



4.0 Volunteers

Promoting Welsh Language Through Volunteering

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Introduction

In Wales, the Welsh Language has official status which means it should be treated no less favourably than the English Language. Persons in Wales should be able to live their lives through the medium of the Welsh Language if they choose to do so

Welsh Language standards in Wales apply to Welsh Government, public bodies and National Parks. They serve as a model of good practice for other organisations. The **Welsh Language Commissioner** now supports Third Sector Organisations in producing Welsh Language Promotion Plans.



Image: Child running with Welsh Flag



External Link

More information on the Welsh Language Commissioner website:
[Welsh Language Commissioner Website](#)

This service has been set up with the new **Welsh Language Standards** in mind and replaces the former requirement to publish a 'Welsh language Scheme'. Some of the ways in which volunteer involving organisations can help to promote the use of Welsh Language are outlined below.

Marketing

The volunteering opportunities website is working towards becoming a fully bilingual site and organisations are encouraged wherever possible to upload opportunities bilingually. Guidance is available on the website to facilitate this, which includes translation of common phrases that are used in describing volunteer roles.



External Link

[Volunteering Wales Website](#)

The Welsh Government [Volunteering Policy: Supporting Communities, Changing Lives \(2015\)](#) expressly encourages volunteering involving organisations to;



“actively seek to promote appropriate volunteering opportunities through the medium of Welsh, and other languages where there is a need.”

The TSSW Information sheet Attracting Welsh Speaking Volunteers includes practical suggestions for reaching and recruiting Welsh speaking volunteers and ensuring that they feel welcome within your organisation.

The benefits of bilingual marketing by Third Sector organisations, more generally, has been researched by the **Welsh Language Commissioner** and found to be beneficial. It helps to establish the Welsh ethos of an organisation, which is valued by Welsh speakers and non-Welsh speakers alike.

70% of survey participants thought that charities operating in Wales should market bilingually. Such bilingual communication adds credibility and indicates a commitment to Welsh society and Welsh culture. This is especially significant in relation to Third Sector organisations whose Head Office is outside of Wales.



External Link

The benefits of bilingual marketing research can be downloaded from the Welsh Language Commissioner website:
[Welsh Language Commissioner - Benefits of Bilingual Marketing](#)

Operations and Service Delivery

As organisations seek to improve the ways in which they deliver services in Welsh and English languages, there will be growing potential for volunteers to use their Welsh language skills to assist with this.

For example, guidance is available, based on recent research, on how to conduct sports coaching bilingually. The techniques developed in this field are transferable to other areas where bilingual communication with groups would be appropriate.

As use of social media continues to grow, there is a role for posting of comments and tweets in Welsh and English and volunteers may be able to assist with this.

Specific needs for Welsh language skills should be made clear when advertising volunteer roles, including the type of skill (**listening and speaking, reading, writing**) and degree of proficiency.



Remember

Existing volunteers may also have valuable language skills which could be put to better use for the sake of your organisation and its beneficiaries.

Creating Opportunities for Welsh Speakers (Including Welsh Learners)

Volunteering is recognised as a two-way process which benefits both the volunteer involving organisation and the volunteers themselves. Good volunteer programmes will be looking for ways in which volunteers can grow and develop, whether for personal interest and enjoyment, to gain life skills or to improve employability.

The aim in introducing the Welsh Language measures is that those who wish can live out their everyday lives through the medium of Welsh in Wales.

Through volunteering, organisations can offer an environment where people can socialise through the medium of Welsh or can practice their language skills to improve their confidence and proficiency in an informal setting. They can provide a means for young people leaving the Welsh language education system to continue to use their Welsh and, for those still in education, a way of using the language beyond the classroom.

The Investing in Volunteers Standard

Investing in Volunteers is the UK Quality Standard for volunteer management. Organisations can use this as a framework for developing their practice in relation to volunteers, whether or not they choose to undertake assessment to achieve the quality mark.



External Link

[Investing in Volunteers](#)

Further Information

The Welsh Language and Volunteering (February 2014)

Welsh Language Commissioner

<https://www.welshlanguagecommissioner.wales/>

Mentrau Iaith

Mentrau Iaith

<https://www.mentrauiath.cymru/?lang=en>

Welsh Language Commissioner

Welsh Language Commissioner

<https://www.welshlanguagecommissioner.wales/>

See recent research compiled by the Welsh Language Commissioner - 'The Welsh language and volunteering 2014.'

The Benefits of Bilingual Marketing by Charities

Welsh Language Commissioner

<https://www.welshlanguagecommissioner.wales/>

The Welsh Language Progress Plan

Welsh Language Commissioner

<https://www.welshlanguagecommissioner.wales/>

The Welsh Language Progress Plan self-assessment tool for developing a framework for increasing the use of Welsh in your organisation over time.

The Welsh Government Volunteering Policy: Supporting Communities, Changing Lives (2015)

The Welsh Government

<https://gov.wales/volunteering-policy-supporting-communities-changing-lives>

Further Information

Additional Information Sheets Third Sector Support Wales

4.5 Attracting Welsh Speaking Volunteers



Cefnogi Trydydd
Sector **Cymru**

Third Sector
Support **Wales**

Third Sector Support Wales is a network of support organisations for the whole of the third sector in Wales.

It consists of the 19 local and regional support bodies across Wales, the County Voluntary Councils (CVCs) and the national support body, Wales Council for Voluntary Action (WCVA).

For further information contact
<https://thirdsectorsupport.wales/contact/>

Disclaimer

The information provided in this sheet is intended for guidance only. It is not a substitute for professional advice and we cannot accept any responsibility for loss occasioned as a result of any person acting or refraining from acting upon it.