

Ty Madoc Farm Ltd.
Merthyr Cynog
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Ty Madoc Farm Ltd – Welsh Language Policy

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1. Statement of Commitment

Ty Madoc Farm Ltd recognises that the Welsh language is an integral part of Wales' culture, heritage and identity.

We are committed to treating the Welsh and English languages on the basis of equality where reasonably practicable and proportionate to the size and nature of our business.

Although the four Directors of Ty Madoc Farm Ltd are not Welsh speakers, we are committed to supporting and promoting the Welsh language in a respectful, meaningful and progressive way.

2. Legislative Context

This policy reflects the principles of the Welsh Language (Wales) Measure 2011, which established that the Welsh language should be treated no less favourably than English in Wales.

As a private limited company, Ty Madoc Farm Ltd is not currently subject to statutory Welsh Language Standards. However, we recognise the expectations of Welsh Government funding bodies and public partners and aim to align with good practice wherever proportionate.

3. Our Principles

Ty Madoc Farm Ltd will:

- Respect the right of individuals to use Welsh in their interactions with us.
- Promote the visibility of Welsh in our public communications where practicable.
- Take reasonable steps to increase our use of Welsh over time.
- Ensure that Welsh language use is accurate and professionally translated.
- We will always prioritise quality and accuracy rather than tokenistic or incorrect use.

4. Communications

a) Written Communications

Where practicable, we will:

- Provide key public-facing materials bilingually, including:
 - Event materials
 - Signage
 - Policies where required for funding
- Use professional translation services to ensure accuracy.
- Avoid machine translation for formal or public materials unless checked by a competent Welsh speaker.
- Where full bilingual provision is not immediately possible, we will work towards incremental improvement.



b) Digital and Social Media

- We will incorporate Welsh language into social media posts where appropriate.
- We will respond in Welsh where we are able, or arrange translation support where needed.
- We will ensure that Welsh text is displayed correctly and respectfully.

c) Signage and Branding

Permanent signage at the farm and events will be bilingual wherever feasible.

Welsh will appear alongside English in a way that gives equal visibility.

5. Events and Public Engagement

For events delivered or funded in Wales, Ty Madoc Farm Ltd will:

- Include bilingual signage where reasonably practicable.
- Consider Welsh language presence in printed materials.
- Encourage participation from Welsh-speaking suppliers, performers or contributors where relevant.
- Work collaboratively with partners to support Welsh language visibility.

6. Staff and Directors

Although the Directors are not Welsh speakers:

- We will support staff or volunteers who wish to use or develop Welsh language skills.
- We will encourage a positive and respectful attitude toward the language.
- We will consider introductory Welsh language awareness training where appropriate.
- We recognise that language confidence grows through encouragement, not pressure.

7. Continuous Improvement

We view Welsh language promotion as an evolving commitment. As the business grows, we will:

- Increase the proportion of bilingual materials.
- Build relationships with Welsh-speaking partners.
- Review our provision regularly to ensure alignment with funding expectations and community needs.

8. Review

This policy will be reviewed every three years, or sooner if required by funding conditions or changes in legislation.