



Cardiff  
Students'  
Union

Undeb  
Myfyrwyr  
Caerdydd

# Welsh development plan

Cardiff Students' Union



Comisiynydd y  
Gymraeg  
Welsh Language  
Commissioner



Prepared with support from the  
Welsh Language Commissioner's Tîm Hybu

Received recognition from the Commissioner on 29/04/2024

## Our organisation

Cardiff Students' Union (CSU) is at the heart of Cardiff student life and is the largest Students' Union in Cymru. CSU is here to support students to thrive, and to have their backs when things don't go as planned, in a safe, inclusive space where students can be who they want to be. We are consistently ranked in the top three for student satisfaction in the UK.

Spanning both the Cathays and Heath Park campuses, the purpose-built SU building operates 24-hours a day and houses cafes, shops, bars, music venues, a letting agency and study spaces for students to make the most of their time at University. All profits from our commercial activity go to support bigger and better services and activities for our students.

The SU is led by an elected full-time student officer team who represent students interests and shape the activities and services we provide.

Cardiff Students' Union is a small independent charity, with separate governance and funding from Cardiff

University (CU), operating on 1% of the total that CU is able to generate and with a modest staffing team of 100 FTE.

CSU works in partnership with Cardiff University who is required to comply with the standards in relation to the Welsh Language. As part of this work, we support students in accessing services in a language of their choosing as a part of our commitment to the Welsh language and lobby for improvements to Welsh language provision across the institution.

CSU is a registered charity with a commercial arm that delivers a variety of services for students. The organisation employs over 100 career staff and 300 student staff who deliver exceptional student services all year round. In 2024 we maintained a 91% satisfaction score of employees stating they would recommend Cardiff Students' Union as a good place to work, a score significantly above third sector benchmarks.

## The organisations core strategic aims are:

### Building student communities

Across 200 societies, 65 sports teams and a range of volunteering opportunities, the SU helps student groups be a force for good on campus and in the local community.

### Amplifying student voices

As an independent, student-led partner of the University, the SU works with students in all aspects of academic life, giving them what they need to shape their education and providing advice should things go wrong.

### Enriching student experiences

Striving to deliver exceptional events and services based on what students want from their time at university. From club nights and crazy golfing, to trips to local hotspots and events targeted at boosting wellbeing – all profits from CSU activities go into funding the charitable services of the organisation.

### Boosting wellbeing and future opportunities

By empowering students to look after their own and each other's wellbeing, supporting them to gain the skills, knowledge and resilience they need to find their place in the world. From helping students find part-time work through the Jobshop service, to providing free, independent and confidential advice.



# The importance of the Welsh language to us and our customers

As a Union, we fully recognise how important Cymraeg is to our students and staff. As an organisation located in Cymru and based in the capital city, it's an integral part of all that we offer and ensuring that students and customers have access to their language of choice is a priority for us. We also elect a Vice President Welsh Language, Community and Culture who represents all those who use Cymraeg within the Union, University and beyond. Our full Welsh Language Policy can be found [here](#), we are currently in the process of reviewing the policy as part of renew commitment to Cymraeg within the Union.



# Our Welsh language offer

The Students' Union delivers a variety of engagement and representation activities in Cymraeg, some of these include:

- A full time Elected Officer responsible for the representation of the Welsh language.
- We have a dedicated forum for Welsh speakers to have their voices heard and their feedback put to the University and Union.
- Welsh-focused events are organised to promote Welsh language and culture, these include celebrating events such as the Eisteddfod, Diwnod Shwmae Su'mae, Dydd Santes Dwynwen, Dydd Gŵyl Dewi Sant and Dydd Miwsig Cymru.
- All students have full access to participate in democratic forums in Welsh.

Outside of events, the following communications and marketing elements are all delivered bilingually:

- All students have the right to send and receive correspondence in Welsh.
- Our signage and main posters in the building are bilingual.
- Emails sent on mass to our student population are bilingual and recognise students' first language choice. This includes external advertising emails, blogs and newsletters.
- Social media: We have a Cymraeg X account, @UndebMyfyrwyr. All other @CardiffStudents social accounts adopt a blended approach, incorporating text in both Welsh and English.

## The co-ordinating officer

**Megan Greenhalgh** – Welsh Translator

**Deio Owen** – Vice President Welsh Language, Community and Culture

## Review period

This plan will be reviewed every June by the Board of Trustees and an annual action plan for key improvements will be agreed.

Action points will be reviewed every two months by the Student Engagement and Participation Committee.



# Dealing with people

Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<p><b>Face to face</b></p> <p>Customers can speak with a member of staff who speaks Welsh if they ask to do so</p>	Bronze	<p>We will actively encourage applicants who speak Cymraeg to apply for casual staff roles at our welcome centre. If recruitment of a Cymraeg speaker is not available, we will facilitate other Cymraeg speakers from other parts of the organisation to assist:</p> <p><b>Actions:</b></p> <ol style="list-style-type: none"> <li>1. Generate a new key phrases / greetings document for all staff working in Welcome Centre during office hours.</li> <li>2. Review application form and encourage applications for Welsh speaking individuals for casual roles and permanent positions .</li> </ol>	<p>Welcome Centre Team</p> <ol style="list-style-type: none"> <li>1. Marketing Team</li> <li>2. Welcome Centre Team</li> </ol>	<p>April 2024</p> <p><b>COMPLETED - Welsh key phrases doc completed and circulated on 1st March</b></p> <ol style="list-style-type: none"> <li>1. March 2024 <b>COMPLETED</b></li> <li>2. April 2024 <b>COMPLETED - All person specifications now must include minimum of "desirable Welsh language".</b></li> </ol>

Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<p><b>Over the phone</b></p> <p>Every officer offers a bilingual greeting. If they can't speak Welsh, they will offer to transfer the call to an officer who can speak Welsh.</p>	Silver	<p>We will remind staff of the need to answer phone calls with a bilingual greeting and enable staff to transfer phone calls to a Cymraeg speaker if they request to continue their conversation in Cymraeg.</p> <p><b>Actions:</b></p> <ol style="list-style-type: none"> <li>1. Develop a key phrase / greetings document for all staff who have office phones (including Welcome Centre)</li> <li>2. Encourage applications for Welsh speaking individuals for casual roles and permanent positions</li> <li>3. Conduct monthly mystery phone calls to check usage of Welsh phrases</li> </ol>	<p>Marketing Team</p> <ol style="list-style-type: none"> <li>1. Marketing Team</li> <li>2. All hiring managers (HR)</li> <li>3. Cymraegio Group</li> </ol>	<p>April 2024</p> <p><b>COMPLETED - Welsh key phrases doc completed and circulated on 1st March. Training session conducted with Welcome Centre staff.</b></p> <p><b>Recruitment for casual staff to take place in June 2024, Welsh language skills will heavily feature in the recruitment process.</b></p>
<p><b>Responding to letters and emails</b></p> <p>Rydym yn ymateb yn Gymraeg We respond in Welsh to any correspondence we receive in Welsh</p>	Gold	<p>We continue to respond in Cymraeg to any correspondence received in Cymraeg, without a delay in response time.</p>	Marketing	Ongoing
<p><b>Sending letters and emails</b></p> <p>We communicate bilingually or in Welsh alone every time</p>	Gold	<p>We continue to send newsletters and other forms of mass communication bilingually.</p>	Marketing	Ongoing



## Other Welsh language services

We provide the following additional Welsh language services:

1. Continue to support Undeb Myfyrwyr Cymraeg Caerdydd (UMCC) – the Welsh language Students' Union within the Union. UMCC provides support and represents students who use the Welsh language at Cardiff University  
**Who's responsibility?** - Activities Team  
**By when?** - Ongoing
2. Reignite Welsh language taster sessions for students and staff  
**Who's responsibility?** - VP Cymraeg and HR  
**By when?** - February **COMPLETED - Welsh key phrases doc completed and circulated on 1st March. Training session conducted with Welcome Centre staff.**
3. Recruitment for casual staff to take place in June 2024, Welsh language skills will heavily feature in the recruitment process.
4. Continue the new initiative Cinio Cymraeg – a chance for staff to use and learn Welsh during their working week  
**Who's responsibility?** - VP Cymraeg  
**By when?** - Ongoing
5. Simultaneous translation for all our democratic meetings including agenda packs and associated documents  
**Who's responsibility?** - Student Voice Team  
**By when?** - Ongoing
6. Campaigns - Diwrnod Shwmae Su'mae, Mae gen i hawl, Dydd Miwsig Cymru, and more  
**Who's responsibility?** - VP Cymraeg  
**By when?** - Summer months
7. Supporting the Eisteddfod - Urdd and the National, we ensure staff and officers participate with stands provided by Cardiff University to share our work and vision and collect the opinion of attendees on our services  
**Who's responsibility?** - VP Cymraeg  
**By when?** - Ongoing

Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<p><b>Do you keep a record of each customer's language choice? E.g. on excel or CRM</b></p> <p>We have a database which records which customers are Welsh speakers</p>	Gold	<p>We will continue to use a database of members who have selected Cymraeg as their preferred language of communication.</p> <p>We will actively report on Welsh Language preferences and identify if there are any blockers to Cymraeg students not selecting Welsh language preferences.</p>	Marketing and Web	Ongoing
<p><b>Work Language</b></p> <p>Every member of staff who speaks Welsh wears Iaith Gwaith merchandise</p>	Gold	<p><a href="#">Iaith Gwaith</a> Every member of staff who either speaks or is dysgu Cymraeg will receive a Cymraeg / dysgu Cymraeg lanyard and badge. This will be supported using iaith gwaith posters.</p> <p>We will ensure our online database of staff available on the CSU intranet is updated to keep a record of Cymraeg speakers. We are looking to implement a secondary level of records into this which accounts for Dysgu Cymraeg speakers.</p>	Marketing  Web	June

# Image

Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<b>Our company/organisation name</b> Our name is bilingual or only Welsh	Gold	We continue to use our bilingual name and logo across all platforms.	Marketing	Ongoing
<b>Business cards</b> Welsh and English equally	Gold	All business cards are currently produced bilingually, and we will continue with this approach.	Marketing	Ongoing
<b>Letterheads</b> Welsh and English equally	Gold	The letterheads that we use are bilingual and we will continue with this approach.	Marketing	Ongoing
<b>Marketing materials – eg Pop-ups / Banners / Posters (digital and static)</b> Welsh and English equally	Gold	All marketing materials produced by the central communications team for Cardiff Students' Union events, services and activities are bilingual, and we will continue with this approach.	Marketing	Ongoing
<b>Email signature</b> Welsh and English equally	Gold	All staff email signatures are required to be bilingual, including out of office replies. We will work with all employees to further develop templates and set reminders for key periods of the year.	Marketing, HR	Ongoing



Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<p><b>Menus</b> English with some Welsh</p>	Silver	<p>We will develop a way of integrating the Welsh language into our app used for menus at our venues.</p> <ol style="list-style-type: none"> <li>All updates to menu photos which include English on text will be completed by March and will all be bilingual</li> <li>Wider work on all functionality by December</li> </ol>	<ol style="list-style-type: none"> <li>Venues</li> <li>Marketing</li> </ol>	<ol style="list-style-type: none"> <li>March <b>COMPLETED - Images now bilingual.</b></li> <li>September</li> </ol>
<p><b>Staff uniform</b> Welsh and English equally</p>	Gold	All uniform will continue to be produced for staff bilingually.	Marketing & all departments	Ongoing
<p><b>Publications eg information sheets</b> Welsh and English equally</p>	Gold	All publications produced by the CSU communications department will be bilingual. These include (but are not limited to) Annual Impact reports, and any information booklets.	Marketing	Ongoing
<p><b>Writing on vehicles</b> Welsh and English equally</p>	Gold	Vehicle wraps are not widely utilised by CSU, however, should they be required, we will ensure they are produced in a bilingual manner.	Marketing	Ongoing
<p><b>Signs</b> Welsh and English equally</p>	Gold	<p>All of our internal building signs are bilingual, and we will continue to produce signs in both languages.</p> <p>New main building signage is due to be provided in March 2024, these are on track to be produced bilingually.</p>	Marketing	Ongoing

# Digital

Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<p><b>Website</b></p> <p>Some of our website content/pages are available in Welsh</p>	Bronze	<p>We are focused on ensuring the development of our main website to become a fully bilingual platform in the coming years. As this website is purchased from a third party, not all the developmental features are in CSU's control. The Web team have recently made a breakthrough in some functionality which will allow the website to switch between Cymraeg and English.</p> <ol style="list-style-type: none"> <li>1. We will introduce a toggle to the homepage of our main website (cardiffstudents.com) which will allow students to switch between Cymraeg and English on the homepage by the end of March 2024.</li> <li>2. We will publish core information on the website bilingually, including the 'About us' pages, news articles, blogs, democratic information, and information-based web pages from our Student Advice team.</li> <li>3. We will develop a plan for increasing bilingual content across the rest of the Students' Union website by December 2024.</li> </ol>	Marketing and Web	<ol style="list-style-type: none"> <li>1. March <b>COMPLETED - Homepage toggle is now operational. Wider plan to achieve roll out to wider website by June.</b></li> <li>2. June</li> <li>3. December</li> </ol>

Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<p><b>Social Media</b></p> <p>Most of our messages are bilingual. On some occasions we'll post in English only.</p>	<p>Silver</p>	<p>We are taking a multi-platform approach to our social media policy as we utilise different platforms for different audiences and purposes to ensure we continue to engage a diverse student body. We will evolve this approach to keep up with the changing social media landscape.</p> <p>Principles for fixed social media content - All central CSU @CardiffStudents accounts will be bilingual at their core with slight variations depending on the permanency of the posts and origins and immediacy of the content required.</p> <ol style="list-style-type: none"> <li>1. The @CardiffStudents accounts will adopt a blended bilingual approach to posts that appear longer-term on feeds and timelines, always requiring a minimum level of Cymraeg if a complete translation is not possible or right for the content. For temporary posts that expire (such as Instagram stories), we will use single languages or a blended approach as appropriate to the post.</li> <li>2. We will maintain our existing Cymraeg X (Twitter) account, @UndebMyfyrwyr. All content here will be 100% Cymraeg</li> <li>3. Sub-brand accounts of the organisation will use a blended approach, incorporating key words and phrases in Cymraeg.</li> <li>4. We will encourage and support student groups to utilise Cymraeg in their social media, we will launch a "key phrases" booklet to assist with their content</li> </ol>	<ol style="list-style-type: none"> <li>1. Marketing</li> <li>2. Marketing</li> <li>3. All Departments</li> <li>4. Marketing and Activities</li> </ol>	<ol style="list-style-type: none"> <li>1. March <b>COMPLETED - New approach agreed with marketing team</b></li> <li>2. Ongoing</li> <li>3. June</li> <li>4. June</li> </ol>

# Events

Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<p><b>Attendee language choice</b> We ask for attendees' language choices for some events</p>	Silver	All democratic events and forums are provided in a bilingual manner, we will continue to promote this as an option for those wanting to participate in Cymraeg.	Student Voice	Ongoing
<p><b>Invites</b> Welsh and English equally</p>	Gold	Any formal invites sent out for receptions, awards and dinners that have external stakeholders in attendance will continue to be sent out bilingually.	All	Ongoing
<p><b>Forms e.g. orders / registering / evaluate</b> Saesneg gyda rhywfaint o Gymraeg</p>	Silver	<p>At present, all large campus-wide surveys are sent out via a digital platform and are produced bilingually, making it clear that students can respond in Cymraeg.</p> <p>We will establish processes with all departments to ensure all surveys and forms delivered by individual teams are also produced bilingually.</p>	<p>Marketing</p> <p>All departments</p>	<p>Ongoing</p> <p>March</p> <p><b>COMPLETED – Forms translated, staff given training advice</b></p>
<p><b>Publications e.g. programme</b> Welsh and English equally</p>	Gold	All official publications and programmes are produced bilingually and will continue with this approach.	Marketing	Ongoing

Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<p><b>Signs</b> Welsh and English equally</p>	Gold	All fixed signage in the building is developed bilingually. Temporary signage and templates for signage is produced bilingually (unless an urgent Health and Safety need takes precedence)	Marketing, Welcome Centre	Ongoing
<p><b>Banners / Pop-ups / Displays</b> Welsh and English equally</p>	Gold	All banners and displays for exhibitions are designed and produced bilingually, these include student group stalls for freshers' fairs. We will continue with this approach.	Marketing	Ongoing
<p><b>Staff and volunteers to greet visitors</b> English with some Welsh</p>	Silver	<p>All staff will be encouraged to greet others and visitors with Welsh greetings, this will be articulated during induction and reinforced through the senior management team and Cymraegio Group</p> <ol style="list-style-type: none"> <li>1. Staff greetings documents to be circulated to all staff</li> <li>2. Review HR induction</li> </ol>	<ol style="list-style-type: none"> <li>1. Marketing</li> <li>2. HR</li> </ol>	<ol style="list-style-type: none"> <li>1. March <b>COMPLETED - And communicated to staff</b></li> <li>2. June</li> </ol>



Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<p><b>Tickets (registration system e.g. tocyn.cymru / eventbrite?)</b> English only</p>	Zero	<p>As with the work being completed on the Website to increase website functionality, we will review ticketing ability as part of this process.</p> <ol style="list-style-type: none"> <li>1. Ensure tickets for democratic functions are displayed with Cymraeg</li> <li>2. All centrally supported CSU large scale events have blended descriptions within the ticket display</li> </ol>	<ol style="list-style-type: none"> <li>1. Web</li> <li>2. Marketing</li> </ol>	<ol style="list-style-type: none"> <li>1. June</li> <li>2. September</li> </ol>
<p><b>Training</b> There are no training courses available in Welsh but our marketing materials are bilingual</p>	Bronze	<p>Staff and student group training is delivered through a variety of modes throughout the year. We will apply the following approach to each training type:</p> <ol style="list-style-type: none"> <li>1. All staff training that is delivered through the central services platform will be fully translated, these include:                             <ol style="list-style-type: none"> <li>a) Social media</li> <li>b) GDPR training</li> <li>c) Any future training developed on the platform will be developed bilingually before it is approved</li> </ol> </li> <li>2. Training delivered through in-person activity will be reviewed by June, with materials (including PowerPoints) to be produced bilingually</li> <li>3. Student training - All student training for student groups to be produced bilingually by September</li> </ol>	<ol style="list-style-type: none"> <li>a) Marketing</li> <li>b) SMT</li> <li>c) All Departments</li> <li>2. All Departments</li> <li>3. Student Activities</li> </ol>	<ol style="list-style-type: none"> <li>1. March <b>COMPLETED - Core training modules translated, non-core will follow</b></li> <li>2. June</li> <li>3. September</li> </ol>

# Developing the workforce

Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<p><b>Recruiting staff and volunteers</b></p> <p>We note that Welsh is a desirable skill for every new job</p>	Silver	All new job adverts (both career and student staff) will include Welsh Language as a desirable skills	HR Jobshop	March <b>COMPLETED - 3 career posts have all been promoted with translated job packs</b>
<p><b>Advertising empty jobs</b></p> <p>We prepare adverts bilingually if the Welsh language is desirable or essential</p>	Silver	<p>We are committed to improving the Welsh language provision across our employment.</p> <ol style="list-style-type: none"> <li>We will consider utilising the following websites that advertise Welsh language jobs                             <ol style="list-style-type: none"> <li>Golwg360</li> <li>Safle Swyddi</li> <li>Leol</li> <li>Swyddle</li> </ol> </li> <li>We will ensure Cymraeg is Desirable and essential where required</li> <li>All full-time career job descriptions to be produced bilingually</li> <li>All student staff posts to be produced bilingually</li> <li>We will develop a bilingual job pack that will accompany every job advert, with clear advertising of Cymraeg within the organisation</li> </ol>	HR, Hiring Managers, Marketing	<ol style="list-style-type: none"> <li>April <b>COMPLETED - Marketing job placed on Leol jobsite</b></li> <li>April <b>COMPLETED - All roles now included "desirable" as standard</b></li> <li>June</li> <li>September</li> <li>September</li> </ol>

Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<p><b>Recording Welsh language skills in our workforce</b></p> <p>We update our record of our officers' Welsh language skills regularly to ensure we're aware of who can offer Welsh language services</p>	Gold	We will continue to ensure our online database of staff available on the CSU intranet is updated to keep a record of Cymraeg speakers. We are looking to implement a secondary level of records into this which accounts for Dysgu Cymraeg speakers.	Web	Ongoing
<p><b>Informing your workforce about your Welsh language services</b></p> <p>Welsh language services are referred to in an information pack that every officer receives when they start employment</p>	Bronze	<p>Inductions materials for all career staff are under review, once completed this will be made bilingually</p> <p>Once the new Welsh Language policy has passed and this action plan agreed, a development session will be conducted at an All Staff Development Day to communicate and encourage that the policy be adhered to.</p>	<p>HR, Marketing</p> <p>Cymraegio Group</p>	<p>February</p> <p>June</p>



Our provision at the moment	Level	What are we going to do next? How are we going to maintain or improve this level of provision? Are there performance indicators?	Who's responsibility?	By when?
<p><b>Influencing partners and members to offer Welsh language services</b></p> <p>When we share messages or information on behalf of another organisation we ask them to provide bilingual content</p>	Silver	<p>Third party advertisers, external companies that hire venues in the building, and partner organisations will be encouraged to use bilingual promotional material within the Cardiff Students' Union building.</p> <p>We currently offer translation support for email newsletters sent on behalf of external advertisers, to ensure all emails will be sent bilingually.</p>	Sales	Ongoing
<p><b>Learning and using Welsh</b></p> <p>We support officers to learn Welsh during working hours</p>	Gold	<p>Welsh language classes have been recently confirmed and this has been communicated to all employees. Employees will have the chance to learn for free during their work hours, increasing the accessibility of the classes for those who want to learn. Classes are due to start in April. Class attendance will be monitored and reviewed to ensure take up of the offer.</p>	HR, Marketing	<p>February</p> <p><b>COMPLETED - 20 career staff have signed up, awaiting an instructor to start lessons.</b></p>

