adults. The aim was to encourage them to speak up about their food allergies when eating out or ordering a takeaway. In order to reach this target audience, we created a series of [bilingual videos](#) and published them on [YouTube](#) as well as our social media accounts. We use different platforms to ensure that our vital public health messages reach the target audience in both languages.

In addition, we created a bilingual resource pack for local authorities, including links to the videos, bilingual messaging to share on social media and a template press release. By doing this, we make it as easy as possible for local authorities in Wales to share bilingual content with their stakeholders on their social accounts, ensuring that Welsh speakers across the country have the opportunity to hear about the Agency's campaigns in the language of their choice.

Program of work on prepacked food for direct sale (PPDS)

Following the introduction of Natasha's Law on 1 October 2021, the Agency conducted a program of work to highlight the change in the law, the new requirements for businesses, and consumer rights in relation to prepacked food for direct sale, such as sandwiches and pies. This work included the preparation of a wide range of bilingual materials for stakeholders in local authorities and in the industry, as well as a wealth of information on

our website. The Agency published many resources, including a [news story](#), [labelling guidance](#), [guidance for butchers](#), and [guidance for caterers](#).

Gender Pay Gap Report 2021

In 2017, the Government introduced ground-breaking legislation that made it a statutory requirement for all organizations with 250 or more employees to produce an annual report on the gender pay gap in their organisation. The FSA publishes its [report](#) bilingually on the website every year.

Annual Report

In November, the the FSA published its [Annual Report](#) for the year ending 31 March 2021. The Report outlines the Agency's performance and its main activities during the year, and is available bilingually on our website.

Food and You 2

[Food and You 2](#) is our flagship social research survey which gives a detailed insight into consumer behaviours in relation to food. Our contractor, [Ipsos](#), conducts bilingual [surveys](#) twice a year to measure knowledge, attitudes and behaviours in relation to food safety and other food issues among adults in England, Wales and Northern Ireland, as recorded by the consumers themselves. The WLU works with Ipsos to provide translations for the surveys, as well as all related correspondence.

The format was completely redesigned last year to provide more comprehensive and regular data. The survey is now mainly conducted online using a methodology called 'push to web', but paper copies are also available. The entire process is completely bilingual, and any responses received are translated into Welsh and included in the data. The reports are published on our [website](#).

Register a Food Business Campaign

As part of a programme of regulatory transformation, the FSA developed a comprehensive new service for registering new food businesses online. This service is provided through the GOV.UK website, and although that website does not offer a fully Welsh language journey for users, we have ensured that all components of the service which are within the control and content management system of the FSA are fully bilingual, as well as all the information about the service provided by the FSA to users, businesses and local authorities.

During the reporting year, a bilingual advertising campaign was created to highlight the service and the requirement for new food businesses to register, following a significant increase in the number of small food businesses established during the pandemic. As well as publishing [news stories](#) and [information on our website](#), we set out to create four [videos](#) and resources to share on social media and YouTube.

In line with our usual practice, we created a bilingual resource pack for local authorities to share the campaign's resources, letter templates, news stories and messaging to share on social media. This aims to make it easy for our partners in local authorities to share our bilingual campaigns on their own communication channels.

[The Food Standards Agency Strategy 2022 – 2027](#)

The Agency's new five-year [Strategy](#) was published in March this year. The Strategy sets out the Food Standards Agency's vision and priorities for a better food system. The Strategy is created bilingually, along with all the correspondence and resources associated with its promotion. As well as the document itself, we set out to create Welsh and English videos to draw attention to the Agency's goals over the next five years. These videos were played at the Strategy launch event in the Senedd, and the FSA Stand at the National Eisteddfod and the Royal Welsh Show. During the event at the Senedd, we shared live updates bilingually on our social media accounts to ensure that our audience had the same experience, regardless of their language choice.

[Social media](#)

The WLU manages the FSA's Welsh language accounts in Wales. We share important messages, news, resources and information with our followers through our busy accounts:

Facebook: Food Standards Agency – <https://www.facebook.com/AgentaethSafonauBwyd>

Instagram: @foodgov - <https://www.instagram.com/foodgov/>

Twitter: @FSACymru <https://twitter.com/FSACymru>

We post daily, ensuring that the Welsh messages are published at the same time as those on the corresponding English accounts, and creating images or resources of the same professional standard in order to respect our Welsh audiences. We use our accounts to support our campaigns and policy activity, and to share critical information with the public, stakeholders and partners, including allergy alerts and product recall and recall notices.

Food.gov website

Our corporate website, [food.gov](https://www.food.gov), is bilingual in accordance with the provisions of our Language Scheme. We update it daily to ensure that any relevant content is published bilingually. This includes news, guidance for businesses, consumer advice, organisation functions and corporate information.

The Welsh Language officers are also web editors and we use a daily rota to monitor the content management system, so that we can translate any draft content for the website. By doing this, we ensure that the website complies with our obligations in terms of bilingualism, and that Welsh and English content is published simultaneously. Our effective working relationship with colleagues in the Communications team, and the planning processes put in place, mean that bilingual uploading is an integral part of the website content creation process. The structure of the website was overhauled during the first few months of 2021, and the WLU was included in the development plan from the outset. To note: some of the website's more technical and scientific content is not translated as it is out of scope for translation according to the provisions and priorities outlined in our Welsh Language Scheme. Overall, the English-only content comes under the the 'Science and Evidence' banner, but even in that section, we have ensured that the upper layers are available in Welsh.

4. External engagement

4.1 During 2021-22, we held two third party external contracts, providing a service to the public in Wales on behalf of the FSA.

Theatre in education provision

This contract has been allocated to an external provider, [Bollo](#). The show is available to schools in Welsh or English. After the show, the cast will conduct an educational workshop with the children back in the classroom. The contract stipulates that all correspondence sent in connection with the show is issued bilingually. The WLU works with the contractor to provide the bilingual resources, including the show's script and any amendments to it, leaflets and related teaching materials. The Unit also is also consulted in the casting process and gets final approval of the actors. We observe performances in a selection of schools in order to monitor the quality of the provision and the language, and to ensure that it complies with the FSA's Welsh Language Scheme. Any revisions or new resources will be translated by the WLU to ensure consistency and quality. The production coordinator contacts the Language Unit to ask for advice on any issues relating to the Welsh language. Through this, we are able to provide Welsh language educational shows and workshops that comply with the Welsh Language Scheme. Schools are given a language choice when the invitation is sent to them to participate in the provision of Theatre in Education. Any Welsh language responses are dealt with by Bollo's Welsh speaking co-ordinator.

Crucial Crew educational resource

'Crucial Crew' events communicate vital safety messages to primary school children in Wales. The children take part in workshops held by the FSA, alongside other organizations such as the Police and the Fire and Rescue Service, to learn about safety in a practical and interactive way. Due to ongoing restrictions due to the COVID-19 pandemic, elements of this provision were still partly delivered online during the reporting year, gradually moving towards face-to-face delivery from September 2021 onwards.

The same external contractor, Bollo, hosts these events on behalf of the FSA in Wales. Staff employed to work on the events are aware of all the obligations regarding the Welsh language. For the Welsh-medium events, the contractor ensures that the facilitator is a fluent Welsh speaker and that the sessions are conducted through the medium of Welsh throughout. All paper and electronic resources used on the stand are fully bilingual. The WLU is part of the selection process for the presenters who represent the Agency in these events. Those selected have the skills and language awareness deemed essential by the language policy in order to ensure the events are fully bilingual. The WLU staff have attended occasional 'Crucial Crew' events for monitoring purposes, and we are confident that this resource complies with the requirements set out in our Language Scheme in terms of public events, by offering equal provision in both languages. 60 days of Welsh language Crucial Crew sessions were provided during this period.

Fair Play Awards

The FSA was nominated for a Fair Play Employer award in October this year, and as part of the process, the Agency was asked to take part in a video outlining how we promote inclusion and diversity within the organisation. As well as mentioning linguistic inclusion in the video, which can be seen [here](#), the FSA contributed to the video in Welsh, in accordance with the language choice of the member of staff taking part in the video.

5. Internal procedures

The FSA continues to implement a number of innovative measures across the organisation to improve bilingual provision.

5.1 New staff

New staff at the FSA in Wales attend a language awareness session and an introduction to the FSA's Welsh Language Scheme as part of the induction process. The staff member's role

is considered, in order to determine and explain the steps they will need to take in order to fulfil their personal responsibilities as guided by the Scheme and Bilingual Skills Strategy. We emphasize that each individual staff member has a role to play so that the FSA complies with its statutory responsibilities, and that a positive attitude towards the language is just as important as the ability to speak the language.

All members of staff can take advantage of opportunities to learn the language, for example, through the Cymraeg Gwaith provision. We encourage any staff who are interested in learning Welsh and regularly promote courses and resources. A member of staff completed an online Cymraeg Gwaith course, 'Croeso: Y Byd Cyfathrebu' during the reporting year.

Also, new staff receive an introduction to the work of the WLU, including how to seek policy advice and use the translation services. There are specific pages on the intranet which provide more information about our bilingual provision.

The FSA's Welsh language commitments are included in the FSA-wide induction program for all new FSA staff (across all parts of the FSA, including London, York and Birmingham). The staff handbook included a section on the Welsh Language Scheme, the translation service and the WLU. There are also dedicated pages on the intranet and on the FSA's internal social media platform, Yammer. We complement this with a welcome email from the Language Unit to all new members of staff, which directs them to useful advice and raises awareness of the fact that the Agency operates bilingually in Wales. It also contains a handy video created by WLU, outlining the requirements of the Welsh Language Scheme.

A new Manager was appointed to the WLU in January 2021, following the promotion of the previous Manager to the position of Head of Communications, Welsh Language and Business Support for the Agency in Wales. This appointment means that three of the Agency's senior managers in Wales are Welsh speakers and help to foster, promote and normalize bilingualism from the top down.

5.2 Iechyd Da – staff support group for Health and Wellbeing

The FSA in Wales has a Health and Wellbeing working group which organizes and facilitates campaigns, events and initiatives to improve and promote staff wellbeing. The group promotes all events and produces all resources bilingually. These include a quarterly health and wellbeing newsletter, published in Welsh and English, as well as other guidance for staff, for example guidance on volunteering and physical activity.

The FSA's mental health champion in Wales is bilingual, and can offer valuable support in both languages. It is important that support services such as mental health support is offered in this way, as failing to offer a language choice could be detrimental to people in a vulnerable state, seeking help.

6. Number and percentage of bilingual staff

6.1 The number of posts in the FSA in Wales has increased over the past year to reflect the Agency's wider responsibilities following the United Kingdom's departure from the European Union, particularly in the field of regulated products. The [FSA](#) offer completely flexible ways of working (including the option to work entirely from home) and digital tools that facilitate remote working. A significant number of FSA staff now work from home, and as a result, such we are now recruiting to jobs in Wales from a much wider geographical area than ever before, which extends beyond Wales' borders. A number of FSA in Wales staff now work in England, Northern Ireland and Scotland. Despite the increase in numbers and the geographical distribution, the Agency has maintained its percentage of Welsh speakers at 27%. Our [Bilingual Skills Strategy](#) (described in more detail below) ensures that Welsh-speakers are appointed to positions for which Welsh language ability is deemed essential, and that all teams have a Welsh-speaking capability.

The FSA in Wales places emphasis on staff's attitude to the Welsh language, as well as their ability. The Unit's ongoing awareness raising activity ensures that awareness is very high amongst staff and a bilingual working culture is an integral part of the Agency's corporate identity in Wales.

There were 64 posts and 7 vacancies in the FSA in Wales during 2020-21, with some being filled/exited during the period in question. Staff were asked to self-assess their level of Welsh ability through an email questionnaire. The following table indicates the employees' own assessment of their Welsh ability:

Proficiency	Number	Percentage
Fluent	17	27%
Medium	2	3%
Basic – Medium	4	6%
Basic	35	55%
None	6	9%

Definitions of proficiency levels are based on [Dysgu Cymraeg](#) levels.

6.2 The FSA's [Bilingual Skills Strategy](#) was officially adopted by the Senior Management Team in December 2021. Our Bilingual Skills Strategy outlines how we maintain an adequate bilingual workforce in order to provide an effective Welsh language service in Wales. The FSA is committed to providing an effective Welsh language service in Wales, in accordance with the commitments in our Welsh Language Scheme 2019-22.

Providing a meaningful service in Wales, which treats the Welsh language no less favourably than English, and equal services in both languages, requires a skilled workforce that can work bilingually. In order to maintain this skilled bilingual workforce, we must attract and retain Welsh speaking staff across all FSA teams and professions in Wales. In addition, current staff need to be given the opportunity to undertake training to develop or improve their Welsh skills.

Our Bilingual Skills Strategy will help us manage and plan staff's language skills. It covers the following key areas:

- Improving the bilingual services we provide
- Determining the level of Welsh language skills (reading, writing, listening and speaking) required for teams and positions throughout the FSA in Wales

- Recruiting individuals with the appropriate level of Welsh language ability for each job advertised
- Promoting and celebrating a bilingual workplace, internally and externally, with the intention of attracting and retaining bilingual staff
- Increasing the opportunities for staff to develop their Welsh skills and build their confidence.

Our aim is to ensure that our Welsh language provision meets the requirements set out in the Welsh Language Measure 2011, as best practice and in preparation for the possibility that they become directly applicable to the FSA in the future. It also helps to contribute to the Welsh Government's ambitious target of reaching one million Welsh speakers by 2050, and honours the FSA's commitment to the Well-being of Future Generations (Wales) Act 2015, specifically 'A Wales of Vibrant Culture and Thriving Welsh Language'.

6.3 In accordance with the provisions of our [Bilingual Skills Strategy](#), all vacancies in Wales are advertised as either 'Welsh - desirable' or 'Welsh - essential', as appropriate, in order to ensure that there is the Welsh-language capability in every team. This requirement is decided on a case-by-case basis in discussion with the Wales Director and the WLU, and in consideration of areas where there is a specific need for Welsh speakers (such as the Communications department or within the Business Support Team). When these criteria are included in job advertisements, we explain why (for example, to provide a bilingual service on the FSA's main telephone line in Wales), to ensure that these do not become a general 'tick in the box' criteria. The key Welsh language appointments during the reporting year include a Welsh Language Manager, and an HEO officer in the Communications team. This means that 3 out of 4 members of the Communications team in Wales are now Welsh speakers.

6.4 During 2021-22, five posts were advertised as 'Welsh essential' posts: two Translators and Welsh Language Officers, the Welsh Language Manager, an HEO officer in the Communications team and a Business Support officer at EO level. The FSA used Lleol and Swyddle recruitment platforms to promote these positions, as well as advertising the WLU

vacancies Association of Welsh Translators' website and newsletter. We also used our Welsh social media accounts to draw further attention to these jobs.

All the other jobs advertised in Wales included 'Welsh - desirable' in the job specification, including justification as to why having a Welsh speaker would be beneficial in that role.

6.5 The member of the Business Support team responsible for the office reception functions is a fluent Welsh speaker, in accordance with the provisions of the Language Scheme and the [Bilingual Skills Strategy](#). This staff member is responsible for answering the phone.

When advance notice is given that Welsh visitors are visiting the office (and since changing to remote working, visitors must give advance notice if they intend to visit), a fluent Welsh speaker will be there to greet them.

6.6 FSA Wales has a direct telephone number, and this line is managed by a bilingual officer who answers with a bilingual greeting. If users want to discuss their enquiry in Welsh, they can do so with the officer in question, or they can be directed to a Welsh speaker in the relevant team. Otherwise, the procedures set out in the Welsh Language Scheme (point 4.5) are followed. If Welsh speakers use the central helpline, they are greeted with a bilingual message and given the option to continue in Welsh. The call is then directed to our telephone line in Wales.

6.7 In relation to public events, such as the recent Strategy Launch Event for Members of Parliament in Wales, the Language Unit will assess the language requirements for each individual event, and the staffing arrangements at each event will reflect those requirements. The FSA continues to provide simultaneous translation services as required for external public meetings. All members of staff who speak Welsh have a 'laith Gwaith' badge and lanyard.

7. Language training

7.1 All Wales office staff have received language awareness training which helps them understand more about the Welsh language, its history and status in Wales as well as what they are required to do in order to ensure compliance with the Agency's statutory Welsh

Language Scheme. The WLU has a specific section on the intranet which reinforces these messages. The staff handbook also has an introduction to the Welsh Language Scheme and contains the contact details of the Welsh Language Language Unit. The WLU also hosts a group on Yammer, the FSA's internal social networking platform, where we share news and relevant material about the Welsh language.

7.2 Staff who want to learn Welsh, or increase their confidence/use of the language, are directed to the relevant resources by the WLU (for example Cymraeg Gwaith training, Say Something in Welsh, other useful apps). The FSA has registered for the Cymraeg Gwaith online module and is encouraging staff in the office in Wales and beyond, to study the module in order to learn basic Welsh for use in the workplace.

7.3 During this period, we have also continued to advertise opportunities to learn Welsh with Cymraeg Gwaith on our dedicated Yammer pages, specifically the Welsh at Home courses for parents and carers, as well as the introductory course for beginners.

7.4 Furthermore, the Language Unit is always available to provide mentoring support, whether face-to-face or through another medium (instant messages, social media) in order to help staff develop in this area.

8. Information technology

8.1 All FSA staff who wish to work bilingually have Cysgliad software on their devices. All FSA staff in Wales have a bilingual auto-signature and out of office message on their email accounts, translated by the WLU. Welsh-speaking staff are encouraged to draft text and correspondence in Welsh, and the WLU is always on hand to check this work as required.

8.2 The WLU continues to use Memsource translation memory software to ensure the consistency, quality and accuracy of our translations. We also continue to develop an internal terminology database that relates specifically to our areas of work, which is standardized in collaboration with Canolfan Bedwyr and published on the [Porth Termau](#) website.

8.3 The WLU manages all the FSA's Welsh language social media accounts and content, as stated in section 3.2.

8.4 The WLU staff have been trained as web editors and are responsible for uploading all Welsh content to the website. The Unit can also build and modify the structure of the website as needed to support the Welsh content, which is constantly growing. This is described in more detail in section 3.2.

8.5 Information about the WLU and the FSA's Welsh Language policy is readily available internally on the intranet and externally on our [public website](#).

9. Corporate Membership of the 'Association of Welsh Translators'

9.1 The FSA was one of the first organizations to be a corporate member of 'Cymdeithas Cyfieithwyr Cymru' (the Association of Welsh Translators). We were proud to be the only government department and the only UK body to achieve this level. Our membership is a testament to our ongoing commitment to providing bilingual services of the highest quality to the public in Wales. The Unit has maintained the corporate membership again this year. The Association holds training courses and translation workshops regularly, and two members of the Unit's staff took advantage of these opportunities this year, going on to sit the association's exams in the spring.

10. Welsh Language Awareness

10.1 Among the specific awareness raising programs carried out during 2021-22 there were:

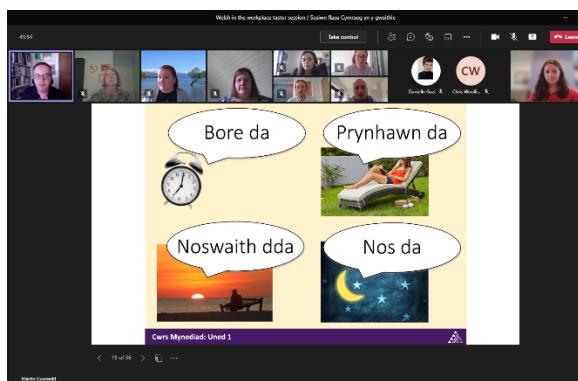
Regular induction sessions for new FSA Wales staff members

The WLU gives a presentation to all new FSA Wales staff members on the Agency's Welsh Language Scheme, the work of the Language Unit and the language situation in Wales. This

helps foster an effective working relationship with the new staff, as well as informing them of their responsibilities in terms of the Welsh language and eliciting their ownership of the Language Scheme.

Shw mae, Su' mai Day – October 2021

The WLU took advantage of the Shw 'mae Day 2021 celebrations to promote the language and our bilingual services, and supported the efforts of our colleagues to practice their Welsh. We shared useful vocabulary on the intranet, shared messages on social media and organized a 'Welsh in the Workplace' taster session online, which was attended by ten of our colleagues.



St David's Day

Most of the Agency's staff in Wales are now working from home, and it was not possible to hold a face-to-face event in the office this year. Instead, we made the most of our online channels to engage with staff. We wrote an article in our 'Iechyd Da' newsletter on the life of St David and the history and traditions of St David's Day in Wales. In addition, we published a 'Meet a Colleague' interview with the new WLU Manager on the organisation's intranet. 'Meet a Colleague' articles are a regular and popular feature on the Agency intranet, and this article was the first one to be published bilingually, which was warmly received. It was an effective way of highlighting to colleagues in all parts of the UK that the

Welsh language is a living language, as well as drawing attention to our Welsh language services.

Agency Away Day

In March this year, the Agency held an Away Day, where FSA staff in Wales came together for the first time since the COVID-19 restrictions were lifted. The bilingual corporate identity of the FSA in Wales was evident throughout the day, with the agenda, signs, badges, and electronic presentations all bilingual as well as all correspondence relating to the event. The WLU had a stand at the FSA Wales Away Day to provide information about the Welsh Language Scheme and the Welsh language services provided by us. The staff were also available to answer any questions. We also provided *laith Gwaith* badges and lanyards, pens and other resources as day to day reminders of the organisation's bilingualism.

11. Complaints

11.1 There were no complaints about the FSA's Welsh language provision during 2021-22.