

NHS Blood and Transplant Welsh Language Scheme Evaluation Report - August 2015

1. Summary

This report evaluates 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 between 2009 and 2015.

The primary services provided by NHSBT during the operation of The Scheme to date are:

- The collection of blood from voluntary donors by two blood donation teams, one based in Caernarfon, the other based in Wrexham;
- The supply of blood products, tissues and related services to hospitals in Wales from our centres in Liverpool and Manchester;
- Encouraging the donation of organs and tissues in England, blood and stem cells in England and north Wales, through a range of channels;
- 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

2. Introduction

NHS Blood and Transplant's Welsh Language Scheme received the full endorsement of the Welsh Language Board on 29th 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 evaluates our performance in implementing The Scheme since its introduction on October 2009.

3. Evaluation of progress

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 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.

The table in section 5.4 reviews the number of complaints we have received with regard to our provision of Welsh language services during the life of The Scheme. The number of complaints has fallen consistently during the past six years, from 14 in 2009/10 to one in 2014/15. During this period we have, on average, sent out just under 200,000 communications to donors in Wales each year across all channels.

The main area of challenge is difficulty in getting through to Welsh speaking operatives on our helpline. The donor helpline is an outsourced service and has Welsh speakers available. We have discussed the complaints with the providers and keep the service under review. We will consider what more can be done to improve this service as part of drawing up the new scheme next year.

The table below sets out our progress in implementing the activities we published in The Scheme at its introduction in 2009.

We have also taken the opportunity to use this evaluation as an audit of the implementation of our Scheme, in advance of drawing up a new scheme to meet our obligations under the new Welsh Language Standard in 2016.

4. Review of actions implemented during The Scheme

(Reference numbers below refer the relevant point in The Scheme)

Item	Details	Status
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.	Implemented
5.2 Sufficient Welsh speaking staff	Welsh-speaking staff are currently employed and this will need to be reviewed on an ongoing basis.	Ongoing review
5.3 Directory of Welsh-speaking staff	Directory available.	Implemented

Item	Details	Status
5.4 Provide 'Working Welsh' badges to Welsh-speaking staff who work with donors	Badges are available and used by 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	Blood donor 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 uses internal Welsh speaking staff and an external translator.	Implemented
6.1.5 Guidance to staff on dealing with written correspondence in Welsh	Guidance notes have been produced and staff trained.	Implemented
6.2.3 Telephone greetings	Appropriate for NHSBT offices in Wales only.	Implemented
6.2.3 Offer callers choice of language	Appropriate for NHSBT offices in Wales only.	Implemented
6.2.3 Call-back in 24 hours if no Welsh speakers available	The system is in operation through our National Contact Centre.	Implemented
6.2.4 Welsh-speaking capacity at the donor helpline	The donor helpline has Welsh speakers available.	Implemented
6.2.6 Answer phone message	Appropriate for NHSBT offices in Wales only.	Implemented

Item	Details	Status
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 websites	There is a link to the Welsh Blood Service website from our Blood Donation 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 our websites 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.	Implemented
6.4.4 New technology and the implications for Welsh language information	NHSBT will consider the implications of new technology.	As appropriate
7.1.1 Bilingual logo on corporate documents	As documents are redesigned/reprinted the bilingual logo will be incorporated.	The name of the organisation is translated into Welsh under the logo
7.1.2 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.	Implemented
7.1.3 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

Item	Details	Status
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
7.4.1 Information forms	Donor Health Check forms, blood safety leaflets and other information for donors in Wales will be bilingual. 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.	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.	Implemented

Item	Details	Status
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
8.2.1 Notices and recruitment advertisements	Such advertisements and notices will be placed bilingually as outlined.	Implemented
9.1.2 Provision of a senior manager to run Scheme	Penny Richardson, Welsh Language Manager, will run the Scheme.	Neil Phillips, Head of Brand Communications has taken over this role
9.1.3 Information to staff in Wales outlining their obligations	Guidelines to be prepared and issued.	Implemented
10 Linguistic Skills Strategy	Strategy to be developed.	We review the Welsh language skills of our staff to ensure we meet the needs of our donors
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. We have reviewed our services and responded to any complaints. The number of complaints has reduced over the period of The Scheme with one received last year.
10.4 Guidance for managers on Scheme	Guidelines to be prepared and issued.	Implemented

Item	Details	Status
10.6 Linguistic ability	NHSBT will consider this, where appropriate, and against the balance of staff sufficiency.	Implemented
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
10.7.2 Ensuring fluency	Where a particular post has been identified as Welsh-speaking, NHSBT follow this through the line management chain.	Implemented We keep this under review and have recently recruited a new Welsh speaking Specialist Nurse in Organ Donation.
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.	Implemented
11.1 Contractors	Contractors operating in Wales will be made aware of the NHSBT Scheme.	Implemented
11.2 Tender documentation	Those tenders affecting Wales will include a section on the Scheme where appropriate.	Implemented
11.3 Guidance for contractors	Guidelines to be prepared and issued.	Implemented

5. Monitoring performance

5.1 Number of staff who speak Welsh

We currently have 13 members of staff who are fluent in Welsh and two who have limited Welsh language skills.

In addition, the contractor who provides our National Contact Centre facility has two fluent Welsh speaking members of staff assigned to our Welsh language line.

5.2 Number of communications sent out in Bilingual format in 2014/15

Activity	Total mailings
Bilingual organ donation welcome packs	52,430
Bilingual Organ donation confirmation letters	643
Bilingual blood donation invitation letters	88,855
Other bilingual blood donation correspondence	16,207
Bilingual posters promoting blood donor sessions	5,206
Total mailings in Welsh	163,841

The number of mailings sent out in bilingual or Welsh only format represents 0.009% of our total mailings.

5.3 Number of Calls handled by Welsh speaking staff at our contact centre in 2014/15

Activity	Average monthly calls
Call from Welsh land lines	39
Call requesting to speak in Welsh	5
Call made to donors in Welsh	2,600

The average number of calls from Welsh land lines represents less than 0.1% of all calls received at the National Contact Centre.

5.4 Number of complaints relating to the Welsh Language Act during the life of our Scheme

During the period of operation of the Scheme we have received a total of 44 complaints about the provision of Welsh language services.

Year	Category of complaint	Number
2009/10		14
	Difficulty getting through to Welsh speaking operatives on helpline	2
	Lack of Welsh language pages on the blood website	2
	Roadshow event did not have bilingual material	1
	Donation staff not wearing 'Working Welsh' badges	1
	National organ donation campaign advertisement not bilingual	1
	Did not want correspondence in Welsh	7
2010/11		7
	Difficulty getting through to Welsh speaking operatives on helpline	5
	Letters not always sent in Welsh	1
	Lack of Welsh language pages on the blood website	1
2011/12		13
	Difficulty getting through to Welsh speaking operatives on helpline	7
	Did not receive all correspondence in Welsh	2
	Did not want correspondence in Welsh	3
	Would like donor award in Welsh	1

2012/13		6
	Difficulty getting through to Welsh speaking operatives on helpline	3
	Did not receive all correspondence in Welsh	1
	Did not want correspondence in Welsh	2
2013/14		
	Difficulty getting through to Welsh speaking operatives on helpline	3
	Did not receive all correspondence in Welsh	1
2014/15		1
	Difficulty getting through to Welsh speaking operatives on helpline	1

5.5 Translation Services

All our translations are provided by a fully accredited translation service company, based in north Wales. In addition we randomly check translations with Welsh speaking members of staff who are familiar with colloquial Welsh terms related to blood donation.

NHSBT staff have given interviews on Welsh language programmes and we continue to seek opportunities to promote our donation messages with Welsh language media.

6. Reviewing the Scheme

This evaluation report has been compiled following a full audit of our Welsh Language Scheme. The audit and evaluation report will be used to help us develop an updated scheme in response to the new Welsh Language Standard that is being introduced.

7. 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.

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