



BBC TV Licensing
Welsh Language Standards
Annual Report 2019/20

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Mae'r adroddiad yma ar gael yn y Gymraeg / This report is available in Welsh

OVERVIEW

Introduction

The Welsh Language Standards ('the Standards') provide a legal framework which imposes a duty on the BBC, amongst other organisations, to comply with Standards relating to the Welsh language, including in respect of the TV Licensing service. The Standards give individuals in Wales the right to receive certain services through the medium of Welsh.

The BBC TV Licensing Management Team takes its responsibility towards the Welsh language seriously and sees the Standards as an opportunity to reinforce this and to further develop our existing high-quality service provision to the public in Wales.

The [BBC's Compliance Notice](#) covers the work of the BBC and also the work of the TV Licensing service. As required under the Standards, we have compiled this Annual Report for the financial year 2019/20. However, to reflect its distinct, separate responsibilities and approaches to compliance and governance arrangements, this report focuses on the work done by TV Licensing with the BBC producing a separate [Annual Report](#).

The Standards and TV Licensing

The Standards applicable to TV Licensing relate to Service Delivery, Record Keeping and Policy Making, and all but one of these Standards became operational in 2017. As agreed with the Welsh Language Commissioner (WLC), Standard 48 became fully operational in January 2019 (in relation to pages relating to the application for a temporary licence for people over 74, and pages relating to the application for the renewal of a free TV licence, for people over 75).

Please note that "TV Licensing" is a trade mark used by companies contracted by the BBC to administer the collection of television licence fees and enforcement of the television licensing system. The majority of the administration of TV Licensing is contracted to Capita Business Services Ltd ('Capita'). Over-the-counter services are provided by PayPoint plc ('PayPoint') in the UK, and by the Post Office in the Isle of Man and Channel Islands. Target Group ('Target') is the supplier for the Simple Payment Plan. Marketing and printing services are contracted to Proximity London Ltd. Media services are contracted to Havas Media Limited. The BBC is a public authority in respect of its television licensing functions and retains overall responsibility.

IMPLEMENTING AND EMBEDDING THE STANDARDS

The key priority in the 2019/20 reporting year has been to work with key partners to embed the Standards and ensure awareness across TV Licensing.

Welsh Customer Satisfaction Survey

Capita undertakes an annual Welsh Customer Satisfaction Survey which continues to highlight the very high level of customer satisfaction with the service provided. The April 2019 survey results improved on already high levels of customer satisfaction from the previous year. One hundred percent of those surveyed strongly agreed that TVL's Welsh Language Service was easy to contact and dealt accurately with customers' requests, and that the standard of Welsh spoken was acceptable. Ninety-seven percent strongly agreed the request was dealt with in a timely way and 100% of respondents said they would recommend other Welsh speakers contact TV Licensing's Welsh services. Customer

remarks collated as part of the survey praised the speed of response and the helpfulness of the service.

Reporting and Monitoring

The BBC TV Licensing management team is responsible for overseeing TV Licensing's compliance with the Welsh Language Standards and quarterly reporting on key Welsh language metrics are in place to ensure this.

In addition to its annual report to the WLC and the public (published on the TV Licensing website), the BBC TV Licensing management team also reports on compliance with the Standards within its quarterly compliance reporting, which is sent to the BBC Executive Board.

Training

To ensure the Standards are embedded into the culture of Capita's service delivery team, systems have also been put in place to regularly brief staff on the Standards and what support is available for Welsh language customers.

Welsh Language Standards web-page

TV Licensing continues to maintain the Welsh Language Standards web-page which was developed to provide information to the public about the Standards applicable to TV Licensing. As well as a link to the full BBC compliance notice, this page contains an edited version of the Welsh Language Scheme for TV Licensing (approved by the Welsh Language Commissioner's office) which provides a summary for each standard applicable to TV Licensing and how TV Licensing will comply. There are also sections on the TV Licensing website to provide information for customers about oversight of compliance with the Standards and how to complain about any alleged breach under the Standards.

COMPLIANCE – SERVICE DELIVERY

Overview

The focus during the 2019/20 reporting period has been on ensuring the Standards have been fully embedded into service delivery processes and ensuring all systems are compliant.

The main action taken to ensure compliance with the Standards has been to ensure that the impact on the Welsh language is considered during all requests for change in terms of both policy and service delivery changes. This consideration is embedded into processes internally and with our partners. Examples are given below.

In common with other TV Licensing communications, all communications to those in Welsh postcodes on the policy change to over 75 licences are produced as bilingual versions so those who are over 75 receive letters in both English and Welsh. Examples include: letters and inserts informing customers of the policy change, invitations to apply for a free licence and packs providing details of ways to pay for a licence where payment is required. Resulting licences are issued in English and Welsh.

Consideration was also given to the Welsh language when the logo and branding were developed for the 75+ Plan - the new instalment scheme created to ensure over 75 customers could spread licence fee payments at no additional cost. Any communications relating to this scheme, for example providing customers with their licence and payment plan, and reminders for payment, are also produced in both languages.

In all communications to Welsh postcodes we make it clear that customers are welcome to correspond in Welsh.

Online, people can apply for the 75+ plan in Welsh and fill out a new free licence online application form in Welsh.

As a second example, we also provided comprehensive advice in the Welsh language to help our customers identify and report TV Licensing scams.

Complaints received relating to compliance

During the reporting period, there were 4 complaints about TV Licensing's Welsh service, 2 directly to TV Licensing and two via the WLC to the BBC. This is a complaint rate of 0.1% of the contacts received by telephone, email and letter. Corrective action has been taken where required.

COMPLIANCE – POLICY MAKING

Overview

When considering impacts; TV Licensing looks at the change in the context of the following guidelines:-

- opportunities for individuals to use the Welsh language
- treating the Welsh language no less favourably than the English language.

Impacts to Welsh language services and the standards are considered as an embedded part of the process whenever a change is considered. This is done via the RFC Process (Request for Change).

The BBC TV Licensing management team has also, where appropriate, made use of the tool BBC Wales has developed to assess corporate policies, and will use this tool to assess the impact of any major changes to TV Licensing policy with the potential to materially impact members of the public in Wales. For minor policy changes, the existing mechanisms referenced above are appropriate for meeting the requirements of the Policy Making Standards as they relate to TV Licensing.

Complaints received relating to compliance

During the reporting period, no complaints were received relating to the BBC's compliance with the Policy Making Standards.

COMPLIANCE – OPERATIONAL

Following discussions with the Welsh Language Commissioner's office, there was an agreement that contractors and/or subcontractors providing services to the BBC for TV Licensing would not be required to comply with Operational Standards imposed on that body in relation to their own employees.

TV Licensing has, therefore, not reported on the Operational Standards, as to the extent they are applicable to the BBC, compliance is covered by the BBC Welsh Language Standards Annual Report.

ONGOING ACTIVITIES

We will continue to focus on monitoring our Welsh Language Service, to ensure we continue to consistently comply with existing Standards and to provide high-quality services to the public in Wales.