Comfort Care Recruitment and Training Limited
"Caring And Comforting"
W2 Business Centre, Wellington House, Wellington Street, Clare Road
Suite, First Floor, Cardiff, CF11 9BE.
Tel: 0292 267 6695 **Mob:** 0741 937 2241
E-mail: cardiff.recruitment@comfortrecruitmentltd.com
Website: https://comfortcarerecruitmentandtrainingltd.com/

Review Sheet

Last Reviewed 7 Jan 2026 | Last Amended 7 Jan 2026 | This policy will be reviewed as needs require or at the following interval: Annual

Business Impact:	Low — Minimal action required. Circulate information amongst relevant parties.
Reason for this Review:	Scheduled review
Changes Made:	Yes
Summary:	This policy details how Comfort Care Recruitment and Training Limited supports the Welsh language standards and adopts local processes to ensure that individuals and stakeholders receive information in their chosen language. It has been reviewed with no significant changes. Information has been updated to the Accessible Communication and Information Standards in Healthcare for Wales where referenced. References have been checked and updated.
Relevant Legislation:	• Equality Act 2010 • Social Services and Well-being (Wales) Act 2014 • The Regulated Services (Service Providers and Responsible Individuals) (Wales) Regulations 2017 • The Regulation and Inspection of Social Care (Wales) Act 2016 • The Welsh Language Standards (No. 1) Regulations 2015 • Well-being of Future Generations (Wales) Act 2015 • The Welsh Language (Wales) Measure 2011
Underpinning Knowledge:	• Author: Welsh Government, (2021), Evaluation of More than just words…, the follow-on strategic framework for Welsh language services in health, social services and social care, 2016-19 [Online] Available from: https://gov.wales/sites/default/files/statistics-and-research/2021-08/evaluation-of-more-than-just-words-strategic-framework-for-welsh-language-services-in-health-social-services-and-social-care-2016-19.pdf [Accessed: 07/01/2026] • Author: Care Inspectorate Wales , (2025), More than Just Words - CIW information [Online] Available from: https://www.careinspectorate.wales/more-just-words [Accessed: 07/01/2026]

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	• Author: Social Care Wales, (2025), Using Welsh at Work [Online] Available from: https://socialcare.wales/learning-and-development/using-welsh-at-work [Accessed: 07/01/2026] • Author: Welsh Government, (2023), Welsh Language Strategy and Plans [Online] Available from: https://www.gov.wales/welsh-language-strategy-and-plans [Accessed: 07/01/2026]
Suggested Action:	• Encourage sharing the policy through the use of the QCS App • Ensure the policy is discussed in planned supervision sessions with relevant staff
Equality Impact Assessment:	QCS have undertaken an equality analysis during the review of this policy. This statement is a written record that demonstrates that we have shown due regard to the need to eliminate unlawful discrimination, advance equality of opportunity and foster good relations with respect to the characteristics protected by equality law.

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1. Purpose

1.1
To detail how Comfort Care Recruitment and Training Limited supports the Welsh language standards and adopts local processes based on these to ensure that Citizens and stakeholders receive information in their chosen language.

1.2

Theme	Line of Enquiry
Leadership-and-management	10 - People are supported to achieve their outcomes because the service provider has effective organisational arrangements, governance and oversight to ensure smooth operations and high-quality care.
Care-and-Support	People receive the quality of care and support they need to achieve their personal outcomes.

1.3 Relevant Legislation

- Equality Act 2010
- Social Services and Well-being (Wales) Act 2014
- The Regulated Services (Service Providers and Responsible Individuals) (Wales) Regulations 2017
- The Regulation and Inspection of Social Care (Wales) Act 2016
- The Welsh Language Standards (No. 1) Regulations 2015
- Well-being of Future Generations (Wales) Act 2015
- The Welsh Language (Wales) Measure 2011

2. Scope

2.1 Roles Affected:

- All Staff

2.2 People Affected:

- Citizens

2.3 Stakeholders Affected:

- Family
- Representatives
- Commissioners
- External health professionals
- Local Authority

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3. Objectives

3.1
Comfort Care Recruitment and Training Limited provides information to Citizens and the public in Welsh or English, as requested, and is committed to providing an equally high standard of service in English and Welsh.

4. Policy

4.1
By using the functionality built into the QCS management system, Sylvia Ademu is able to share all information in the Welsh Language with Citizens and Carers. Comfort Care Recruitment and Training Limited will ensure that staff are aware of this functionality and encourage the use of policies, procedures and other information in Welsh when needed.

4.2
Comfort Care Recruitment and Training Limited regards the Welsh and English languages with equal importance and believes that all who contact Comfort Care Recruitment and Training Limited have the right to do so in Welsh or English, whichever is their chosen language. As a care provider, we will aim to function bilingually to the best of our ability. This policy operates in conjunction with the Equality and Human Rights Policy and Procedure at Comfort Care Recruitment and Training Limited.

4.3
Comfort Care Recruitment and Training Limited will adopt the 'Active Offer' principle which is to provide a service in Welsh without someone having to ask for it.

4.4
Comfort Care Recruitment and Training Limited fully recognises the cultural and linguistic needs of Welsh speaking Citizens within the context of inclusion, decision making and enabling control over all aspects of their care provided. In addition, all staff will ensure consideration and compliance with the Accessible Communication and Information Standards in Healthcare to ensure that information is delivered in a format suitable for each Citizens.

5. Procedure

5.1
Establishing Preferences
Preferences and wishes regarding the Citizens' choice of language will be established at the pre-assessment stage of care and will be reviewed as part of the ongoing care process.
Chosen preferences will be clearly recorded within the citizen's care plans and any associated administration records for that person.

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5.2
Accessing Information
When providing guidance, resources or information to the Citizens, Comfort Care Recruitment and Training Limited will ensure that this can be provided in their chosen format on request. Staff must ensure that they have a means in place to achieve this and should have access to a suite of contacts, such as translators, readily available.
Staff must refer to the All-Wales Accessible Communication and Information Standards Policy and Procedure for support in meeting this standard for those with a disability or sensory loss.

5.3
Written Communications
Comfort Care Recruitment and Training Limited welcomes correspondence in English or Welsh. Any letters received in Welsh will be responded to in Welsh within the same time as correspondence in English. All relevant staff will be aware of the procedure at Comfort Care Recruitment and Training Limited that supports how staff can provide a response in Welsh to the recipient.

5.4
Telephone Communication
It may not always be possible to respond to telephone enquiries in Welsh. However, the caller will be offered the option to access a translator. If they request this, suitable arrangements will be put in place to respond to the caller in a timely manner with the translator. Comfort Care Recruitment and Training Limited has procedures in place which will describe how to access the appropriate individual who can respond to the enquiry in Welsh.
Due consideration must be given to confidentiality and data protection principles if personal information is likely to be discussed during the call.

5.5
Citizens **Communication Systems**
Meetings
When Comfort Care Recruitment and Training Limited hosts Citizens' meetings or forums, it will be established if any persons attending would like a Welsh language representative at the meeting. If so, they must be able to introduce themselves at the start in the Welsh language and be on hand to respond to any questions in Welsh during the meeting.
Before a meeting, Comfort Care Recruitment and Training Limited will consider current Citizen's preferences to make sure that the advertising of the meeting is carried out in both languages. Minutes will be available in both formats if requested by attendees.
Staff Identification
Where appropriate, Comfort Care Recruitment and Training Limited will use bilingual name badges. The use of the badges will be determined by Sylvia Ademu and subject to ongoing review based on the changing needs of the Citizens group receiving care.
Written Information (e.g. newsletters)

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Due consideration, based on current Citizen's preferences, will be made to releasing these in both the Welsh and English format.

5.6
Staffing
'More than Just Words' is a Welsh Government Framework which has produced a series of resources that can be accessed to support how Comfort Care Recruitment and Training Limited commit to offering the Welsh Language. These resources can be accessed here. To achieve this framework, Comfort Care Recruitment and Training Limited will adopt the Active Offer approach - this being, providing a service in Welsh without someone having to ask for it. Therefore, Comfort Care Recruitment and Training Limited will aim to ensure that there are enough Welsh speaking staff on duty.
Where considered necessary, Comfort Care Recruitment and Training Limited will identify staff training needs for developing the Welsh language within its service and can refer to 'More than Just Words' for support and key phrases that can be learned. There is also a free introductory Welsh language course identified in the Further Reading section of this policy that can provide staff with the key words and phrases that can be used.

5.7
Queries Relating to the Welsh Language
In the first instance, all queries from staff, Citizens or stakeholders must be discussed with Sylvia Ademu. Where concerns are raised that there has been a breach in ensuring equality based on deprivation of providing the Welsh Language on request, this will be acted on in a timely manner and, where it applies, the disciplinary process will be followed and/or due notifications made to the CIW.
Complaints regarding Welsh language matters will be dealt with in accordance with the existing complaints procedure at Comfort Care Recruitment and Training Limited.

5.8
Recruitment
- When recruiting staff, Comfort Care Recruitment and Training Limited will be guided by the information gathered from Citizens' preferences and local demographics
- When fluency in Welsh is desirable or essential, this will be stated in job competencies and advertisements
- If a candidate who is unable to speak Welsh is appointed to a post where the ability to speak Welsh is desirable, the person appointed will be encouraged to learn Welsh
- A candidate who is unable to speak Welsh may be appointed to a post for which Welsh is considered essential where time can be allowed to learn the language. In these cases, learning the language to the required level of competence, within a reasonable agreed period, will be a condition of employment
- When no suitable Welsh-speaking candidates can be found for a post where Welsh is essential (or when a candidate unable to speak Welsh has been appointed and is learning the language), we will make temporary arrangements, wherever possible, under which the Welsh language service can be provided (by using, for example, Welsh-speaking staff from elsewhere in Comfort Care Recruitment and Training Limited to deliver parts of the service)

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5.9
Welsh-speaking Staff
We respect when our staff are Welsh speakers and encourage staff to communicate in the language of their choice within the workplace.
We will not expect Welsh-speaking staff to act as translators for written or spoken communications unless this forms a part of their job description and they have the necessary skills to enable them to deliver this service to a high standard.

5.10
Audit
Sylvia Ademu will seek the views of all stakeholders to establish compliance with the use of the Welsh Language and act in a timely manner to address any improvements that can be introduced.
In addition, local data will be collected to evidence compliance with the Welsh Language Standards set within this policy and this could include:

- The number of bilingual publications provided to Citizens
- The amount of Welsh correspondence and number of telephone calls and response times for replying
- Key policies and procedures available in the Welsh Language
- The type and quantity of complaints relating to access to information
- The number of bilingual speakers available within Comfort Care Recruitment and Training Limited

6. Definitions

6.1 Translator

- A person who translates from one language into another

6.2 Active Offer

- An Active Offer simply means providing a service in Welsh without someone having to ask for it. It means creating a change of culture that takes the responsibility away from the Individual and places the responsibility on service providers and not assuming that all Welsh speakers speak English anyway

6.3 Accessible Communication and Information Standards in Healthcare

- These standards ensure that healthcare services are accessible to people with additional communication and information needs. They ensure that materials and ways of communication address the additional needs of people, and that they are not disadvantaged in any way because of their increased needs

7. Key Facts - Professionals

Professionals providing this service should be aware of the following:

- Comfort Care Recruitment and Training Limited will aim to ensure that there are enough Welsh speaking staff available

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- Comfort Care Recruitment and Training Limited has a clear and comprehensive Statement of Purpose that provides an accurate picture of the setting and includes its position regarding an "Active Offer in relation to the Welsh language and advocacy
- Comfort Care Recruitment and Training Limited has adopted the principle that the English and Welsh languages will be treated on the basis of equality. Therefore, the Equality Act applies
- Staff must establish the language preferences of Citizens (and where it applies, their legal representatives) before commencing care
- Chosen language preferences must be recorded on the citizen's Personal Plan
- Staff will be provided with local guidance on who to contact when a translator is required or when information needs to be converted into the Welsh language

8. Key Facts - People Affected by The Service

People affected by this service should be aware of the following:

- You have the right to have information presented to you in your chosen language
- You will be asked about your language preferences before your care starts and you can change your preferences at any time
- If you have any queries relating to accessing information in Welsh, please discuss these with a member of staff

Further Reading

Work Welsh - Free introductory Welsh Language Course:
https://learnwelsh.cymru/
Welsh Government - Accessible Communication and Information Standards in Healthcare:
https://www.gov.wales/accessible-communication-and-information-standards-healthcare
Welsh Language Commissioner:
https://www.comisiynyddygymraeg.cymru/

Outstanding Practice

To be "outstanding" in this policy area you could provide evidence that:

- The wide understanding of the policy is enabled by proactive use of the QCS App
- All staff are able to speak basic greetings in Welsh as Comfort Care Recruitment and Training Limited has provided introductory training in the language
- Literature for Citizens is bilingual
- Comfort Care Recruitment and Training Limited establishes the citizen's preference for choice of language at the earliest opportunity
- There is a clear working strategy in place that identifies what steps Comfort Care Recruitment and Training Limited needs to take to promote the Welsh language at every opportunity

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Forms

The following forms are included as part of this policy:

Title of form	When would the form be used?	Created by
WAC21 - Welsh Language Statement for the Public	To explain how Comfort Care Recruitment and Training Limited meets the Welsh Language (Wales) Measure 2011. This document will need amending to meet the specific needs of Comfort Care Recruitment and Training Limited.	Adapted from the Welsh Language Commissioner's Template

WAC21 - Welsh Language Statement for the Public

Signage

All permanent signs at Comfort Care Recruitment and Training Limited are fully bilingual. Comfort Care Recruitment and Training Limited will ensure that all new permanent signs are fully bilingual.

Corporate Brand

The corporate brand at Comfort Care Recruitment and Training Limited is in (*English/ Welsh only).* Our stationery and business cards are in *English/Welsh*. We will ensure that stationery and business cards are translated before (*Insert Date*).

Website and Digital Services

Our website *(is/will be)* fully bilingual (and will be bilingual by (*Insert date*)

Advertising and Marketing

Generally, the advertising at Comfort Care Recruitment and Training Limited is in *(English/Welsh)* only in the Welsh press. Our recruitment advertising is in *(English/ Welsh)* only, although we specify that Welsh is desirable in all posts advertised.

We will ensure that we produce a Welsh version of every new printed publication, and we will ensure that we always distribute and offer publications in both languages together.

Exhibition and Marketing Materials

All our exhibition and marketing materials are bilingual. We will ensure that all our new or revised exhibition and marketing materials are bilingual in Wales.

Communication

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Tracking Language Choice

Comfort Care Recruitment and Training Limited records and tracks the language choice of our business contacts and we will continue to record and track the language choice of our business contacts when developing or updating our customer relationship management systems.

Face to Face Communication

To ensure that our Citizens can communicate with our staff in Welsh as often as possible, we will ensure that we have at least one member of staff able to speak some Welsh in any workplace where there is contact with the public. We encourage those staff who can speak Welsh to wear a Working Welsh badge when they are at work. We will promote our Welsh medium face to face services by using the Working Welsh badge scheme.

Telephone Communication

We answer the telephone with a simple Welsh greeting before transferring the call. Every member of staff can recognise and handle a Welsh language call with courtesy. *(We will develop/ We have)* a bilingual telephone services to ensure that all staff are able to handle, or refer, Welsh medium calls in a professional, appropriate and courteous manner.

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Correspondence (Paper and Electronic)

We generally write to people in *English/Welsh*. We acknowledge our Citizens' freedom to correspond with us in Welsh, and we will respond in their preferred language wherever it is practically possible. We will consider bilingualism when sending and receiving correspondence, based on the nature and purpose of the correspondence.

Forms and Account documents

Our forms and account documents are in *English/Welsh.*

Staff and the Workplace

Assessing Language Skills Requirements when Recruiting

Comfort Care Recruitment and Training Limited considers the level of Welsh language skills that are required to perform all new roles at Comfort Care Recruitment and Training Limited. We will consider and record the level of Welsh language skills that are required for each new position at Comfort Care Recruitment and Training Limited. We will consider and record the level of Welsh language skills that are required for certain positions within Comfort Care Recruitment and Training Limited, e.g. where there is direct contact with the public.

Recording and Developing our Staff's Language Skills

We keep a record of the Welsh language skills of every employee. We share information about each employee's Welsh language skills within the workplace, so that we can direct Welsh language enquiries to the appropriate person. We will assess and record the Welsh language skills of every new employee as they join our organisation.

We acknowledge that in Wales, the Welsh language should be treated no less favourably than the English language. We include Welsh language skills in our staff management and training processes, and we arrange and/or provide relevant training for staff who want to improve their Welsh language skills.

Internal Communication

We recognise that each member of staff and customer has the freedom to use the Welsh language with each other, as enshrined in the Welsh Language (Wales) Measure 2011 and we expect staff to respect the linguistic preferences of their colleagues and customers. We will support and facilitate the use of Welsh and English in the workplace by creating opportunities for staff to use Welsh regularly.

Internal Publications

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Our internal publications are in *(English/Welsh)* only. We will use more Welsh in our internal publications wherever it is reasonable to do so.

Welsh Language Software

We *(will) allow* our staff to install a Welsh language interface for any software they use which has a recognised Welsh language interface.

Leadership

We will ensure that this policy is supported at the highest level in our organisation. We will appoint one member of the Senior Management Team to be responsible for implementing, championing and reviewing this policy.

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Awareness

This policy will be conveniently available for the public to read. Every member of staff will receive a copy of this policy and direction on its requirements.

Review

We will assess and revise this policy every year. We will prepare annual monitoring reports on its implementation.

Services Delivered on our Behalf

We encourage every contractor or third party who delivers services on our behalf to comply with this policy.

Disclaimer

The Welsh Language Commissioner's template was used to compile this Welsh Language Statement. However, the Welsh Language Commissioner is not responsible for monitoring the standard of our Welsh medium provision. Any enquiries regarding the implementation of this policy should be directed to us at the following address

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