

**NHS Blood and Transplant Welsh Language Scheme  
Monitoring Report – February 2018**

**Summary**

This report reviews NHS Blood and Transplant's (NHSBT) actions in meeting our obligations under the terms of our Welsh Language Scheme when delivering our services in Wales during 2016/17.

Since the 2 May 2016 the All Wales Blood Service (AWBS) has taken over the previous blood donation responsibilities of NHSBT in North Wales. Therefore the primary service that NHSBT now provides to members of the public in Wales is facilitating organ donation; supplying support to transplant centres to ensure donated organs are matched and allocated on an equitable basis.

We recognise our role in supporting the use of the Welsh language among donors, donor families and other users of our services in Wales. We met with Welsh Government officials on 28 April 2017 to discuss progress with the implementation of the Welsh Language Standard and are ready to work on introducing any changes when required.

**Introduction**

NHS Blood and Transplant's Welsh Language Scheme received the full endorsement of the Welsh Language Board on 29<sup>th</sup> October 2009.

We are committed to fulfilling our obligations under the Welsh Language Act 1993. NHSBT has adopted the principle that in the conduct of public business in Wales we will, so far as is appropriate in the circumstances and reasonably practicable, treat the English and Welsh languages on a basis of equality.

This report reviews our performance in implementing the scheme during 2016/17.

**Evaluation of our activities**

Our Welsh Language Scheme has been in operation since October 2009. During that time we have worked consistently to deliver and, where possible, improve our bilingual services to our donors and donor families, treating the Welsh language on an equal basis to English.

All correspondence sent to donors and their families in Wales is sent bilingually, with the Welsh version taking primacy. Where, for practical reasons, we cannot produce bilingual versions, separate documents are sent in both languages with the Welsh version taking primacy.

In this report we review the number of complaints we received with regard to our provision of Welsh language services in 2016/17 and back through the life of the scheme. The number of complaints dropped in comparison to the previous year.

Four of the five complaints related specifically to the transfer of the blood donation service in North Wales from NHSBT to the AWBS, a one off event.

During 2016/17 we sent out 83,000 bilingual communications to donors in Wales across all channels.

#### **Number of communications sent out in Bilingual format in 2016/17**

Activity	Total mailings
Bilingual organ donation welcome packs	68604
Bilingual organ donation confirmation letters	1228
Bilingual opt out letters	13435
Total mailings in Welsh	83267

The number of mailings sent out in bilingual or Welsh only format represents 0.01% of our total mailings to all contacts in 2016/17. With the introduction of the AWBS we no longer send out any printed Welsh language communications to blood donors as in previous years.

#### **Number of staff who speak Welsh**

During the time period covered by this report we had 13 members of staff who were fluent in Welsh and a further 2 with limited Welsh language skills. In addition, the contractor providing our National Contact Centre facility had three fluent Welsh speaking members of staff assigned to our Welsh language line up to 2 May 2016.

After the 2 May 2016 we continued to have two fluent Welsh speaking members of staff at our National Contact Centre in order to support Organ Donation calls and other campaigns. Further to this, Teleperformance (the service contract providers at the Centre) currently have a team of four in Bristol to manage a Welsh service that is shared across a number of public sector campaigns/organisations.

#### **Number of calls handled by Welsh speaking staff at our National Contact Centre in 2016/17**

There were 823 calls made to our National Contact Centre by the Welsh public in 2016/17 and we did not make any outbound calls.

#### **Number of complaints relating to the Welsh Language Act during 2016/17 and the life of our scheme**

2016/17 complaints	Detail of complaint	Total - 5
	No DHC following AWBS handover	1
	Website not in Welsh language	1
	Unhappiness with sessions under AWBS	1
	Not transferred to AWBS or NHSBT correctly	2

Year	Complaints
2015/16	7
2014/15	1
2013/14	4
2012/13	6
2011/12	13
2010/11	7
2009/10	14

### **Translation Services**

All our translations are provided by a fully accredited translation service company based in north Wales. NHSBT staff have given interviews on Welsh language programme and we continue to seek opportunities to promote our donation messages with Welsh language media.

### **Reviewing the scheme**

We review our scheme each year as we prepare this report and we will use it as the basis for implementing the Welsh Language Standard when appropriate.

### **NHS Blood and Transplant and blood donation in Wales**

In May 2016 the All Wales Blood Service took over the management of blood donation in north Wales from NHS Blood and Transplant. We still supply specialist blood products and services to hospitals in north Wales but do not deliver any public facing services related to blood donation.

### **Conclusion**

NHS Blood and Transplant is committed to treating the Welsh language on an equal basis to English. We strive to deliver a high quality Welsh language service to our donors and donor families in Wales. We will use the introduction of the Welsh Language Standard as an opportunity to review our Welsh language services to ensure that we continue to meet the needs of our donors and donor families in Wales.

**Léonie Austin**  
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**NHS Blood and Transplant**