

Cartrefi Cymunedol Cymru **Digwyddiadau**  
Community Housing Cymru **Events**

# Cynhadledd Cyfathrebu Communications Conference

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[chcymru.org.uk](http://chcymru.org.uk)





Cynhadledd Cyfathrebu 2018  
Communications Conference 2018



**Rheoleiddio a hyrwyddo'r Gymraeg  
...beth nesaf?**

**Regulation and promotion of the Welsh language  
...what next?**

# Beth fyddwn yn drafod ...

## What we'll cover...

- Safonau'r Gymraeg
  - Trosolwg
  - Y darlun heddiw
- Cymraeg 2050
- Datblygiadau diweddaraf
- Beth sydd angen i gymdeithasau tai wneud
- Cyfathrebu dwyieithog
- Cefnogaeth ar gael
- Welsh language standards
  - Overview
  - Current picture
- Cymraeg 2050
- Latest developments
- What housing associations need to do
- Bilingual communications
- Support available

# Trosolwg o'r safonau...

## Standards overview...

- Mesur y Gymraeg (Cymru) 2011
    - Statws swyddogol i'r Gymraeg
    - Creu rôl Comisiynydd y Gymraeg
    - Cyflwyno **safonau'r Gymraeg** (rheolau/ hawliau)
  - Fframwaith gyfreithiol – rhoi hawl i unigolion dderbyn gwasanaethau yn y Gymraeg
  - Rheoleiddio a monitro gan Gomisiynydd y Gymraeg
  - Bydd disgwyl i gymdeithasau tai gydymffurfio â'r safonau – Rheoliadau yn cael eu drafftio
- Welsh Language (Wales) Measure 2011
    - Official status for Welsh language
    - Created role of Language Commissioner
    - Introduce Welsh **language standards** (rules/ rights)
  - legal framework giving individuals the right to receive services through the medium of Welsh
  - Regulated and monitored by the Welsh Language Commissioner
  - Housing associations will be expected to comply with the standards – Regulations being drafted

# Trosolwg o'r safonau – amcanion...

## Standards overview – objectives...

- Sicrhau nad yw'r Gymraeg yn cael ei thrin yn llai ffafriol
- Rhoi eglurder i chi/ y cyhoedd
- Gwella gwasanaethau Cymraeg
- Cynyddu'r defnydd o wasanaethau Cymraeg
- Cynyddu hyder – y **Cynnig Rhagweithiol**
- Ensure Welsh is not treated less favourably
- Clarity for you/ the public
- Improve Welsh language service
- Increases take up of Welsh language services
- Increases consumer confidence – **The Active Offer**

# Yr hyn sydd yn y safonau...

## What the standards cover...

- **Cyflenwi gwasanaeth**  
llythyru, e-bost, ffôn, gwefan, digwyddiadau, cyfarfodydd
- **Llunio polisi**  
asesu effaith
- **Gweithredu**  
isadeiledd – Cymraeg yn y gweithle
- **Cadw cofnod**  
tystiolaeth a chwynion
- **Atodol**  
Adroddiad blynyddol
- **Service delivery**  
letters, email, phone calls, website, events, meetings etc
- **Policy making**  
assessing impact
- **Operational**  
infrastructure – Welsh at work
- **Record keeping**  
evidence and complaints
- **Supplementary**  
Annual Report

# Polisi Llywodraeth Cymru Welsh Government Policy

- Miliwn o siaradwyr erbyn 2050
- Million speakers by 2050



# Datblygiadau diweddaraf...

## Latest developments...

- Papur Gwyn haf 2017
  - Safonau yma i aros
  - Creu comisiwn
  - Diddymu Comisiynydd
  - Symleiddio'r broses
- Gweinidog Newydd
- Cyhoeddiad cwynion (Ombwdsmon)
- Be nesa?
- White paper Summer 2017
  - Standards here to stay
  - Establish commission
  - Abolish Commissioner role
  - Simplify process
- New minister
- Announcement on complaints (Ombudsman)
- What next?



# Beth nesaf...

## What next...

- Cyhoeddi canfyddiadau ymgynghoriad
- Safonau
  - Sector Addysg – dyddiad gosod
  - Cyhoeddi rheoliadau sector iechyd
  - Drafftio rheoliadau sector dai
- Publish findings of consultation
- Standards
  - Education – imposition date
  - Health sector regulations
  - Draft regulations for housing sector

# Beth ddylai chi wneud nawr...

## What you should do now...

- Cynllunio yn gynnar ac ystyried y Gymraeg mewn diweddariadau (gwefan, ffurflenni ayyb)
- Ymgysylltu gyda staff – lleddfu pryderon
- Mwy na safonau
  - Hyrwyddo cydraddoldeb/ bod yn gynhwysol
  - Cyfleodd cydweithio
  - Enw da
  - Canfyddiad siaradwyr Cymraeg
- Plan early and consider Welsh language in current reviews (website, forms etc.)
- Engage with staff – dispell myths
- More than standards
  - Promote inclusive image/ equality
  - Collaboration opportunities
  - Reputation
  - Welsh speakers perception

# Cyfathrebu dwyieithog...

## Bilingual Communications...

- Ymateb i'r dadleuon yn erbyn
  - Cost
  - Neb yn siarad yr iaith
  - Gormod o destun
  - Dryslyd
- Dispelling the myths
  - Cost
  - No-one speaks it
  - Too much text
  - Confusing

# Cyfathrebu dwyieithog – Cyngor

## Bilingual comms – Top tips

- Digwyddiadau
  - Hyrwyddo/ gwahodd
  - Cyfieithu
- Mewn print
  - Gosodiad
  - Fformat/ ffont ac ati
  - Eiconau a lluniau/ graffeg
  - Ysgrifennu copi v cyfieithu
  - Cadw pethau'n syml!
- Events
  - Promotion/ invitation
  - Translation
- Printed communications
  - Layout
  - Format/ font etc
  - Graphics and icons
  - Copy writing v translation
  - Keep it simple!

# Cyfathrebu dwyieithog – Cyngor

## Bilingual comms – Top tips

- Ar-lein
  - Togl ar pob tudalen
  - Diweddarau'r ddwy iaith yr un pryd
- Cyfryngau cymdeithasol
  - Defnyddiwch yr uchafswm geiriau newydd!
  - Un ffrwd neu ddwy?
- On-line
  - Toggle on each page
  - Updgt e both languages at the same time
- Social media
  - Use the new character limit!
  - One feed or two?

# Ble gai fwy o gymorth a chyngor?

## Where can I get more advice and help?

- Gwefan Comisiynydd y Gymraeg  
Language Commissioner's website

[www.comisiynyddygybraeg.cymru](http://www.comisiynyddygybraeg.cymru)

- Llywodraeth Cymru  
Welsh Government

[www.Cymraeg.gov.wales](http://www.Cymraeg.gov.wales)

- Menter Iath Lleol  
Local Welsh Language initiative

[www.mentrauiath.cymru](http://www.mentrauiath.cymru)

- Ateb 😊

[www.atebcymru.wales](http://www.atebcymru.wales)



# Cefnogaeth Ateb – manteision...

## Ateb support – benefits...

- Mynediad at arbenigedd a phrofiad sylweddol o fewn y maes tai
- Arbed adnoddau trwy gydweithio
- Ymateb cyson ar draws y sector
- Mynediad i brofiad o gydymffurfiaeth a gwersi o sectorau eraill
- Access to Welsh language expertise and significant housing experience
- Resource saving through collaboration
- Consistent approach across the sector
- Access to experience of compliance and lessons learnt from other sectors

Cysylltwch am fwy o wybodaeth...

Contact us for more information...

# Camau nesaf...

## Next steps...

1. Peidiwch ag oedi cyn cychwyn ar y gwaith
  2. Rhowch brosesau iawn mewn lle o'r cychwyn
  3. Cynlluniwch ymlaen i'r hir dymor
1. Don't put it off – start thinking about it now
  2. Put right processes in place from the beginning
  3. Think long term and plan ahead





**ateb**

[www.atebcymru.wales](http://www.atebcymru.wales)



**Diolch.  
Thanks.**



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PR & Communications

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