

Welsh Language Policy

Written: July 2020

Due for Review: July 2021

Rural Media is a Hereford-based production company and charity producing award-winning films and digital arts projects. Inclusion, innovation and new voices have been at the very heart of Rural Media's work since its foundation thirty years ago. Being accessible, representative, and diversifying talent are core strategic aims, which are embedded in the ethos of the charity and led by its senior management team and board of trustees. Having been founded on equality, diversity and inclusion principles, our senior team, staff and trustees are determined over the long term to maintain and deepen the impact of these core principles.

Introduction

We acknowledge the fact that under the Welsh Language (Wales) Measure 2011 the Welsh language has official status, and should be treated no less favourably than then English language. We believe that it is good business practise to provide services in the language of choice of our audiences in Wales. We also believe that it shows respect to our partners, funder to encourage and facilitate the use of their chosen language in our work.

We will ensure that we make constant progress towards achieving this ambition, and this Welsh Language Policy sets out our current commitments in relation to using Welsh, where appropriate. The scope of our commitments in this policy should be interpreted reasonably - they are limited to activities and services in Wales or which are delivered to people living in Wales, and also limited to activities and services which we are able to control or influence. Please direct any comments or complaints about this policy to: Richard Deane (Finance and Operations Manager) Packer House, 25 West Street, Hereford, HR4 0BX
richardd@ruralmedia.co.uk

Website and Digital Services

As far as is practically possible we try to ensure that information for Welsh audiences on our websites is bilingual. We will use more Welsh in our digital services whenever it is possible and appropriate to do so.

Advertising and Marketing

We endeavour to produce printed publications, advertising and our application forms bilingually where it is possible and appropriate to do so.

Correspondence (Paper and Electronic)

We acknowledge our contacts' freedom to correspond with us in Welsh and we will respond in their preferred language wherever it is practically possible, appropriate and financially viable. We acknowledge that in Wales, the Welsh language should be treated no less favourably than the English language.

Internal Communication

We recognise that each Partnership member and community member has the freedom to use the Welsh language with each other, as enshrined in the Welsh Language (Wales) Measure 2011 and we expect Partners to respect the linguistic preferences of their colleagues and community members.

Internal Publications

Our internal publications are in English only. We will use Welsh in our internal publications wherever it is reasonable to do so.

Leadership

We will ensure that this policy is supported at the highest level in our organisation.

Awareness

This policy will be conveniently available for the public to read on our website.