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University Health Board

Cymraeg

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This document / form is also available in Welsh.



Cwm Taf Morgannwg University
Health Board

Welsh Language Standards Annual Performance Report

2024 to 2025



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Mae'r ddogfen / ffurflen hon hefyd ar gael yn Gymraeg.

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About this report

Celebrating Cymraeg at CTMUHB: Our 2025 Update

This year, we've continued our commitment to delivering services in Welsh, in line with the Welsh Language Standards. This report highlights how we're embedding Cymraeg across our organisation—from the care we provide to the way we work every day.

We're proud of the progress we've made to promote bilingualism and support our Welsh-speaking communities. You'll find real examples of how we're putting our values into action in this report. Readers are welcome to compare this report to the last, and we are confident the trajectory can be seen clearly.

This report also meets the requirements of Welsh Language Standard 120. You can read our full compliance notice, setting out all of our legislative duties for Welsh, in the Welsh language [here](#) and in English [here](#).

Want to know more about your right to use Welsh with us? See our patient information leaflet in Welsh [here](#) and in English [here](#).

This report was approved by our Operational Delivery Committee in October 2025. We would be keen to hear your thoughts—email us at CTT_WelshLanguage@wales.nhs.uk in Welsh or English. You can also share feedback on your experience of care through our Patient Reported Experience Measures, in Welsh [here](#) and in English [here](#).

Glossary of terms

Term	What we mean
Active Offer	This means Health Board staff asking you your language preference and recording this, rather than expecting you to tell us.
Welsh Language Standards	These are the statutory duties the Health Board must follow in how we treat Welsh.
Performance report	A report on how well an organisation is performing in a particular area during a set time period
Compliance	Whether or not we follow the statutory duties imposed on the Health Board
Assurance	The process of providing evidence to the Board and other bodies that the Health Board is complying with its duties, and what it is doing to avoid non-compliance
Stakeholder analysis	Stakeholder analysis is the process of identifying everyone who has an interest in a piece of work, and then understanding what they need, how much influence they have, and how the project will affect them
Engagement	Engagement refers to the active participation and involvement of individuals within an organisation or community
Behaviour change	Behaviour change is the process of changing actions or habits
Strategic planning	Strategic planning is creating a roadmap to set a long-term vision and then figuring out the best steps, priorities, and resource allocation to achieve it
Workforce planning	Workforce planning is the process of making sure an organization has the right people with the right skills in the right roles at the right time to achieve its business goals
WPAS	The Welsh Patient Administration System, a system which records patient information
RADIS	The system used in Radiology which records patient information

Executive Summary

Cwm Taf Morgannwg University Health Board (CTMUHB) continues to make strong progress in embedding the Welsh language across our services, workforce, and culture. This report highlights key achievements from April 2024 to March 2025, showing how the Health Board is meeting its legal duties and promoting bilingual healthcare.

Here are our key highlights for the year.

Strategic Commitment

- Welsh language priorities are built into CTMUHB's long-term plans, including the People Plan 2025–2030 and the 5-Year Strategy for clinical consultations in Welsh. Proficiency in Welsh is now tracked as a key success measure in the People Plan.

Workforce Engagement

- Over 200 staff took part in learning Welsh, our highest ever and up from 64 last year. Campaigns, resources, and training have boosted confidence.

Recruitment

- Over 90% of job adverts and descriptions are now bilingual, up from 0%. A new decision tree helps managers assess Welsh language needs for each vacancy. Seven posts were advertised as requiring skills in Welsh, one of which was a clinical role for the first time.

Patient Experience

- Welsh is increasingly used in services like Nursing, Therapies, Radiology, and Primary Care. Staff wear badges and lanyards to show they speak Welsh. Rights to use Welsh are promoted online and through campaigns.

Monitoring & Assurance

- A new dashboard tracks progress across six key areas. Compliance with Welsh Language Standards has improved with 62% now rated “High Assurance”, up from 60%.

Learning & Confidence

- Many staff have improved their confidence to use Welsh through tailored sessions, as measured by our evaluation model. Peer support groups are helping embed Welsh into daily practice.

Community Engagement

- CTMUHB was present on the Maes at the National Eisteddfod for the first time this year, hosted Welsh promotional days, and celebrated Welsh culture through music and bilingual resources.

Complaints & Recognition

- Two complaints were received and resolved. Services like Therapies, Radiology, and Primary Care are recognised for their commitment to Welsh.



1: Do you have a strategic approach to embed Cymraeg from Board to ward?

Integrated Medium Term Plan (IMTP)

The Integrated Medium-Term Plan is a statutory planning document produced annually, setting out how NHS organisations will use their resources over a 3-year period to deliver high quality healthcare services which address population needs. Our work around Welsh language development and the main priorities during its planning cycle were included in the submission for the 2023/24 financial year. It is recognised however that more will need to be included, particularly in relation to workforce planning and at Care Group level, in future iterations.



People Plan and longer-term strategic planning

CTMUHB published its People Plan for 2025-2030 during the reporting period. Our People Plan summarises the priority actions that we need to take to support the achievement of our 10-year strategy, *CTM2030 Our Health, Our Future* in terms of our workforce, and to create a CTM where everyone can thrive. The plan specifically includes commitment to the Welsh language, focussed on developing Welsh language skills in the workforce. Given the improvement in all other areas of Welsh language provision outlined below, a focus on developing Welsh language skills is now the natural next step.

This will be measured by a core success measure for the People Plan, which is “*Welsh language: the number and proficiency of Welsh speaking staff*”.

In this reporting period, we also published our 5-Year Strategic Plan for Offering Clinical Consultations in Welsh under Welsh Language Standard 110, aligning also with the More Than Just Words 5-Year Plan, particularly Action 18. This plan, available [here](#) in Welsh and [here](#) in English, focuses on strengthening our ability to deliver clinical consultations in Welsh, ensuring patients can access care in their preferred language. Key objectives include:

- Increase instances of the Active Offer across primary, secondary, and community care, where the Health Board should be asking patients their language preference instead of expecting the patient to tell us;
- Strengthen workforce planning to support bilingual service delivery;
- Promote a culture of bilingualism within the organisation;
- Enhance patient awareness of their language rights;
- Monitor and evaluate progress through clear KPIs and governance structures.



Annual operational planning

The Welsh Language Development Service has an operational plan each year, which brings longer-term planning into focus for that year. Progress on these priorities is outlined in this report.

2: How have you promoted Cymraeg with your workforce and the public?

Embedding Welsh means changing culture—and that starts with supporting staff to use Welsh in their roles. That’s why Communications and Engagement is a guiding theme, driving real change across the system.

Internal Communication Framework

Strategic communication drives change. When done well, it boosts engagement and helps staff commit to initiatives like developing Welsh.¹ Our updates follow the COM-B model—focusing on Capability, Opportunity, and Motivation—to support real behaviour change across the organisation.²

We do this via four key categories:

Da iawn: celebrates staff best practice, using social proof to boost motivation.

It’s More Than Just Words: highlights how Welsh improves patient experience—another motivator.

Staff Support: ensures access to resources and advice, building capability and opportunity.

Skills, Learning & Development: promotes training to grow Welsh language skills—enhancing capability to offer services in Welsh. This year we also added a second type to this category, to share staff stories of learning Welsh and to specifically draw attention to their achievement in gaining skills (see ‘Wendy’s story’ below as an example).



This reporting year alone we’ve shared 25 updates throughout our internal communication channels, one every two weeks on average. Some inspiring examples from our staff can be seen below.

¹ Hargie, O., & Tourish, D. (2009). *Auditing Organisational Communication: A Handbook of Research, Theory, and Practice*. Routledge; Men, L.R., & Stacks, D.W. (2013). The impact of leadership style and employee empowerment on perceived organizational reputation. *Journal of Communication Management* 17(2), pp. 171-192.

² A more technical discussion can be found here: Mitchie, S. et al. (2011), The behaviour change wheel: a new method for characterising and designing behaviour change interventions. *Implementation Science* 6(42).

Y Gymraeg yn CTM
Welsh at CTM



Mwy na geiriau: **Cof Cymorth**
It's more than just words: **Staff support**

1. Sgwrs Cynrog Cymraeg

Hoffech chi gael sgwrs sydyn 15 munud ar sut y gall Tîm y Gymraeg eich helpu i ddefnyddio mwy o Gymraeg yn eich gwasanaeth, neu ar unrhyw ofynion Cymraeg?

2. Cyfieithu

Angen cyfieithiad cyflym? Anfonwch e-bost at CTT_welsh_translation@wales.nhs.uk a nodwch ddyddiad cau os yw'n berthnasol, a byddwn yn ei anfon yn ôl atoch.

3. Gwell 'da chi anfon neges?

Gyrrwch neges at CTT_WelshLanguage@wales.nhs.uk a byddwn yn cysylltu â chi.

1. Welsh Language Check-in Chat

Would you like a quick 15-minute chat on how the Welsh Language Team can help you use more Welsh in your service, or on any Welsh language requirements?

2. Translation

Need a quick translation? Just email CTT_welsh_translation@wales.nhs.uk and note a deadline if relevant, and we'll get it back to you.

3. Rather just send a quick email?

Just drop us a message to CTT_WelshLanguage@wales.nhs.uk and we'll get back to you.

Y Gymraeg yn CTM
Welsh at CTM



Welsh Language Skills Self-Assessment Tool

Level 0 - No Skill

Level 1 - Entry

Level 2 - Foundation

Level 3 - Intermediate

Level 4 - Higher

Level 5 - Proficiency

Wendy's story...

During my time in the Increasing Confidence scheme, I was immediately put at ease and supported to feel comfortable making me feel 'free' to speak Welsh instead of feeling stifled and unsure of myself.

Attending the Cynllun Codi Hyder encouraged me to further develop and improve my Welsh language skills by applying for the Canolradd cwrs this September and to use Welsh not only in work with patients and colleagues but in the wider community.

I've also just returned from Confidence Building weekend at Nant Gwrtheyrn which was so fun and it really helped me feel more confident using Welsh.



Y Gymraeg yn CTM
Welsh at CTM



Mwy na geiriau: **Da iawn**
It's more than just words: **Da iawn**

Da iawn i Helen Jones, Rheolwr Gweinyddol Ffisiotherapi, am sicrhau bod eu disgrifiadau swydd a'r holl wybodaeth ar Trac lle bo angen yn ddwyieithog. Dywedodd Helen:

Ers lansio'r gwasanaeth cyfieithu Cymraeg pwrpasol, mae'r adran Ffisiotherapi wedi bod yn rhagweithiol wrth ddefnyddio'r gwasanaeth yn llawn, gan adedladdu archif o ddogfennau swyddi gwag Saesneg/Cymraeg, ar ôl cael yr holl ddisgrifiadau swydd, hysbysebion a ffurflenni Trac wedi'u cyfieithu cyn poblogi gwefan Trac. Rydym wedi rhyfeddu at gyflymdra'r tîm wrth gwblhau'r cyfieithiadau. Mae'r tîm cyfieithu Cymraeg wedi bod yn ynod gymwynasgar a chyfrifol gyda'r holl ymholiadau cyfieithu - Diolch yn Fawr!

Ewch i dudalen Sharepoint y Gymraeg neu anfonwch neges at y tîm ar CTT_WelshLanguage@wales.nhs.uk am ragor o wybodaeth.

Da iawn to Helen Jones, Physiotherapy Administration Manager, on ensuring their Job descriptions and all information on Trac where required is bilingual. Helen said:

Since the launch of the a dedicated service for Welsh translation, the Physiotherapy department have been pro-active in using the service fully, building up an archive of English/Welsh vacancy documentation, having had all job descriptions, adverts and the Trac forms translated before populating the Trac website. We've been amazed at the fast turnaround from the team in completing the translations. The Welsh translation team have been extremely helpful and responsible with all translation queries - Diolch yn Fawr!

Visit the Welsh Language Sharepoint page or send the team a message on CTT_WelshLanguage@wales.nhs.uk for more information.

Y Gymraeg yn CTM
Welsh at CTM



Mwy na geiriau: **Da iawn**
It's more than just words: **Da iawn**



Mae pob ward wedi gweithio'n galed iawn i greu amgylchedd dwyieithog croesawgar o arwyddion ac arddangosiadau i wybodaeth i gleifion. Mae timau'r ward wedi creu llyfryn i deuluoedd ac mae hwn yn sôn am sut y gall plant a theuluoedd ddefnyddio'r Gymraeg gyda staff ar y ward.



All wards have worked really hard in creating a welcoming bilingual environment from signs and displays to patient information. The ward teams have created a booklet for families and this talks about how children and families can use Welsh with staff on the ward.



Mae'r timau hefyd wedi newid dogfennaeth cleifion mewnol yn ddiweddar er mwyn cofnodi dewis iaith plant a theuluoedd, gan wreiddio dull y Cynnig Rhagweithiol.



The teams have changed in-patient documentation recently so that the language of children and families can be recorded, embedding the Active Offer approach.



Roedd tîm PCH wedi datlu 'Diwrnod Su'mai Shw Mae' trwy anng y Gymraeg gyda gweithgareddau ac arddangosfa o lyfrau Cymraeg.



PCH celebrated 'Su'mai Shw Mae Day' by prompting Cymraeg with activities and a display of Welsh language children's books.



Ymwelodd Tîm y Gymraeg hefyd â Ward 17/18 yn RGH a helpu i gyfieithu'r arddangosfeydd. Os hoffech chi ymweliad a chymorth fel hynny, rhowch wybod i ni ar CTT_WelshLanguage@wales.nhs.uk



The Welsh Language Team visited Ward 17/18 in RGH and helped translate the displays.

If you'd like a visit and some help, just let us know at CTT_WelshLanguage@wales.nhs.uk



Internal campaign for improving compliance with Welsh Language Recruitment Standards

This year CTMUHB began to implement the Welsh Language Standards in relation to recruitment and appointing (see below for more detail on how CTMUHB now complies with these). This work was subject to a formal, planned campaign as part of CTMUHB's Strategic Engagement Forum. This work involved:

- Creating a detailed communications plan with evaluation measures;
- Stakeholder analysis work which identified 21 different groups of stakeholders to engage using a 'Think, Feel, Do, How' analysis to personalise messaging;
- A detailed plan for where to communicate, when, which platform and which assets;
- An all-staff event to explain the changes.

This ensured our staff had the opportunity to learn about the changes to recruitment and was a planned, strategic approach to embed compliance.

Well-promoted SharePoint site

There is a dedicated page for supporting staff to use Welsh at work and comply with the Welsh Language Standards. Accessible via the homepage of CTMUHB's intranet, it has been redeveloped using MS Office 365 tools and includes:

- Clear information on how to contact the Welsh Language Development Service;
- Latest news and updates;
- 'Why Welsh at CTM' video;
- Opportunities to learn Welsh and a simple booking link to 'Welcome-to-Welsh' sessions;
- Guidance on embedding Welsh and meeting the Standards;
- Resources to download such as bilingual Out-of-office templates;
- Information on staff rights to use Welsh at work;
- A comment and feedback section.

Advice on complying with Welsh Language Standards

Guides on complying with Service Delivery Standards, Policy Making Standards, Recruitment & Appointing Standards and using Welsh in Communications & Engagement specifically are available on SharePoint. These are regularly shared with staff. This means that the Standards have been interpreted and simplified for the particular context of CTMUHB. These have all also been developed using the 'Welsh Voice/Llais y Gymraeg' strategy to foster belonging and respect, and CTMUHB branding, structured around 'Why', 'How', and 'What' we do in Welsh, and have practical examples and case studies included where relevant.

Welsh Language Awareness Mandatory ESR Module

An all-Wales module on Welsh language awareness is a mandatory training requirement. This module talks about the importance of Welsh in healthcare for Welsh speakers, the Welsh Language Standards and busts some common misconceptions about the Welsh language. As of March 2025, 83% of staff have completed it, which is a percentage increase of 7.7% compared to last year. This means over 11,000 members of staff have completed it.

Engagement with staff

This year the Welsh Language Development Service engaged in the following sessions, with 'engagement session' defined as following:

A meeting, outside of the Welsh Language Development Service and excluding external meetings with people in similar Welsh Language roles across Wales, Welsh Government or other bodies and where the sole purpose of the meeting or part of it was specifically dedicated to the Welsh language.

- **74** different engagement sessions with staff and managers across the Health Board. This includes the all-CTM Staff Q&A and CTM Leaders Forum;
- **4** formal senior leadership meetings three of which were Board Committees (see below for more on governance & assurance);
- **2** series of site visits, with **2** visits in-year with a promotional stand at the Royal Glamorgan Hospital, Prince Charles Hospital, Princess of Wales Hospital, Ysbyty Cwm Rhondda, Ysbyty Cwm Cynon, Keir Hardie Health Park and once in Dewi Sant Health Park.

These engagement sessions have succeeded in raising the profile of Cymraeg across CTMUHB. The site visits for example achieved the following:

- We shared nearly **90** different resources including **25** lanyards and **12** badges. That's **37** new Welsh speakers identifying themselves to other Welsh speakers just from site visits;
- We held nearly **120** different conversations about Welsh with our staff;
- We spoke to nearly **40** patients about Welsh in healthcare.

Sharing resources

In addition to the resources shared above, this reporting year we also shared **186** Welsh language resources of which **179** were badges and lanyards, posters and Welsh Language Ward and Services Packs.

CTM Ar Y Maes: Welsh Language and Culture at the Heart of Public Health at the Eisteddfod

In August 2024, CTMUHB made its debut at the National Eisteddfod in Ynysangharad Park with “CTM on the Maes”—a vibrant, multi-partner health and wellbeing initiative. This marked a milestone in CTM’s commitment to embedding Welsh language and culture into healthcare.

Championing Welsh in Healthcare

- CTM spotlighted patients’ rights to receive care in Welsh, aligning with national language equity goals.
- Events like “Speaking Welsh with a Doctor? A right or a nightmare?” tackled real-world challenges and opportunities for Welsh-speaking patients.
- Themed days included a dedicated focus on Welsh-language services, reinforcing the importance of culturally sensitive care.

Culture as a Health Catalyst

- CTM used the Eisteddfod’s cultural setting to deliver accessible health messages, promote mental wellbeing, and reduce social isolation.
- Collaborations with groups like Cwm Taf People First ensured inclusive, easy-read materials and community-led engagement.

Broad Reach and Lasting Impact

- CTM’s digital campaign (#CTMArYMaes) amplified daily themes and encouraged public participation.

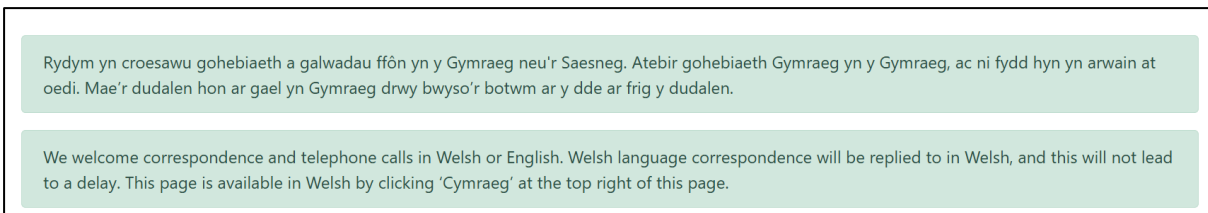
Lessons from the Eisteddfod were applied to CTM’s Armed Forces Health Day in June 2025, extending the model of culturally rooted outreach.

Promoting Welsh language rights

CTMUHB has promoted the rights our patients have to use Welsh in many ways this year.

Website

Welsh language accessibility on our website has taken a big step forward. A clear, prominent indicator now appears at both the top and bottom of the screen, signalling the availability of a Welsh language service. This visual enhancement—marked by the new orange Welsh language logo button—has been rolled out across all NHS Wales websites during this reporting year. This achievement stems from an initiative led by Cwm Taf Morgannwg University Health Board in collaboration with Digital Health & Care Wales, aimed at strengthening the visibility and promotion of Welsh language content online.



Social media

We promote our Welsh language social media channels by including a message in the 'About' sections of the English language pages that a Welsh language page is available. We do this on our main channels, Facebook and X.

Welsh language rights information page

We offer a dedicated webpage that empowers patients with clear information about their rights to use Welsh in healthcare settings. The page includes a helpful patient information leaflet and also outlines how Primary Care services are expected to support the use of Welsh.

Explore the webpage in Welsh [here](#) and in English [here](#).

See the leaflet in Welsh [here](#) and in English [here](#).

Campaign in December

As part of the national 'Defnyddia dy Gymraeg/Use Your Welsh' campaign in December 2024, CTMUHB wrote a detailed campaign plan which ran internally and externally.

This is what we did:

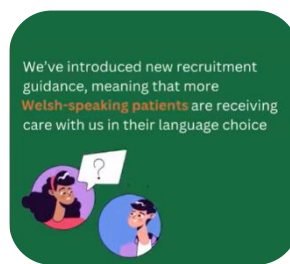
- Created a video outlining what we'd been doing to promote Welsh. The purpose of this was to give patients confidence to use Welsh and that we're working to ensure they can do so;

- Shared several infographics across LinkedIn, Facebook and X about what rights patients have to use Welsh;
- Crafted messages as part of the plan carefully to ensure the way we talk about Welsh is welcoming and encouraging.

This was the immediate impact:

Platform	Impressions	Views	Other data
English-language main corporate Facebook page	10,713	6,545 average seconds viewed	283 total clicks 228 engaged users 26 reactions and comments 2 shares
Instagram	2,850	503	18 likes 5 shares 1 save
Welsh-language main corporate Facebook page	291	251	28 plays
LinkedIn	2,4448	1,127	1,295 members reached 176 total engagements 6 reposts 29 reactions

The strategic partnership with our Communications & Engagement team ensured the campaign achieved substantial reach. It is a positive outcome that thousands of individuals were exposed to messaging that promotes and protects Welsh language rights.



Promoting Primary Care Services available in Welsh

CTMUHB continues to make it easy to find out which Primary Care providers can offer services in Welsh. On our website, there's a dedicated section that highlights providers who can deliver all or part of their service in Welsh.

Simply go to 'Find your local NHS service' tool on our website, and you'll be able to see at a glance which providers offer a service in Welsh. It's all about helping you access care in the language that feels most comfortable for you. See an example below.

The screenshot shows a service card for 'Taf Dental Care'. The card is divided into several sections:

- Address:** 18 Morgan Street, CF37 2DS.
- Contact us:** 01443 400600.
- Contacts:** 01443 400600.
- Additional information:** Includes a 'Dental Practice' tag, 'Welsh Service Available: Yes', and 'Disabled access available'.
- Opening times:** 'Opening hours not currently available'.

3: How do you make sure the Health Board follows Welsh language law and protects my rights?

Clear communication and meaningful engagement are key to meeting our Welsh language duties.

We also rely on robust improvement plans, regular monitoring, and effective controls to spot gaps and make sure we're delivering on our commitments.

The Welsh Language Development Service

A key part of complying with Welsh Language law is our Welsh Language Development Service, led by the Welsh Language Lead.

The team supports staff by

- offering advice on Welsh language matters
- monitoring compliance (see below)
- delivering language awareness
- managing translation
- promoting Welsh learning at work
- and sharing resources to embed Welsh across the organisation.

Driving Change Through Insight: The Welsh Language & Culture Dashboard

To accelerate progress in embedding Cymraeg across our organisation, we've launched a brand-new Welsh Language & Culture Dashboard this year at our People & Culture Committee. This tool brings together key data points that shine a light on the areas most critical to our success. The methodology behind each metric is detailed in Appendix 1.

The dashboard focuses on six strategic pillars:

Patient Experience: What are our patients telling us through their experiences? We explore how easily they can use Welsh in our services, and what their feedback—both praise and concerns—reveals about our staff language engagement.

Recruitment: Are we actively seeking Welsh language skills in our hiring practices?

Learning Our Language: How many of our staff are taking steps to learn Welsh?

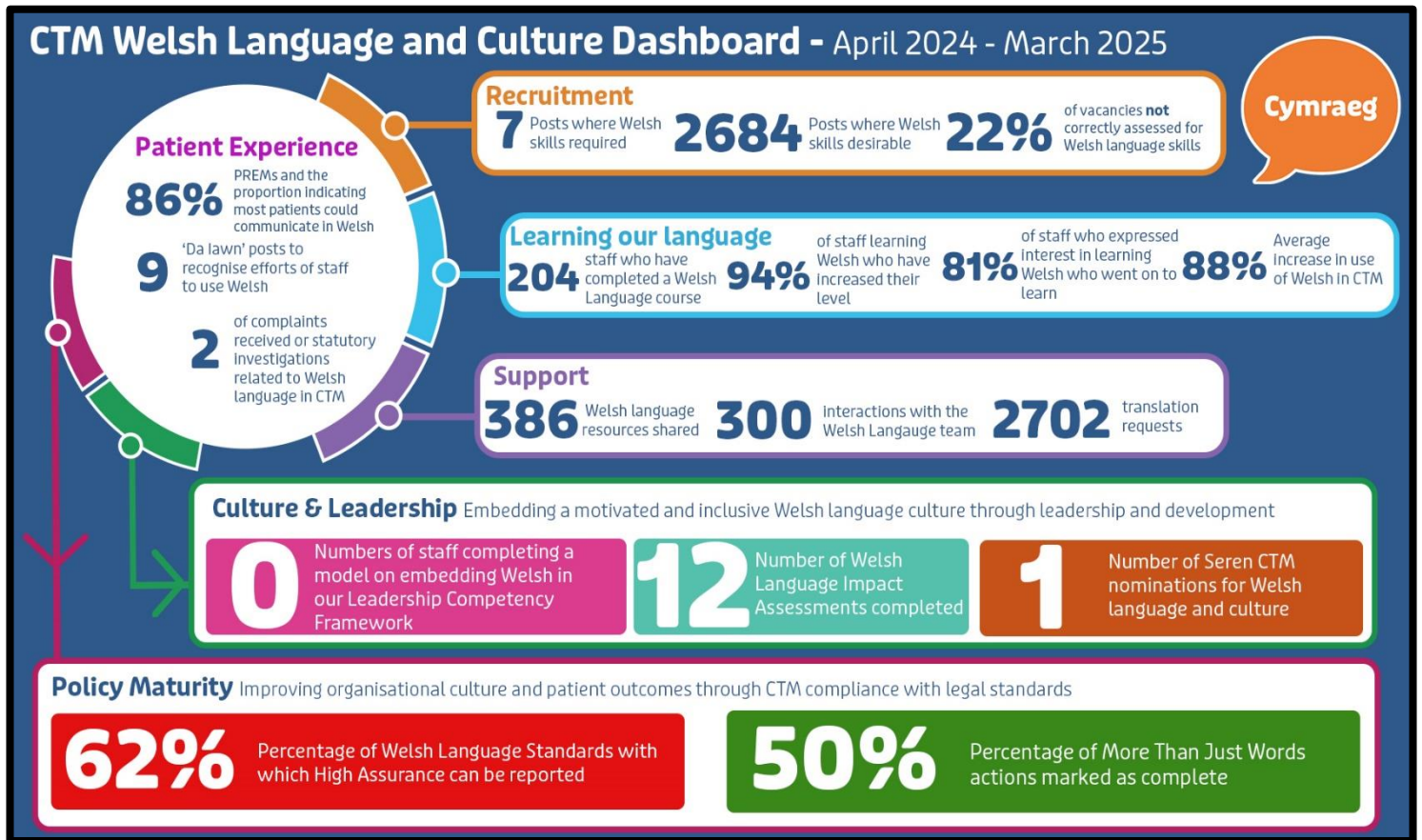
Support: Are staff reaching out and engaging with the Welsh language team?

Culture & Leadership: Are our leaders equipped to champion the Welsh language? Are change leaders considering the impact of their decisions on our language?

Policy Maturity: Based on our internal self-assessment, how well are we aligning with Welsh language legislation?

Each year, this dashboard will be featured in our annual report, tracking progress and highlighting growth in key areas—helping us maintain a clear, upward trajectory in our commitment to Cymraeg. It will also structure biannual updates to our Operational Delivery Committee.

The position for 2024-2025 can be seen below.



Welsh Language Audit Methodology

The Welsh Language & Culture Dashboard above provides a high-level view of CTMUHB’s performance against key areas. It shows how committed we are to making the Welsh language a natural part of our services.

Building on the 2023–2024 baseline compliance survey described in last year’s report, we have now also developed a robust audit methodology to assess compliance with **each** standard. This ensures consistent, evidence-based reporting and enables us to track progress against our compliance notice (see the full methodology [here](#) under ‘Most Recent Welsh Language Performance Report’).

While some Standards can be assessed through direct observation, others—such as bilingual documentation and temporary signage—require multiple data sources to form a reliable estimate. Given the scale and complexity of our organisation, full verification of every instance of compliance or otherwise is impractical. However, our methodology allows us to form a credible organisational-level assurance determination based on representative data. The full results of this audit can be seen online by following this link [here](#) under ‘Most Recent Welsh Language Performance Report’.

A visual overview can be seen below in Figure 1, showing the number of Standards with which High Assurance can be reported as opposed to Medium, Low or No Assurance. Definitions are provided below.

High Assurance: The organisation complies with all requirements under all circumstances except for on rare occasions.

Medium Assurance: The organisation is usually fully compliant, but there is non-compliance at some times or in relation to some requirements.

Low Assurance: The organisation complies at some times or in relation to some of the requirements, but does not comply fully and consistently.

No Assurance: The organisation does not comply with the requirements at all, or complies on rare occasions or in only a few respects.

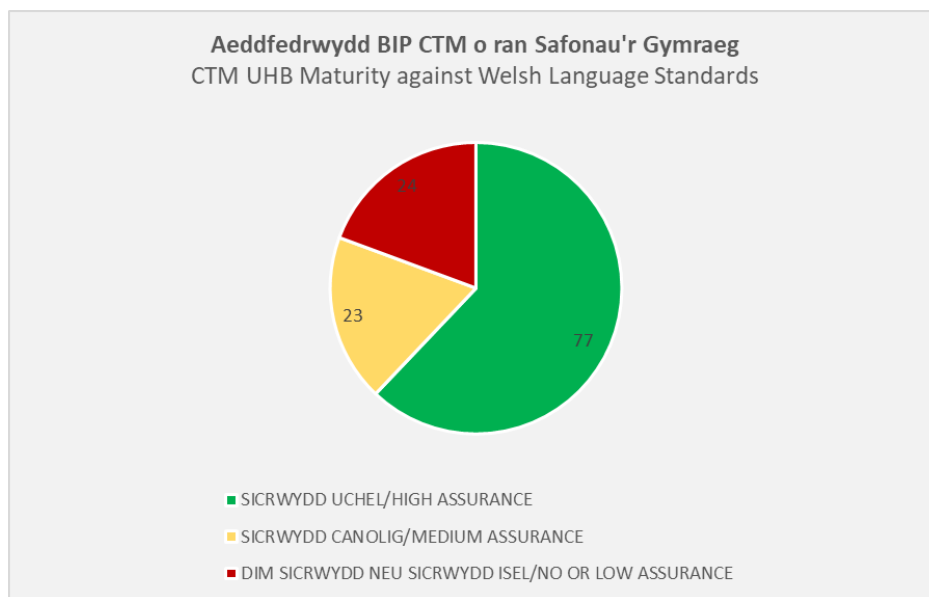


Table 1 and 2 below summarise the Standards for which an **INCREASE** or a **DECREASE** has been reported compared to the 2023/2024 reporting year, and why.

Table 1: **Increase** in assurance level since 2023/2024

Standards with which an INCREASE in assurance level has been achieved			
Standard	Change	Activity	Rationale
5	From LOW to MEDIUM ASSURANCE	Sending correspondence in Welsh to persons.	A records review of translation requests has shown an increase in requests for translation of correspondence.
79	From NO to HIGH ASSURANCE	Having a ratified internal policy on the internal use of Welsh.	A ratified policy is now in place.
106	From NO to LOW ASSURANCE	Assessing whether vacancies should be categorised as Welsh Essential, Desirable, Needs to Be Learnt or No skills in Welsh required, via a recorded objective assessment.	A process and guidance, along with an auditing method, is now in place. Staff have begun to follow this guidance this reporting year.
106A	From NO to HIGH ASSURANCE	Publishing job advertisements in Welsh.	A process and guidance are now in place along with a checkpoint to restrict non-compliant advertising.
107A	From NO to HIGH ASSURANCE	Publishing recruitment material in Welsh such as job descriptions.	

Table 2: **Decrease** in assurance level since 2023/2024

Standards with which a DECREASE in assurance level must be published			
Standard	Change	Activity	Rationale
23A	From HIGH to MEDIUM ASSURANCE	Notifying other staff on wards of an in-patient's language need once this has been recorded e.g. via the digital e-whiteboards.	The number of instances of recording a patient's language preference is lower for the e-whiteboard than it is for the Welsh Nursing Care Record, meaning language need isn't always recorded as Welsh where it could be.
62	From HIGH to MEDIUM ASSURANCE	How the Health Board presents its corporate identity.	Some staff uniforms (e.g. polo shirts and jerseys) do not include the Welsh language version for the team and speciality.
78	From HIGH to LOW ASSURANCE	Assessing the impact of decisions in relation to Primary Care on Welsh.	The current policy is now out of date and evidence shows the previous policy has not been followed.

Table 3 below compares the overall situation last reporting year, with this year. Improvements in compliance are clear.

YEAR	ASSURANCE LEVEL		
	HIGH ASSURANCE	MEDIUM ASSURANCE	NO OR LOW ASSURANCE
2024/25	77 Standards	23 Standards	24 Standards
As % of all Standards	62%	18.5%	19%
2023/24	74 Standards	21 Standards	29 Standards
As % of all Standards	60%	17%	23%

Primary Care and the Contract Assurance Framework

Each year General Medical Services (GPs) are required to self-assess their compliance against their Welsh language requirements. Their responses for 2024/2025 are noted below in Table 4 for the CTMUHB region. This is evidence of monitoring bilingual provision in a significant portion of Primary Care services. The results themselves also show that, whilst there is work to do, Welsh language services are increasingly embedded in GP services.³

³ Some responses may not add up to 100% as 'Not Applicable' responses have been removed.

Primary Care GMS Services Responses under the Contract Assurance Framework		
Question	YES	NO
Does the practice provide medical services under the contract through the medium of Welsh?	70%	25%
Does the new registration form ask the patient specifically about their language needs?	98%	2%
Does the practice supply bilingual signage?	88%	9%
Does the practice supply bilingual posters?	93%	4.5%
Does the practice supply bilingual new patient questionnaires?	81%	15%
Does the practice record patients' chosen/first language in the patient notes?	95%	4.5%
Does the practice encourage staff to document patient language of choice on all their documentation including referrals?	90%	9%
Does the practice offer a Welsh language version of any document or form provided by the Health Board to patients and/or members of the public?	97%	2%
Is the practice willing to allow staff members to attend/undertake Welsh language training?	97%	2%

Ongoing work is also considering General Dental Services, Optometry and Community Pharmacy.

Governance and assurance

The Welsh language and compliance have been subject to a formal agenda item at a Board Committee, with an oral update and a paper, three times during this reporting year. These updates provided the People & Culture Committee with assurance on work ongoing to meet the Welsh Language Standards. These discussions are a matter of public record and can be accessed [here](#) in Welsh and [here](#) in English.

Recruitment and Welsh language compliance were also discussed formally at the Operational Management Board chaired by the Chief Operating Officer during this reporting year.

4: Where am I most likely to be able to use Cymraeg with the Health Board?

This section provides readers with information on the current bilingual workforce of CTMUHB based on workforce data in March 2025. This is based on data for **92%** of our workforce.

Our current bilingual workforce

Below sets out the current number of staff who have Welsh language skills as of March 2025.


Listening/Speaking Cymraeg					
Level	2022/23	2023/2024	2024/25	Difference on 23/24	Difference on 23/24 as %
0	7740	8401	9067	+666	+8%
1	1871	1961	2081	+120	+6%
2	295	305	320	+15	+5%
3	197	199	203	+4	+2%
4	223	248	264	+16	+6.5%
5	284	303	320	+17	+5.6%
Reading Cymraeg					
Level	2022/23	2023/2024	2024/25	Difference on 23/24	Difference on 23/24 as %
0	7873	8556	9312	+756	+8.8%
1	1702	1775	1822	+47	+2.6%
2	292	302	314	+12	+4%
3	159	171	179	+8	+4.6%
4	225	233	247	+14	+6%
5	302	326	338	+12	+3.6%
Writing Cymraeg					
Level	2022/23	2023/2024	2024/25	Difference on 23/24	Difference on 23/24 as %
0	8092	8774	9556	+782	+8.9%
1	1511	1595	1615	+20	+1.2%
2	290	288	306	+18	+6.25%
3	173	187	200	+13	+6.9%
4	188	195	205	+10	+5%
5	262	292	297	+5	+1.7%

Where am I most likely to be able to use Welsh with clinical staff?

The analysis published in Welsh [here](#) and in English [here](#) in September 2024 sets out in detail which staff groups (i.e. nurses or therapists) and which areas are most likely to be able to use Welsh when you or a family member has an appointment or is an in-patient.

While it's not guaranteed in every situation, these areas are the most likely to offer services in Cymraeg, especially where your language preference has been asked and acted upon and where staff have identified themselves as Welsh speakers.

As shown in this report, CTMUHB also has processes in place to ensure Welsh-speaking staff can identify themselves as Welsh-speakers to our patients. This includes the uniforms nurses wear and giving Welsh-speaking staff lanyards where they are allowed to wear them.


Look out for the  symbol on uniforms; this means the member of staff can speak Welsh and is comfortable doing so.

In fact, that member of staff could be one of:

- Over **200** of our nurses or midwives with skills in Welsh;
- Over **70** of our Healthcare Support Workers with skills in Welsh;
- Near **100** of our Therapists, Radiographers or Pharmacists with skills in Welsh;
- At least **35** of our doctors or consultants with skills in Welsh.

So even if you aren't accessing one of the services outlined in the detailed analysis in Welsh [here](#) and in English [here](#), that doesn't mean a service doesn't have any Welsh speaking staff.

What about Primary Care, such as my GP?

Many Primary Care services in the CTMUHB region can offer their service in Welsh. Just access this tool [here](#) in Welsh and [here](#) in English under 'Find My NHS Service'. If the provider can provide some or all of its services in Welsh, the  symbol will be used to show this.

What about other types of services?

As well using Welsh at an appointment or when on our wards, and when staff have identified themselves as Welsh-speakers, you can also be confident that:

- You will receive a response in Welsh if you write to us in Welsh;
- You will receive correspondence such as appointment letters in Welsh;
- You will see the Welsh language around you when you visit our sites on signs and displays;
- You can use our website in Welsh without any issues;
- You can access our most important social media channels in Welsh.

This is based on our internal checks we detailed above, to ensure that service users can be confident in the services we provide.

5: How have you improved skills in Cymraeg of your existing workforce?

A record-breaking year for learning Welsh at CTMUHB!

We're thrilled to share that **205** members of staff have been supported this year to step into Welsh at work—either through direct participation or via employer-funded opportunities. That's **141** more staff than last year, marking a huge leap forward in our commitment to growing confidence to use our Cymraeg across the organisation. This success was made possible by the strategic planning exercise carried out at the beginning of the reporting year, setting out what the offer was, how and where to promote it and what our success measures and evaluation method were.

With hundreds of hours of Welsh language learning delivered, this achievement reflects the passion and dedication of our workforce and our managers to embrace and promote Cymraeg in everyday working life.

Diolch yn fawr to everyone who's taken part—you're helping to make Welsh a living, thriving part of CTMUHB. Some more detail can be read below.

Internal Welcome to Welsh Sessions

At CTMUHB, our Welcome to Welsh Sessions are designed to empower staff with the essential Welsh language skills needed to better connect with Welsh-speaking patients and colleagues. These internal, 2-hour interactive sessions focus on everyday expressions and practical vocabulary, helping staff deliver a more inclusive, respectful, and culturally sensitive service.

This initiative supports our commitment to Action 17 of the 5-year plan for clinical consultations in Welsh: ensuring that 30% of staff in the identified areas have at least Level 1 Welsh by 2027.

To ensure the sessions are truly making a difference, we've evaluated their impact using the Kirkpatrick Model—a trusted framework in Learning and Development.⁴ This multi-level approach helps us measure not just satisfaction, but also learning, behaviour change, and real-world results. Rather than focusing on just one element which is the enjoyment of the learners, it is important to delve beneath the surface if training is to have the necessary impact.

Some results for real-world impact can be seen below from data up to March 2025:

- **140** members of staff completed a session
- **100%** of participants reported enjoying the sessions;
- **94%** of the annual target set for staff completing the sessions was met;
- **22** sessions held up to March 2025;
- **44** hours of tuition provided;
- **61%** of learners progressed from Level 0 to Level 1 in Speaking and Listening on the Electronic Staff Record (ESR);
- A conversion rate from initial interest to taking part of **80%**;
- **65%** of attendees were in clinical roles;
- Attendance rate at a session for those who booked of **81%**;
- Over **60** staff have joined a new Welsh Learners' Network on MS Teams.

⁴ Kirkpatrick, Donald L. *Evaluating Training Programs: The Four Levels*. San Francisco: Emeryville, CA: Berrett-Koehler; Publishers Group West [distributor], 1994.

What Participants Said

"I enjoyed the training very much. I plan to further improve my skills with a course and try to speak to colleagues and patients in both Welsh and English."

"Easy to follow, appropriate length of time. I will be able to speak Welsh more confidently with staff and patients."

"I loved it! It was fun, engaging, and made me want to learn more."

"The tutor was excellent—supportive, friendly, and made the session enjoyable."

"I've already started using greetings like 'Bore da' in meetings and phone calls. It's a small step, but it feels great."

"I've signed up for a 24-week course and I'm making a conscious effort to use what I've learned with friends, family, and even strangers."

Learning Highlights

Staff gained practical Welsh skills including greetings, saying job titles, and pronunciation.

Many reported increased confidence and greater awareness of using Welsh in emails, meetings, and patient interactions three months later, showing behaviour change in participants.

Y Gymraeg yn CTM
Welsh at CTM

Welsh Language Skills Self-Assessment Tool

Level 0 - No Skill | Level 1 - Entry | **Level 2 - Foundation** | Level 3 - Intermediate | Level 4 - Higher | Level 5 - Proficiency

Kim's Story:

I have wanted to learn Welsh for as long as I can remember. I loved learning languages in school, I took Welsh for GCSE and AS level but I let it go as I was finding it difficult to balance with my other studies. This is something I have regretted for over 20 years. Being born in Wales but not being able to speak Welsh is something that has always bothered me - how many other countries in the world have a population who don't all speak their national language? There is so much beauty in the Welsh language and culture, and I am very proud to be a part of the effort to reclaim them for our future generations.

I started learning Welsh as an adult with Dysgu Cymraeg in 2020 after I saw an article on the CTM intranet promoting a virtual course and offering workplace funding and I have recently completed Lefel Sylfaen. While I am not yet at a level where I can converse fluently in Welsh, I am able to practice with my Welsh speaking colleagues, which further increases my confidence, and I hope that one day I will be able to use what I have learned both in and out of the workplace.

Being a "Dysgwr Cymraeg" has become a huge part of my identity and has made me a part of an ever growing, very welcoming community. Dw i wrth fy modd yn dysgu Cymraeg.



Level 0 - No Skill	→ Level 1 - Entry	Level 2 - Foundation	Level 3 - Intermediate	Level 4 - Higher	Level 5 - Proficiency
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Rob's story...

Myself and my wife both took the decision that we wanted our daughter to be educated in the Welsh language – this provided us then with the conundrum that we both don't speak Welsh ourselves! Being that we both work within the NHS, we have been very fortunate to have been backed through work place funding to start Welsh lessons through Dysgu Cymraeg Morgannwg.

Welsh language has always been an important aspect of life, but more so now with our daughter learning the language from a young age. The way in which the lessons are structured means there is much more of an emphasis on "real life scenarios" rather than formalisation. As daft as it sounds, it's brilliant dropping our daughter off to nursery now and leaving with a "wela' i di wedyn" or even putting her to bed and our last words are "caru ti".

My wife has taken to it like a duck to water – I'm a little bit slower, but little by little it's creeping in to our lives a lot more.



Level 0 - No Skill	→ Level 1 - Entry	Level 2 - Foundation	Level 3 - Intermediate	Level 4 - Higher	Level 5 - Proficiency
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Davina's Story

"My Manager was the one who informed me that this course was part of any New Starter Training. Prior to the on-line training, I must admit I was really apprehensive, mainly because of my age and not picking things up very quickly (particularly languages) and the thought of showing myself up.

However, I must admit that I really enjoyed the 2 hour session, and at the end, was wishing it was longer.

I thought you had put together a very clear training package and you made the exercises fun and enjoyable.

I also learned from the Group themselves who interacted really well."



CAEL YR MANFODION YN GWYBWR
GETTING THE BASICS RIGHT



RHEDLAETH A ARWEINRODIAETH WYCH
GREAT MANAGEMENT & LEADERSHIP



GWETHILU MODERN I SOLLIAS AR DIFER Y
MODERN WORKFORCE | SKILLS FOR THE FUTURE



ANIGYLCHEDD CYMRWYBODOL AC IACH
AN INCLUSIVE & HEALTHY ENVIRONMENT

The Inspiring Confidence Scheme: Using the Welsh We Have

The Cynllun Codi Hyder or ‘Inspiring Confidence Scheme’ aims to support staff with intermediate or underconfident Welsh skills (Levels 3–4 ALTE) to build confidence and increase their use of the language in the workplace. Delivered through tailored 1:1 sessions, the scheme supported 44 staff members this reporting year—73% of the annual target set in our strategic plan for learning Welsh.

Key Success Measures from data up to March 2025:

- **500+** hours provided.
- All Care Groups represented in the cohorts.
- A conversion rate from initial interest to taking part of **61%**.
- Attendance rate in sessions of **69%**.
- **Majority** of staff in clinical roles, supporting work to offer clinical care in Welsh.
- **100%** of participants reported enjoying the sessions.
- Significant increase in confidence to use Welsh in professional and personal settings.
- Wider use of Welsh in emails, meetings, and conversations with colleagues and patients.
- Peer-led initiatives emerged, including a clinical Welsh discussion group in the Paediatric Speech and Language Therapy team (see below), showing real cultural change.
- Obvious cultural shift, with participants encouraging others to use Welsh and promoting the language in their departments.

Participant Feedback

“The tutor made learning fun and helped me feel confident using Welsh again.”

“The tutor made learning fun and helped me feel confident using Welsh again.”

“I now use Welsh greetings in emails and meetings—it’s a small change, but it’s made a big

“I’ve started speaking Welsh with colleagues and even at my child’s Ti a Fi group.”

“I’m less afraid of making mistakes and more willing to try.”

“The sessions were flexible, supportive, and tailored to my needs—I’ve recommended it to

Learning Impact

Participants didn’t just learn Welsh—they rediscovered it. Through tailored, practical sessions, staff gained language skills directly relevant to their roles, from conversational phrases to professional terminology. Many described a renewed enthusiasm for the language. Tutor feedback highlighted clear and consistent progress in fluency, vocabulary, and grammar—showing that confidence and capability grew hand in hand.

Welsh in Action: Embedding Language into Everyday Practice

Staff across CTMUHB are embracing Welsh with growing confidence—whether in clinical consultations, administrative tasks, or everyday interactions. The Cynllun Codi Hyder has played a pivotal role in this developing transformation, helping staff move from hesitation to fluency.

This initiative directly supports CTMUHB’s delivery of the Welsh Language Standards and the More than Just Words framework, ensuring that bilingualism is not just encouraged, but embedded in our culture.

What’s more, staff-led innovations—like peer support groups and Welsh-language clinical discussions (see Therapies Case Study below)—are helping to weave the language into the fabric of team life and service delivery.

To sustain this momentum, CTMUHB is exploring behavioural change models such as [ARFer](#), which offer powerful tools to support long-term, confident use of Welsh in the workplace.

The graphic is titled 'Y Gymraeg yn CTM' and 'Welsh at CTM' with a 'Cymraeg' speech bubble icon. It features a progress bar with five levels: Level 0 - No Skill, Level 1 - Entry, Level 2 - Foundation, Level 3 - Intermediate, Level 4 - Higher, and Level 5 - Proficiency. An arrow points to Level 5. Below the bar is a text box titled 'Frances' Story:' containing two paragraphs of text. The bottom of the graphic has a colorful illustration of a town with buildings, wind turbines, and trees.

Y Gymraeg yn CTM
Welsh at CTM

Welsh Language Skills Self-Assessment Tool

Level 0 - No Skill | Level 1 - Entry | Level 2 - Foundation | Level 3 - Intermediate | Level 4 - Higher | Level 5 - Proficiency

Frances' Story:

As a result of the Increasing Confidence scheme, I have increased my confidence in using Welsh by having the opportunity to practise and also because I have improved my grammar. I am more eager to use and improve my Welsh and this is something I want to continue to do.

I am going to take the opportunities available to me at work to use Welsh and now that I have better Welsh skills I would be keen to use the language with colleagues and service users. My pride in my Welsh has increased so much and I have a strong desire to keep going to improve and use the language.

Funding other Welsh language courses

As part of our ongoing commitment to embedding Cymraeg in the workplace, CTMUHB has also financed staff to complete fully funded Welsh language courses externally.

Over the past year, **17** enthusiastic colleagues took up the opportunity to enrol on Mynediad and Sylfaen level courses, taking meaningful steps on their Welsh language journey. What’s more, several of these learners were first inspired to take part after attending our internal Welsh to Welcome Sessions—a testament to the power of early engagement and encouragement.

This growing interest reflects our shared vision of creating a more bilingual and inclusive workplace. Diolch yn fawr to everyone who’s taken part—you’re helping to shape a brighter, more inclusive future for CTMUHB!

Tracking for Real Progress in Welsh Language Learning

At CTMUHB, we're not just encouraging Welsh language learning—we're measuring meaningful progress. Using an evaluation-led approach, we track each learner's journey toward achieving Courtesy-level Welsh and gaining confidence to use Welsh, ensuring every step is recognised and supported.

After completing our Welcome to Welsh Session or the Increasing Confidence Scheme, staff members' Speaking and Listening skills are assessed by the tutor and then updated on their Electronic Staff Record (ESR). This helps us monitor development in real time and tailor future support more effectively. Importantly, it also ensures data integrity so that when data is used to target promotion of learning Welsh and when analysing the workforce for workforce planning processes, managers have accurate data.

6: How have you considered the skills in Cymraeg of your future workforce?

CTMUHB has made good progress this year in transforming our approach to recruitment and championing bilingualism.

In our last annual report for 2023/2024, we said:

“CTMUHB is currently working through a significant action plan, the majority of which is concerned with how we treat Welsh in recruitment. The deadline for submission of evidence that we have completed that work is December 2024.”

This workplan has now been completed and the following has been achieved:

- Over **90%** of our job descriptions and advertisements are now being published bilingually, following an audit of the website for this report. Given CTMUHB publishes nearly 3,000 vacancies a year, this is a significant development.
- Endorsed guidance is in place to assist managers in making an objective assessment of whether a vacancy should be advertised as either Welsh language skills are essential, desirable, needs to be learnt or not necessary.
- There is a method of recording that assessment on the new job description template and on Trac.
- A structured method for auditing the recruitment system has been developed, enabling clear reporting on whether recruitment guidance has been followed. The first report based on this can be seen below in the ‘Welsh language workforce planning indicators’ table.
- Training has been developed in collaboration with recruitment experts in the People Directorate so that managers are trained on following the guidelines, and why the guidelines should be followed.

Posts requiring Welsh language skills

Below sets out the number of vacancies between April 1st 2024 and March 31st 2025 that were categorised as either ‘Welsh language skills are essential’, ‘Welsh language skills are desirable’, ‘Welsh language skills need to be learnt once appointed to the post’ or ‘Welsh language skills are not necessary’.⁵ Other important indicators are also included.

Welsh language workforce planning indicators	
Welsh language skills are essential	7
<i>Of which were clinical roles</i>	<i>1</i>
<i>Of which were frontline administration roles</i>	<i>6</i>
Welsh language skills are desirable	2456
Welsh language skills need to be learnt once appointed to the post	0
Welsh language skills are not necessary	288
Frontline administration posts not advertised as Welsh essential or Welsh needs to be learnt on appointment, due to a non-compliant assessment	63
Posts in areas linked to More Than Just Words priority areas with workforce gaps not advertised as Welsh essential or Welsh needs to be learnt on appointment, due to a non-compliant assessment	99
Number of Welsh speakers (Level 3+) newly appointed via external recruitment in clinical roles	63

⁵ Excluded from the numbers in the table are some posts that were categorised as ‘Welsh language skills are essential’ or ‘Welsh needs to be learnt on appointment’ as an administrative error, where the manager actually intended to use ‘Welsh skills are desirable’.

7: How have you dealt with complaints and concerns?

Members of the public can contact either the Welsh Language Commissioner or the Health Board directly about a language concern or a language complaint. When concerns are received, they are recorded on the central complaints system called DATIX.

This year the Health Board received the following complaints, with the resolution noted.

Particulars of the complaint	Resolution
A member of the public complained directly to the Health Board that a flyer and questionnaire shared with pupils at Ysgol Garth Olwg were in English only. This was the case on investigation and a breach of Standard 33 and 37.	<ul style="list-style-type: none"> • All information was translated to Welsh, not just the material complained about. • Outreach with Welsh-medium schools was also included in the 5-Year Strategy for Welsh language clinical consultations.
A member of the public complained to the Welsh Language Commissioner that they received a response in English to emails sent in Welsh to the Vaccinations Team. On investigation, it appeared the complainant was answered in English in breach of Standard 1. However, it became apparent a small administrative error was responsible. The team can respond to emails in Welsh as the team has Welsh speaking staff.	<ul style="list-style-type: none"> • The Welsh Language Lead used a mystery shopper email address and contacted the relevant team in Welsh, and received a reply the same day in Welsh. • Given the above, no further action was taken.

8: What areas deserve special recognition for their commitment to Cymraeg?

Below are some areas in the Health Board that have worked to embed Welsh during the reporting year.

Therapies (Physiotherapy, Occupational Therapy, Speech & Language Therapy & Dietetics)

What have we done this year?

Active Offer

- Wearing the Welsh language lanyard is common practice throughout Therapies, and is a well-recognised way of showing our patients we're able to use Welsh. The patient story below from Niamh, one of our Speech & Language therapists, shows that providing our services in Welsh where it matters most is embedded into how we provide our services.
- Our referral processes for Therapies include a question on language need to facilitate the Active Offer. These are:

Physiotherapy

When patients contact the administration hub to schedule an appointment, they are asked to specify their preferred language. This information is also confirmed and recorded if the patient presents in person at the physiotherapy reception. Additionally, the preferred language is documented during the physiotherapy assessment process, as part of the standard assessment documentation and confirmed during the clinical session.

Speech and Language Therapy

Administrative staff screen for preferred language during the processing of all new referrals and update the Welsh Patient Administration System (WPAS) accordingly. Clinical staff reconfirm this information during initial assessments, with documentation recorded in the clinical notes. Bilingualism and the patient's language profile are consistently considered during assessments, and this information is reflected both in WPAS and within the patient's initial case history.

Occupational Therapy

During initial assessments, patients are routinely asked to identify their preferred language. This information is recorded on the Initial Interview documentation and within the clinical notes to ensure accurate and consistent communication throughout the care pathway.

Dietetics

Preferred language is recorded on the dietetic record cards. A documentation audit conducted in April 2025 identified the need to reinforce the practice of actively asking and recording this information. Efforts to address this are currently ongoing to ensure full compliance.

-
- We are in the process of adding a message to our website pages so that in areas where we have Welsh speaking staff, we have promoted this with the public, as has been done in Acute Paediatrics within Nursing. We've now agreed that message, and we hope that drawing attention to this will give service users the confidence to use Welsh with staff who wear the Welsh language lanyard.

Service Delivery and governance

- Therapies has integrated Welsh language compliance monitoring into its assurance and quality governance procedures. Welsh language compliance is audited regularly, with the last being conducted in 2024 with a brief action plan agreed. These results have been shared at our Lead meetings and the results also recorded on the UHB-wide audit system, AmAT;
- Therapies has representation on the corporate Welsh Language Steering Group and contributes good practice to it regularly;
- Here are just some examples of what we do in Welsh for patients:
 - When we conduct paediatric Speech & Language interventions in Welsh, we send the initial consultation summary letter in Welsh and English to the family and school if it's a Welsh-medium school and/or for Welsh speaking families. These set out how we've taken account of bilingualism in our treatment and note what steps we recommend taking account of the child's main language;
 - S< Flying Start have delivered training, in Welsh, to Welsh medium childcare settings;
 - PIPYN within Paediatric Dietetics have bilingual social media, bilingual activity material for the children and bilingual literature. They also use incidental Welsh during sessions. Two Welsh speakers have recently been recruited into the Team;
 - All of our appointment letters are sent in both Welsh and English by default;
 - Physiotherapy recently redesigned all their displays in their treatment rooms ensuring they were bilingual;
 - All website pages for Therapies are bilingual;
 - CTMUHB led on the translation of the IDDSI scale (*International Dysphagia Diet Standardisation Initiative*) this year, which can now be used in Welsh by clinicians across Wales;
 - The S< Careers Day virtual event is conducted bilingually (Welsh/English);
 - Children's S< Waiting Well offers are available in both Welsh and English.

Workforce planning and recruitment

- Therapies contributed to the first detailed linguistic profile of CTMUHB's workforce as part of work under Standard 110 in September 2024. Using workforce data from ESR, those teams which had Welsh speakers at Level 4 or 5 were mapped and verified. This gave us data on where we are able to offer services in Welsh, and which areas may need a focus such as Adult Speech & Language Therapy;
 - A number of Therapies managers attended the All-Staff event towards the end of the reporting period around workforce planning and Welsh language;
 - A recent administration post in the Speech & Language Administration Team was assessed to be advertised as 'Welsh language skills are essential'. This was the first time we stipulated Welsh language skills were essential;
 - Therapies now routinely ensure our job descriptions and advertisements are published bilingually, and were among the first areas in the Health Board to do this;
-

- Nearly 30 members of Therapies staff participated in learning Welsh at work during this reporting period. This included the Inspiring Confidence scheme, which has led to tangible change in the use of Welsh by our clinicians who previously hadn't use Welsh for many years;
- Physiotherapy, Speech and Language Therapy, Occupational Therapy and PIPYN in Dietetics held sessions & manned a stall on the Maes at the Health Board's first ever presence at the National Eisteddfod. They showcased what Therapy services do and how they do it and how they could support local people. All staff in attendance were Welsh speakers.

How has that been beneficial to our service users?

Y Gymraeg yn CTM

Welsh at CTM



Mwy na geiriau: Profiad y claf

It's more than just words: Patient experience

Yn ddiweddar cynhaliodd Niamh, un o'n ffisiotherapyddion paediatrig, asesiad llwyddiannus gyda phlentyn ifanc mewn ysgol Gymraeg.

Roedd gallu siarad Cymraeg yn galluogi asesiad mwy llwyddiannus gan roedd Niamh yn gallu deall a siarad â'r claf yn fwy rhugl a siarad Cymraeg a Saesneg bob yn ail rhwng y Gymraeg a'r Saesneg i roi cyfarwyddiadau yn yr iaith roedd hi'n ei deall fwyaf.

Dywedodd Niamh: "Roedd mam hefyd yn gallu mynegi ei hun yn ddyfnach gan mai Cymraeg yw ei hiaith gyntaf. Roedd hefyd yn gwneud ymweliad â'r ysgol yn llawer mwy hygyrch gan oeddw'n i'n gallu mynychu'r ysgol Gymraeg a chymryd rhan yn y dosbarth Add Gorff yn yr iaith maen nhw'n fwy cyfforddus â hi."

Os wyt ti'n chwilio am gefnogaeth neu gyngor ar ddefnyddio dy Gymraeg yn dy rôl, rydym yma i helpu – cysyllta â ni ar CTT_WelshLanguage@wales.nhs.uk.

Niamh, one of our paediatric physiotherapists recently carried out a successful assessment with a young child at a Welsh-medium school.

Being able to speak Welsh enabled a more successful assessment as Niamh was able to understand and speak with the patient more fluently and alternate between Welsh & English to provide instructions in the language she understood most.

Niamh said: "Mum was also able to express herself in more depth as Welsh is her first language. It also made a school visit much more accessible as I was able to attend the Welsh-speaking school and get involved in their P.E. class in the language they're more comfortable with."

If you're looking for support or advice on using your Welsh in your role, we're here to help – just get in touch with us on CTT_WelshLanguage@wales.nhs.uk.



Welsh language & culture at work

Sarah O'Conner, Head of Paediatric Speech & Language Therapy, on the Inspiring Confidence Scheme
Two of our Paediatric S<s have attended the Cwrs Codi Hyder. Both were educated in Welsh-medium schools but had rarely used Welsh since leaving school 20–30 years ago. Motivated to rebuild their language skills, they found the course highly beneficial.

Our team promotes a strong, positive attitude toward using Welsh, offering many opportunities for Welsh speakers to use the language at work. Following the course, one SLT set up a peer support group of seven Welsh-speaking SLTs. The group meets quarterly online to discuss clinical cases in Welsh, helping build confidence, standardize terminology, and support effective clinical discussions in the language.

Primary Care & Communities

What have we done this year?

Throughout 2024/25, the Primary Care and Community Care Group has continued to strengthen its commitment to the Welsh Language, embedding it more deeply across workforce planning, service delivery and community engagement. A number of key developments have taken place, grouped under the following core themes:

Welsh Language in the Workforce

Close collaboration has been established with the Welsh Language Development Service, supporting a more consistent and timely approach to the use of translation services. Increased awareness of the Active Offer through various meetings and forums has encouraged Welsh-speaking staff to record their language skills on ESR. Many staff across the Primary Care and Communities Care Group have taken part in the internal Welcome to Welsh Sessions or the Increasing Confidence Scheme, further strengthening our workforce by encouraging Welsh language learning and development within our own services. Adherence to the Welsh Language Recruitment Standards remains strong, with Welsh Job Descriptions and Adverts uploaded to Trac and we've strengthened our commitment to a bilingual workforce by actively advertising 'Welsh Skills Desirable' vacancies to help attract Welsh-speaking candidates and support future workforce needs.

Welsh culture is being actively celebrated in the workplace, with initiatives such as Music Therapy sessions featuring local harpists performing traditional Welsh folk music across CTM community wards. These cultural activities support a greater sense of identity and connection for both staff and patients.

The Welsh Language Primary Care and Communities Steering Group has expanded in scope this year, with new representation from General Medical Services (GMS)—a significant and positive step in extending Welsh language planning and governance into previously unrepresented areas. Welsh Language Development Service engagement has also included active participation in the Practice Nurse Forum, Health Care Support Worker (HCSW) Forum and a dedicated session with Primary Care Academy and GMS staff, with over 20 attendees taking part in a Welsh Language Awareness session.

Engagement, Promotion and Service Delivery

Targeted engagement and promotional activity have been key to raising awareness and use of the Welsh language across community settings. Community hospitals hosted dedicated Welsh Language promotional days, during which more than 80 resources were shared, 50 meaningful conversations held with staff and 12 staff members expressed interest in learning Welsh. The success of the week was shared through our internal Staff Update as seen in the graphic below.

Y Gymraeg yn CTM Welsh at CTM



Mwy na geiriau: **Cof Cymorth** It's more than just words: **Staff support**

Yr wythnos diwethaf, cawsom amser gwych yn hyrwyddo'r Gymraeg ar draws ein lleoliadau Gofal Sylfaenol a Chymunedol.

Fe wnaethom rannu dros 80 o adnoddau Cymraeg gwahanol, rhannu sgysiau gyda bron i 50 aelod o staff a chleifion, gyda 12 aelod o staff yn mynegi diddordeb mewn cyrsiau Cymraeg.

Cadwch lygad allan am y tîm yn YTS, YTC ac YBM ym mis Mawrth am ragor o adnoddau am ddim, cyngor ar recriwtio a dysgu Cymraeg.

Last week, we had a fantastic time travelling promoting the Welsh Language across our Primary Care and Community settings.

We shared over 80 different Welsh-language resources, shared conversations with almost 50 members of staff and patients, with 12 members of staff expressing interest to Welsh courses.

Keep an eye out for the team at PCH, POW and RGH in March for more freebies, advice on recruitment and Welsh learning all things Cymraeg.



Welsh Language noticeboards have been introduced at some sites, providing staff with up-to-date information and resources to support the use of Welsh in daily practice with one example below. The Care Group has also maintained an active link with the GMS Operational Group and has shared invitations to General Dental Services (GDS) meetings, ensuring inclusive participation in ongoing Welsh language planning.

Y Gymraeg yn CTM Welsh at CTM



Mwy na geiriau: Profiad y claf It's more than just words: Patient experience

Yr wythnos diwethaf, gwahoddodd y Tîm Adsefydlu Strôc y Wasanaeth Datblygu'r Gymraeg i'w ward yn YCR a gwnaeth y cyfraniadau Cymraeg di-ri y mae'n eu gwneud ar draws y wardiau ar gyfer ei staff a'i gleifion argraff fawr arno.

O gefnogaeth ragweithiol y tîm, mae cleifion strôc a theuluoedd yn gallu cyfathrebu'n well mewn iaith y maen nhw'n gyfforddus yn ei defnyddio, sy'n gwneud cymaint o wahaniaeth i'w profiad.

Os hoffech ychwanegu rhywfaint o Gymraeg at eich ward neu os oes gennych unrhyw gwestiynau am wella profiad ein cleifion Cymraeg eu hiaith, rhowch neges i ni ar CTT_WelshLanguage@wales.nhs.uk.

Last week, the Stroke Rehabilitation Team invited the Welsh Language Development Service to their ward at YCR and they were so impressed by the countless Cymraeg contributions they make across the wards for their staff and patients.

From the team's proactive support, stroke patients and families are able to better communicate in a language they are comfortable using, which makes such a difference to their experience.

If you'd like to add some Cymraeg to your ward or have any questions about improving our Welsh-speaking patients' experience, just pop us a message on CTT_WelshLanguage@wales.nhs.uk.



How has that been beneficial to our service users?

Gwennan Edwards, Parkinson's Disease Clinical Nurse Specialist

I was in YCR Outpatients clinic, and a patient stopped me as I was walking past and started chatting to me in Welsh. He told me he spotted my badge on my uniform, and felt he had to stop and talk to me! It was lovely to see how much this meant to the patient, as he really enjoyed talking to me in Welsh, even just for a few minutes, he told me it made his day!

Radiology

What have we done this year?

Active Offer

Within Radiology asking patients their preferred language is encouraged and this is recorded on RADIS. The Radiology booking team will ask patients their preferred language over the telephone, or on arrival in the department, if not already recorded.

Radiology staff who speak Welsh can now display their language skills via a dedicated lanyard. It's a simple but powerful way to help patients and colleagues easily identify Welsh speakers and feel more at home.

Site leads are also fully in the loop, with a clear understanding of which team members can speak Welsh—ensuring the right support is available when needed and helping to create a more inclusive, bilingual environment. Where we do identify Welsh-speaking patients via the Active Offer, we'll try where we can to ensure they see a Welsh-speaking colleague.

Governance and accountability

Welsh language is at the heart of Radiology's approach to patient-centred services. One example is how Welsh language compliance is firmly on the agenda at every bimonthly Senior Team meeting. This regular spotlight ensures that key issues raised by the corporate Welsh Language Steering Group are brought to the local level—where meaningful discussions and decisions can take place. Radiology is also making strong strides with its own Welsh Language Action Plan, demonstrating real commitment to meeting the Standards. Recent progress includes:

- Most patient letters are now fully bilingual, ensuring clear communication for all;
- Temporary signage is predominantly bilingual, creating a more inclusive environment;
- Patient information materials are available in both Welsh and English, supporting patient choice and accessibility.

These steps reflect Radiology's dedication to embedding the Welsh language into everyday practice—making it a living, visible part of patient care.

Learning Welsh

Radiology team members have been enthusiastically embracing the opportunity to learn Welsh, taking part in both the engaging 2-hour Welcome to Welsh sessions and the empowering Inspiring Confidence Scheme. These initiatives are helping staff build their language skills and cultural confidence in meaningful ways.

One standout example is Faye from Radiology, whose confidence to use Welsh has flourished through the scheme. Thanks to the support and encouragement it offers, she now feels significantly more confident using Welsh in her daily work—an inspiring testament to the power of learning and community support.

Y Gymraeg yn CTM Welsh at CTM



Welsh Language Skills Self-Assessment Tool

Level 0 -
No Skill

Level 1 -
Entry

Level 2 -
Foundation

Level 3 -
Intermediate

Level 4 -
Higher

Level 5 -
Proficiency



Faye's Story:

I attended a Welsh medium school. When I was in school, my first language was Welsh. However, outside of school, it was only my brother and I who were able to speak Welsh in our household. My friends would occasionally use the language however, I have always felt uncomfortable speaking in Welsh around others who are unable to understand it. I always felt like I was being ignorant therefore, I did not tend to use it very often.

Welsh is now becoming more accessible and acceptable to use. People are being encouraged to use the language, which I find is very reassuring. My manager suggested that I attend the Cynllun Codi Hyder course because, having not spoken Welsh for such a long time I felt I had lost my confidence.

During my time on the course I was instantly put at ease. My tutor was lovely and it felt like I was speaking with a friend. We spoke about many topics. My tutor addressed my fears of forgetting Welsh words for things and encouraged me. The more I use the language the more fluent I have become. I am now able to hold a conversation more confidently thanks to my participation on this course.

Recruitment

Radiology has implemented the Welsh Language Standards for recruitment. It was one of the first areas this reporting year to ensure that it published adverts and job descriptions in Welsh. This reporting year, two posts were advertised as Welsh language skills are essential:

- One Band 3 Healthcare Support Worker;
- One frontline administration post.

This clearly demonstrates that delivering services in Welsh is not just encouraged—it's an integral part of how we approach operational recruitment.

Welsh language & culture at work

Welsh Language Group for Radiology

Radiology has established its own Welsh Language Working Group. This Group developed organically from a healthy and thriving Welsh language culture in our area. The Group has met seven times since 2023, and has so far discussed the following;

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- Active offer;
 - Welsh speaker staff visibility: lanyards and lists of staff;
 - Preferred language; where to record and how we audit
 - Patient communication; appointment letters
-
- Review and ongoing monitoring of departmental signage;
 - Engagement with staff ; leaders to act as role models, alleviate concerns and use resources provided to support staff
 - Staffing and recruitment – identifying gaps in staff groups and Welsh language skills.
-

9: Identified risks and next steps

A full breakdown of all Welsh Language Standards and our compliance with them can be seen [here](#), setting out the full risk profile for CTMUHB in this area.

To tackle areas of non-compliance we have identified, an operational plan is produced each year outlining what the priorities are for the next reporting year. To further improve compliance, the below priorities are what we will focus on for 2025/26:

- Offering training on recruitment and workforce planning.
- Further develop our checks and balances around the new recruitment guidance to ensure it is followed.
- Continuing to strategically offer Welsh language training, supporting us to fill workforce gaps.
- Deliver the first year of our 5-Year Plan for Clinical Consultations in Welsh.
- Further improve our compliance rate by targeting auditing and improvement work.
- Bring Welsh into our Leadership Competency Framework.

Appendix 1: Welsh Language & Culture Dashboard Methodology

Core indicator: PATIENT EXPERIENCE	Method of measurement
Sub-indicator: PREMs and the proportion indicating most patients could communicate in Welsh.	For all Patient Reported Experience Measures for which a question on being able to use Welsh was included, calculate the proportion of PREMs where the majority reported they were able to use Welsh against those where a minority reported they could.
Sub-indicator: 'Da lawn' posts to recognise efforts of staff to use Welsh.	Number of stories coming forward from clinical staff of the impact of Welsh on clinical care, and then as shared via the internal communications framework shown above.
Sub-indicator: Complaints received or statutory investigations related to Welsh language in CTM.	Number of complaints to the Welsh Language Commissioner, statutory investigations commenced by the Welsh Language Commissioner, concerns shared with the Health Board or queries reported via PALS Teams as recorded on DATIX.
Core indicator: RECRUITMENT	Method of measurement
Sub-indicator: Posts where Welsh skills were required.	The data from the Trac recruitment system which records the manager's decision. 'Required' means Welsh language skills were advertised as either 'essential' OR 'need to be learnt when appointed to the post'.
Sub-indicator: Posts where Welsh skills were desirable.	
Sub-indicator: % of vacancies not correctly assessed for Welsh language skills.	The data from the Trac recruitment system, and analysing by job title and the job description. 'Vacancies not correctly assessed for Welsh language skills' means the vacancy was categorised in a way that did not follow the decision tree criteria to appropriately designate the Welsh language skills required for a post. For example, a frontline admin post advertised as 'Welsh language skills are desirable' instead of 'essential', or an internal Estates post categorised as 'Welsh language skills are desirable' instead of 'Welsh language skills not required'.
Core indicator: LEARNING OUR LANGUAGE	Method of measurement
Sub-indicator: Staff who have completed a Welsh language course.	The number of staff who have completed a Welsh language course as recorded on the training register.
Sub-indicator: % of staff learning Welsh who have increased their level.	Using Level 2 Kirkpatrick evaluation data, the percentage of all staff learning Welsh at CTMUHB whose tutor said they were now more advanced than their ESR record showed when they began the course.
Sub-indicator: % of staff who have expressed interest in learning Welsh who then go on to learn.	The number of staff who have completed a course by year-end as recorded on the training register, as a proportion of all those on the expression of interest register.
Sub-indicator: Average % increase in use of Welsh in CTM.	Using Level 3 evaluation data under the Kirkpatrick training evaluation model, calculate the proportion of staff as a percentage who reported using <i>more</i> Welsh three months after the course, against those who did not, and where those areas are.

Core indicator: SUPPORT	Method of measurement
Sub-indicator: Number of Welsh language resources shared.	The number of resources shared as recorded on the resources shared register, resources meaning: <ul style="list-style-type: none"> • Lanyards and badges; • Physical prompts to support use of Welsh such as greetings cards and information on compliance; • Downloads of resources on SharePoint; • Ward & Service Welsh Language Packs.
Sub-indicator: Number of interactions with the Welsh Language Development Service.	Number of times a member of staff has interacted with the Welsh Language Development Service as recorded in the programme monitoring dashboard and according to: <ol style="list-style-type: none"> 1. The number of queries about learning Welsh; 2. The number of times advice was sought on the Welsh Language Standards; 3. The number of meetings with CTMUHB staff; 4. The number of staff interactions on on-site drop-in sessions; 5. Hits on the Welsh Language SharePoint site.
Sub-indicator: Number of translation requests.	Number of translation requests received as recorded on the translation tracker.
Core indicator: CULTURE & LEADERSHIP	Method of measurement
Numbers of staff completing a model on embedding Welsh within our Leadership Competency Framework.	Number of staff present at the Action Learning Set for the Inspire Model at Leading Systems Level (until bilingualism is added to the offer for Leading Others (Aspire) and Leading Self (Ignite)).
Number of Welsh Language Impact Assessments completed.	The number of impact assessments sent to the relevant shared inbox, and as recorded on the Equality & Welsh Language Impact Assessment tracker in the programme monitoring dashboard.
Number of Seren CTM nominations for Welsh language and culture.	The number of nominations received as recorded and the reason for the nomination (regardless of whether the nominee won the Seren).
Core indicator: POLICY MATURITY	Method of measurement
Percentage of Welsh Language Standards with which High Assurance can be reported.	As recorded on the programme monitoring dashboard and published annually here in Welsh and here in English, the proportion of all Standards for which enough evidence has been gathered to support an objective determination of High Assurance.
Percentage of More Than Just Words actions marked as complete.	As recorded on the programme monitoring dashboard, the actions for which enough evidence has been gathered to support an objective determination that an action has been completed for CTMUHB.