



Welsh Language Policy

APEM Ltd is committed to the Welsh Language Act (1993) and the culture of Wales, and strives to treat Welsh and English on the basis of equality, so far as we are reasonably able to do so. Our ambition is to treat Welsh and English equally in every situation, without exception.

Our Welsh Language Policy sets out our general guiding principles in relation to providing Welsh language services in Wales. It is supported by our Board of Directors and recognises our achievements to date and will be updated as new policies, services and initiatives are introduced.

Signage

- We will strive to ensure the signage at our Wales office will be bilingual.

Website

- At present APEM's website is in English. However, with the opening of our new Wales office, we are hoping to revise it so that it is fully bilingual within the next 12 months.

Advertising & Marketing

- In respect to corporate identity, we will endeavour to ensure that our stationary, such as business cards, compliment slips and fax cover sheets, are available in Welsh. Where possible, we'll try to have our marketing brochure available in Welsh when displayed in our Wales office.
- We will also aim to use more Welsh in our advertising campaigns in Welsh publications wherever it is reasonable to do so. We plan to use more Welsh in our display advertisements and in our exhibition material which are specific to our Wales office.

Communication

- If feasible, we will record the language choice of our business contacts when developing or updating our customer relationship management systems.
- We encourage our staff to use Welsh language and welcome the use of Welsh when receiving calls by our staff who are able to do so.
- We cannot guarantee to accept correspondence in Welsh but we welcome it when there is an appropriate member of staff who can understand Welsh. We cannot guarantee to reply in Welsh, but we encourage the use of Welsh by our staff who are able to do so.

Recruitment

- Where applicable, we'll consider the ability to speak Welsh desirable when assessing people for roles in Wales. When externally advertising for positions for our Wales office, we'll consider issuing a bilingual advert.

Staff & the Workplace

- We plan to assess and record the Welsh language skills required for new posts created at our Wales office, and intend to keep a record of Welsh speakers within the company.

- We will also support staff members who wish to improve their Welsh language skills, and enable them to receive training independently.
- We welcome Welsh language contributions in internal meetings, but we insist that staff contribute in English in certain circumstances, explaining clearly why we are doing so.
- Where possible, we will use our best endeavours to ensure there is a Welsh version of our internal publications available to our staff in Wales i.e. policies, internal training material, etc.

Community

- At APEM, we believe it is important that we give back to the communities where we operate. APEM's board of directors have agreed to donate £10,000 to charitable causes throughout 2011. APEM envisage that the scheme will extend to support local charities in Wales.

Implementation & Monitoring

- This policy will be made available to all our staff and members of the public.
- We also encourage our contractors or third party that deliver services on our behalf to comply with this policy.
- APEM will regularly review the implementation of our bilingual policy with a view to making improvements where we can.

We would welcome your comments or suggestions on where we could do more or improve the current policy; should you have any comments, please contact:

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