

NHS Blood and Transplant

**Welsh Language Scheme
May 2009**

**Prepared under the
Welsh Language Act 1993**

WELSH LANGUAGE BOARD'S STATEMENT OF APPROVAL

NHS Blood and Transplant's Welsh Language Scheme received the approval of the Welsh Language Board under section 14(1) of the Act on

STATEMENT RECOGNISING THE PRINCIPLE OF EQUALITY IN THE WELSH LANGUAGE ACT 1993

"NHS Blood and Transplant (NHSBT) has adopted the principle that in the conduct of public business in Wales, it will treat the Welsh and English languages on a basis of equality. This Scheme sets out how NHSBT will give effect to that principle when providing services to the public in Wales."

1. INTRODUCTION

- 1.1. NHS Blood and Transplant (NHSBT) was established as a Special Health Authority within the NHS on 1st October 2005. It combined and replaced the roles of the National Blood Authority (which managed the National Blood Service and Bio Products Laboratory) and UK Transplant. Its remit is to increase the quality, safety and supply of donated blood, organs and tissues and the effectiveness and efficiency of blood and transplant services.
- 1.2. The primary functions of NHSBT's three areas of operation – the National Blood Service (NBS), Organ Donation & Transplantation (ODT) and Bio Products Laboratory (BPL) – are as follows:
 - 1.2.1. NBS - to save and improve patients' lives by delivering world-class blood and tissue services. The service relies entirely on voluntary donations, collecting 1.6% of its total blood stocks from Wales, with 1.8% of its collection resource based there.
 - 1.2.2. ODT - to lead and provide the necessary framework for successful solid organ and cornea transplantation services in the UK.
 - 1.2.3. BPL – to develop and manufacture a range of therapeutic products from plasma, imported from a US supplier wholly owned by the Department of Health.
- 1.3. The primary services provided by NHSBT in Wales are:
 - 1.3.1. The collection of blood from voluntary donors by two teams, one based in Caernarfon, the other based in Wrexham;
 - 1.3.2. The supply of blood, blood components, tissues and related services to hospitals in Wales from the NBS centres in Liverpool and Manchester;
 - 1.3.3. Encouraging the donation of organs, blood (only in North Wales) and tissues;
 - 1.3.4. Supplying support to transplantation centres to ensure donated organs are matched and allocated on an equitable basis.
- 1.4. The Welsh Blood Service in Cardiff provides blood collection and supply of blood, blood components and related services to the rest of Wales.
- 1.5. NHSBT's main relationships in Wales are with blood donors, the general public, NHS Trusts, Local Health Boards, voluntary organisations, the Welsh Assembly and the media.

1.6. This Scheme is prepared in accordance with the Welsh Language Act 1993 (the Act) and received formal approval of the NHSBT Board on 28TH May 2009 prior to submission to the Welsh Language Board (WLB) for approval. NHSBT is committed to a continuing relationship with the Welsh Language Board with regard to the proposals which will affect the Scheme and undertakes not to change the Scheme without the Welsh Language Board's agreement.

1.7. Penny Richardson has overall responsibility for the NHSBT Scheme.

2. SERVICE PLANNING AND DELIVERY

2.1. NHSBT recognises its role in supporting the use of the Welsh language among donors and users of its services in Wales. The Scheme will be placed on the NHSBT intranet for staff reference. The Welsh Language Manager will offer guidance and advice to staff at all levels of the organisation about the implementation of the Scheme as required or requested.

3. NEW POLICIES AND INITIATIVES

3.1. When new NHSBT policies and initiatives relating to donors and hospitals in Wales are being formulated, the issue of language will be assessed. NHSBT staff involved in formulating policy which affects Wales will be issued with guidance explaining responsibilities under the NHSBT Welsh Language Scheme. Such new policies and initiatives which affect Wales will be consistent with the NHSBT Scheme.

3.2. Measures contained in the Scheme will be applied to relevant new policies and initiatives in Wales on implementation, with the issue of language having been assessed when they were formulated.

In formulating new policies and initiatives, NHSBT will:

- assess the issue of language on any new policies and initiatives during their formulation;
- ensure the new policies and initiatives support the use of Welsh;
- ensure the new policies are consistent with and do not undermine the Scheme;
- ensure staff who formulate policies are aware of the organisation's responsibilities under the Welsh Language Act;
- consult the Welsh Language Board in advance regarding proposals which will affect the Scheme;
- ensure that measures contained in the Scheme are applied to new policies and initiatives on implementation.

4. STANDARD OF SERVICE IN WELSH

- 4.1. NHSBT is committed to providing an appropriate and consistent standard of service in Welsh and English in Wales. It will ensure that communications to the public in Wales are bilingual. NHSBT will ensure this consistency in the standard of services in Welsh provided to the public in Wales.

5. DELIVERY OF SERVICE

- 5.1. The Welsh Language Manager will oversee the implementation and monitoring of the Scheme in Wales.
- 5.2. NHSBT will take into account the needs of Welsh speakers in the planning and organisation of its services to the public in Wales. NHSBT will do everything reasonably practicable to ensure that members of the public in Wales are able to receive these services in their chosen language (Welsh or English). NHSBT will ensure that there are sufficient Welsh speaking staff to deal with the Welsh-speaking public.
- 5.3. A directory of NHSBT Welsh speakers in Wales will be drawn up. This will include linguistic ability, capability and willingness to deal with calls and correspondence in Welsh.
- 5.4. Badges identifying those able to speak Welsh will be provided to NHSBT staff who deal in person with the public in Wales (namely donor and marketing). Welsh-speaking members of staff will be encouraged to wear the “Working Welsh” badges supplied by the Welsh Language Board.

6. DEALING WITH THE WELSH-SPEAKING PUBLIC

6.1. Written Communication

- 6.1.1. NHSBT welcomes equally correspondence in Welsh and English concerning matters in Wales.
- 6.1.2. NHSBT will ensure that all correspondence in Welsh which requires a response will receive the latter in Welsh. The response times for such correspondence will be the same as for that in English.
- 6.1.3. NHSBT correspondence with implications for the Welsh public will be produced in Welsh and English. Where time or circumstances do not allow for translation before despatch (i.e. implementation of an unplanned or immediate safety measure), a translation into Welsh will be made available as soon as reasonably possible.
- 6.1.4. An external translator will be employed to translate letters, when required. The constraints of the Data Protection Act and donor/patient/deceased donor family representative confidentiality, as set out in 6.2.1, will apply.

6.1.5. Relevant staff dealing with the Welsh public will be given guidance on how to respond to correspondence received in Welsh.

6.2. Verbal communication

6.2.1. NHSBT welcomes equally telephone calls in Welsh and English. Staff in NHSBT offices in Wales who answer the telephone will give a bilingual greeting and will give the caller a choice of speaking to a Welsh or English-speaking member of staff. If a Welsh-speaking member of staff is not immediately available, the caller will be given the option of having the call returned by a Welsh speaker within 24 hours, or to send the query in writing in Welsh or to continue the call in English. Guidance will be given to staff dealing with Welsh speakers, together with a directory of Welsh-speaking staff.

6.2.2. Circumstances may arise in which it will not be possible to communicate in Welsh. This may include circumstances where a doctor needs to discuss a specific confidential health matter, where involving a translator would breach patient/donor/deceased donor family representative confidentiality under the Data Protection Act. The exception would be where not communicating in Welsh would be detrimental to the person's health.

6.2.3. Following any face-to-face or telephone communication in Welsh, future correspondence will be in the preferred language of the member of the public.

6.2.4. The NBS operates a donor helpline for inbound calls, which also carries out outbound tele-marketing to blood donors. ODT operates a call centre for inbound calls. Fluent Welsh speakers are available and clear instructions are available for non-Welsh speakers as to how to deal with Welsh callers. When a Welsh speaker is not available, a message will be taken and the caller phoned back within 24 hours.

6.2.5. Welsh-speaking staff will telephone donors/potential donors on behalf of other NHSBT departments within NHSBT, where required, subject to the constraints of patient/donor confidentiality and the Data Protection Act.

6.2.6. A bilingual answerphone message will operate at the NHSBT Caernarfon and Wrexham offices.

6.3. Public Meetings

- 6.3.1. Public meetings held by NHSBT in Wales may include NHSBT Board meetings, donor award ceremonies and public information meetings.
- 6.3.2. Any such meetings arranged in Wales will allow members of the public to contribute in Welsh or English. All notices/press releases informing the public of such meetings will be bilingual. Where such meetings allow public participation, those proposing to attend will be invited to let NHSBT know beforehand whether they wish to participate in Welsh or English. Arrangements will be made either for a Welsh-speaking member of staff or a professional translator to be present, when required.
- 6.3.3. Members of the public in Wales requiring appropriate face-to-face meetings with the NHSBT will be able to hold these in English or Welsh. Those resident in Wales will be advised of this choice. Arrangements will be made either for a Welsh-speaking member of staff or a professional translator to be present, when required.

6.4. New Media

- 6.4.1. NHSBT, NBS and ODT have their own websites. The NBS website has a link to the Welsh Blood Service's site, which gives information in Welsh. The ODT website has a link to the Welsh Assembly site, which carries information on organ donation both in English and Welsh.
- 6.4.2. Where Welsh language material is available and the corresponding English version is posted on the NBS and ODT websites, the Welsh language version will also be placed on the site. The following are examples of the categories of information NHSBT will translate and include on the website:
 - Welsh press releases
 - Welsh public advice
 - Information to the Welsh public
 - Minutes of any public meetings in Wales
- 6.4.3. All e-mails received in Welsh, where a response is required, will receive a reply in Welsh.
- 6.4.4. As new communications technology develops NHSBT will use this to provide bilingual information, where NHSBT considers it is appropriate and practicable.

7. CORPORATE IDENTITY

7.1. Corporate Identity Guidelines

- 7.1.1. NHSBT will use a bilingual logo on public facing corporate documents in Wales.
- 7.1.2. NHSBT will include a section on the Welsh language about Corporate Identity in NHSBT's relevant guidelines.
- 7.1.3. Welsh local office stationery will be bilingual.

7.2. Signs

- 7.2.1. NHSBT will provide bilingual information signs within the boundaries of the organisation's property in Wales to which the public has access.
- 7.2.2. Signs advertising future blood donor sessions in Wales will be bilingual.
- 7.2.3. NBS vehicles permanently based in Wales will have bilingual liveries.
- 7.2.4. The size, quality, legibility and prominence of text on signs will respect the principle of equality. If separate Welsh and English signs are provided, they will be equal in terms of format, size, quality, legibility and prominence.

7.3 Publicity and printed material aimed at the public in Wales

- 7.3.1. All appropriate publicity materials distributed to the public in Wales will be available in Welsh and English. Wherever practicable and relevant, appropriate printed material will be produced in a single bilingual document.
- 7.3.2. The size, quality, legibility and prominence of text on publicity material will respect the principle of equality. If separate Welsh and English signs are provided, they will be equal in terms of format, size, quality, legibility and prominence.
- 7.3.3. All posters advertising blood donor sessions in Wales will be bilingual.
- 7.3.4. Blood donor cards will be bilingual for people based in Wales. Organ donor cards will be bilingual for donors based in Wales who sign up via the internet or the Organ Donor Line.
- 7.3.5. Blood donor certificates will be bilingual for donors based in Wales.
- 7.3.6. Should NHSBT be obliged to charge for any of its documents made available to the public, the cost of these – whether bilingual or in English or Welsh – will be the same.

7.4 Forms and explanatory material for use by the public

7.4.2 Forms for use by the public in Wales will be available in Welsh and English.

7.4.3 Information leaflets for public use in Wales will be available in English and Welsh

8. ADVERTISING AND MEDIA ACTIVITIES

8.1. Campaigns

8.1.1. Press releases issued to the media in Wales will be issued in English, Welsh or bilingually, according to the language preference of the recipient media organisation or publication.

8.1.2. Where NHSBT publicises its activities within Wales by means of permanent or temporary exhibitions, displays or presentations, it will do so in both languages.

8.1.3. A Welsh-speaking NHSBT spokesperson or translator will be made available when dealing with the Welsh language media, whenever required and practicable.

8.1.4. NHSBT will provide written advertising, posters and publicity materials – where specifically targeted at the Welsh public - bilingually and in a way that treats the two languages on an equitable basis.

8.1.5. NHSBT TV, online, radio and cinema publicity campaigns directed solely at the public in Wales will be produced in Welsh and English. Any media campaigns to run solely on Welsh language television and radio will be produced in Welsh.

8.1.6 Any surveys of donor opinions carried out in Wales will be conducted bilingually.

8.2 Staff recruitment advertising, official and public notices

8.2.1 Notices of every NHSBT public meeting in Wales will be bilingual. Such notices will make it clear that the public will be welcome to speak in Welsh or English. To facilitate this, the notices will ask members of the public who wish to attend to notify NHSBT of their choice.

8.2.2 When recruiting staff where fluent Welsh is an essential requirement of the post, recruitment adverts appearing in the national and Welsh press will be bilingual, but in Welsh only in Welsh language publications. Such adverts will be of the same size, format, legibility and prominence.

9. ADMINISTRATIVE ARRANGEMENTS

9.1 Implementation and Monitoring of the Scheme

9.1.1. The NHSBT Board supports, authorises and approves this Scheme.

9.1.2. The Welsh Language Manager will be responsible for integrating the Scheme into NHSBT processes.

9.1.3. Staff in Wales will be made aware of their obligations under the Scheme.

9.1.4. NHSBT will ensure that any translators used are suitably qualified and able to provide an appropriate quality of service, as endorsed by the Association of Welsh Translators and Interpreters.

10. STAFFING AND RECRUITMENT

NHSBT will develop a linguistic skills strategy in order to maintain an overview of its linguistic skill needs and resources and to co-ordinate training and recruitment activities to facilitate the Scheme's objectives.

10.1 NHSBT will endeavour to ensure that offices and mobile collection teams which have contact with the public in Wales have access to sufficient, appropriately-skilled Welsh speakers to enable those offices and mobile teams to deliver an appropriate service in Welsh.

10.2 NHSBT will establish a register of staff in Wales who speak Welsh.

10.3 NHSBT will strive to improve Welsh language skills among in its staff in Wales, when the opportunity arises, for example, through recruitment or the provision of Welsh language training.

10.4 Guidance will be issued to ensure that staff responsible for recruitment, training and staff reviews in Wales are familiar with the Welsh Language Scheme.

10.5 Where appropriate, staff based in Wales will discuss with their manager the need for specific Welsh language training as part of their personal development plans.

10.6 NHSBT will consider linguistic ability as one of a number of skills to be considered for relevant posts in Wales.

10.7 Learning Welsh

10.7.1 NHSBT will encourage and support staff in Wales where appropriate to learn Welsh or improve their ability to speak Welsh. All relevant staff will agree their training and development needs with their line-managers

and progress will be monitored on a regular basis, through the Knowledge and Skills Framework process.

10.7.2 If a non-Welsh speaker is appointed to a post where the ability to speak Welsh is considered essential, NHSBT will ensure that he/she learns the language as a condition of service to a satisfactory level of fluency within 3 years. This condition of employment will be included in the advertisement for such posts which will be offered on that understanding. Arrangements will be made with local providers and financial resources allocated to meet the cost of appropriate course fees

11. AGREEMENTS AND ARRANGEMENTS MADE WITH THIRD PARTIES

11.1 NHSBT will ensure that any agreements and arrangements made with third parties, which relate to the provision of services to the public in Wales, are consistent with the terms of this Scheme. A commitment will be sought that the agent or contractor can and will implement any relevant elements of the Scheme when providing services to the Welsh-speaking public on behalf of NHSBT.

11.2 The requirement to comply with the Scheme when delivering services directly to the public in Wales will be included in relevant contract tendering documents.

11.3 Guidance will be issued to staff dealing with agents and contractors specifying the requirements as to the use of the Welsh language when tendering, where appropriate. Compliance will be monitored, again where appropriate.

12. MONITORING

12.1 The Welsh Language Manager will be responsible for monitoring and reviewing the Scheme.

12.2 NHSBT will ensure effective monitoring of the Scheme and its implementation.

12.3 The NHSBT Board will receive an annual compliance report to measure:

- compliance with the Scheme
- whether the scheme is being managed appropriately
- any fundamental weaknesses.

A copy of this report will be sent to the Welsh Language Board.

In the third year of the Scheme's implementation, the NHSBT will prepare an evaluation report that will assess and evaluate performance in implementing the Scheme. This report will:

- Provide an overview and thematic analysis of compliance and performance over the first three years of the Scheme, from two perspectives – service delivery and scheme management.
- Outline priorities for the following three years, together with a revised timetable for implementing the measures in the Scheme
- Assess the progress at NHSBT in terms of the provision of a bilingual service.

At this time, NHSBT will revise and update the Welsh Language Scheme. A copy of this report will be sent to the Welsh Language Board.

13. COMPLAINTS

All complaints regarding the implementation of the scheme or the Welsh language service provided will be included in the NHSBT's complaints procedure.

14. TARGETS

14.1 The following targets against which the implementation of the Scheme can be measured apply to services provided in both Welsh and English; the timetable for the implementation of the Scheme is at Appendix 1

14.2 Complaints

Acknowledgements of complaints will be issued within 2 days and a full reply within 20 working days.

14.3 Telephone

If a Welsh-speaking member of staff is not immediately available, callers will be offered a return call within 24 hours.

14.4 Face-to-face

All NHSBT staff based in Wales will wear bilingual name badges and Welsh-speaking members of staff will be encouraged to wear "Working Welsh" badges obtained from the Welsh Language Board.

14.5 Publications

NHSBT aims to publish appropriate, relevant bilingual and English versions of new leaflets and forms in a timely manner. Where this is not possible due to urgent changes, a Welsh translation will be made available as soon as possible and a bilingual version be published within 6 weeks of the English version

15. PERFORMANCE

15.1 NHSBT will maintain a register of all written comments about the NHSBT Welsh Language Scheme.

16. PUBLICISING THE SCHEME

16.1 In order to publicise the NHSBT's Welsh Language Scheme along with the services NHSBT proposes to provide to the Welsh-speaking public the Welsh Language Scheme will be placed on NHSBT's website and the following actions will be taken :

16.1.1 For staff:

- Welsh Language Scheme guidelines for staff will be produced and issued to relevant staff in Wales;
- Articles in staff publications, where appropriate;
- Relevant details to be placed on the intranet;

For external stakeholders and members of the public:

- Relevant posters/leaflets will be displayed by blood collection teams in Wales for a determined period.
- A relevant press release will be placed on the NHSBT website.

17. NHSBT SCHEME CONTACT DETAILS

The Welsh Language Manager, Penny Richardson, can be contacted about this Scheme on 0151 552 7033 at NHSBT, 14 Estuary Banks, Speke Liverpool, L24 8RB.

17. IMPLEMENTATION TIMETABLE

Item	Details	Target date (after approval)
3.1 Guidance to staff on formulation of new policies	Consideration of Welsh language impact on new policies is currently considered. Formal guidance literature to be developed and issued.	6 months
5.2 Sufficient Welsh speaking staff	Welsh-speaking staff are currently employed, but this will need to be reviewed on an ongoing basis.	Ongoing review
5.3 Directory of Welsh-speaking staff	Directory available	Implemented
5.4 Provide 'Working Welsh' badges to Welsh-speaking staff who work with donors	Badges are available to staff	Implemented
6.1.2 Welsh correspondence will receive a reply in Welsh	Procedures for this are in place and are working	Implemented
6.1.3 NHSBT correspondence with implications for the Welsh public to be produced in Welsh and English	NBS invitation letters in Wales are bilingual. Specific letters to public in Wales only will be bilingual	Implemented
6.1.4 Provision of a translator	NHSBT currently uses an external translator	Implemented
6.1.5 Guidance to staff on dealing with written correspondence in Welsh	Guidance notes to be produced	6 months
6.2.3 Telephone greetings	Appropriate for NHSBT offices in Wales only	Implemented
6.2.3 Offer callers	Appropriate for NHSBT	6 months

Item	Details	Target date (after approval)
choice of language	offices in Wales only	
6.2.3 Call-back in 24 hours if no Welsh speakers available	This will be possible after development of the Welsh guidance notes	6 months
6.2.4 Welsh-speaking capacity at the donor helpline	The donor helpline currently has Welsh speakers available	Implemented
6.2.6 Answerphone message	Appropriate for NHSBT offices in Wales only	Implemented
6.3.2/3 Public meetings in Wales where contributions from the public are welcomed	NHSBT will ensure that there is a qualified translator or Welsh-speaking staff member present when required.	Implemented
6.4.1 NHSBT/NBS/ODT websites	There is a link to the Welsh Blood Service from the NBS website. There is a link to the Welsh Assembly website from the ODT website.	Implemented
6.4.2 Corresponding Welsh language material on website	Where a leaflet or other publication, eg press release, is posted on the NBS and ODT websites and a Welsh version is available, that will also be posted.	Implemented
6.4.3 Responding to emails in Welsh	Email response will be in the sender's language of choice	Written answers in Welsh are currently available. A response will be given in Welsh to an email in Welsh
6.4.4 New technology and the implications for Welsh language information	NHSBT will consider the implications of new technology	As appropriate

Item	Details	Target date (after approval)
7.1.1 Corporate Guidelines on the use of Welsh	A section on how Welsh should be used in the Corporate brand will be included in NHSBT's Corporate Identity Guidelines.	12 months
7.1.2 Local stationery in Wales	Local Welsh office stationery will be bilingual	Implemented
7.2.1 External signs on NHSBT property	NHSBT offices are in Wrexham and Caernarfon only, with very limited signage. These offices are not open to the public.	Implemented
7.2.2 Signs advertising donor session	NHSBT will ensure any signs advertising blood donor sessions are bilingual.	Implemented
7.3.1 Printed publicity materials	Publicity materials will be printed in Welsh and English, whenever practicable in a single bilingual document.	Implemented
7.3.3 Posters	Advertising posters will be bilingual	Implemented
7.3.4 Articles in The Donor	Articles about Wales which appear in The Donor, will be bilingual	Implemented
7.3.4 Donor cards	Blood donors resident in Wales will receive a bilingual blood donor card. Organ donors resident in Wales signing up via web or Organ Donor Line will receive a bilingual donor card.	Implemented

Item	Details	Target date (after approval)
7.4.1 Information forms	<p>Donor Health Check forms, blood safety leaflets and other information for donors in Wales will be bilingual.</p> <p>The Consent – Solid Organ and Tissue Donation form is completed by the Donor Transplant Co-ordinator in discussion with the donor family. A bilingual version of this form is available to the donor family, however, only the English language version is completed and used for operational purposes.</p>	Implemented
8.1.1 Press releases	NHSBT press releases issued according to the language preference of the recipient media organisation	Implemented
8.1.2 Exhibitions, displays, presentations	Permanent/temporary exhibitions/displays/presentations will be bilingual	Implemented
8.1.3 Availability of NHSBT Welsh-speaking translator	NHSBT will provide a Welsh-speaking spokesperson or translator; training provided, where required.	12 months
8.1.4/5 Publicity campaigns and materials directed solely at Wales	Campaigns directed at Wales only will be bilingual	Implemented
8.1.6 Surveys conducted in Wales only	Surveys carried out in Wales will be bilingual.	Implemented

Item	Details	Target date (after approval)
8.2.1 Notices and recruitment advertisements	Such advertisements and notices will be placed bilingually as outlined	12 months
9.1.2 Provision of a senior manager to run Scheme	Penny Richardson, Welsh Language Manager, will run the Scheme	Implemented
9.1.3 Information to staff in Wales outlining their obligations	Guidelines to be prepared and issued	6 months
10 Linguistic Skills Strategy	Strategy to be developed	12 months
10.3 Rectifying language deficiencies	Following identification of such deficiencies, NHSBT will strive to rectify this through recruitment or training, balancing such needs against the needs of fundamental operations	Ongoing review
10.4 Guidance for managers on Scheme	Guidelines to be prepared and issued	6 months
10.6 Linguistic ability	NHSBT will consider this, where appropriate, and against the balance of staff sufficiency	6 months
10.7.1 Supporting staff in learning Welsh	NHSBT encourages all forms of personal development. Independent Learning Accounts are available to all NHS staff wanting to take further courses.	Implemented

Item	Details	Target date (after approval)
10.7.2 Ensuring fluency	Where a particular post has been identified as Welsh-speaking, NHSBT will follow this through the line management	12 months
10.7.3 Funding course fees	Where a post has been identified as requiring Welsh-speaking as an essential criteria of the job description and person specification, funding will be made available.	On approval of the Scheme
11.1 Contractors	Contractors operating in Wales will be made aware of the NHSBT Scheme	6 months
11.2 Tender documentation	Those tenders affecting Wales will include a section on the Scheme where appropriate.	6 months
11.3 Guidance for contractors	Guidelines to be prepared and issued	6 months