

# Welsh Language Policy | Polisi Iaith Gymraeg

Wrexham BID Ltd | Wrecsam BID Cyf

Last Updated: February 2026

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Wrexham BID Ltd recognises that the Welsh language is an integral part of the identity, culture, and community of Wrexham (Wrecsam) and North Wales. This policy sets out our commitment to treating the Welsh and English languages on an equal basis in the conduct of our business and in our communications with the public, in line with the Welsh Language (Wales) Measure 2011 and the principles of the Welsh Language Commissioner.

## 1. Commitment

Wrexham BID Ltd commits to:

- Treating the Welsh and English languages equally in all public-facing activities, communications, and promotional materials.
- Actively promoting the use of Welsh within the BID area and among the Wrexham business community.
- Ensuring that the Welsh language is not treated less favourably than English in any aspect of our work.

## 2. Scope

This policy applies to all communications and activities of Wrexham BID Ltd, including but not limited to:

- Website content at wrexhambid.co.uk
- Social media platforms and digital communications
- Printed promotional materials, signage, and branding
- Levy Payer Updates and newsletters
- Public-facing events and city centre campaigns
- The BID's Annual Report and formal governance documents

## 3. Language in Communications

### 3.1 Bilingual Communications

All public-facing written communications issued by Wrexham BID Ltd will, where practicable, be produced bilingually. The Welsh and English versions will be given equal prominence — neither language will appear subordinate in layout, font size, or visual hierarchy.

### 3.2 Website

The Wrexham BID website (wrexhambid.co.uk) will provide a Welsh language version of all substantive content. A clear and accessible language toggle will be prominently displayed on all pages. The BID commits to keeping the Welsh content current and of equivalent quality to the English version.

### 3.3 Signage and Visual Identity

All physical signage, banners, wayfinding, and event materials produced by or on behalf of Wrexham BID Ltd will present text bilingually, with Welsh appearing before English unless a specific design or spatial constraint makes this impracticable. Any exception must be approved by the BID Manager and noted.

### **3.4 Social Media and Digital**

Wrexham BID Ltd will aim to provide bilingual content on its social media channels, including posts that welcome engagement in Welsh. The BID will respond to queries or comments made in Welsh through Welsh, without requiring the correspondent to switch to English.

## **4. Speaking with Us**

Members of the public, businesses, and stakeholders have the right to correspond with or speak to Wrexham BID Ltd through the medium of Welsh. Where the BID does not have an in-house Welsh speaker available, it will arrange a timely response in Welsh and will not treat the use of Welsh as a barrier to service.

## **5. Staffing and Recruitment**

When recruiting for roles within Wrexham BID Ltd, the ability to speak Welsh will be regarded as a desirable and valued skill. For public-facing roles, Welsh language skills will be identified in the person specification. Wrexham BID Ltd will seek to support staff who wish to develop their Welsh language skills through access to appropriate training.

## **6. Events and Campaigns**

All BID-led city centre events, campaigns, and initiatives will be promoted bilingually. Event signage, programmes, and promotional materials will present Welsh and English with equal prominence. The BID will encourage its contracted event organisers and partners to adopt equivalent bilingual standards.

## **7. Working with Partners**

Wrexham BID Ltd will encourage its contracted service providers and event partners to support the Welsh language in their delivery of BID-funded services. Where practicable, procurement specifications will include a requirement to demonstrate bilingual capacity for public-facing work.

## **8. Complaints**

Any person who believes that Wrexham BID Ltd has failed to treat the Welsh and English languages equally may raise a concern in writing to the BID Manager at [info@wrexhambid.co.uk](mailto:info@wrexhambid.co.uk). The BID commits to acknowledging complaints within five working days and providing a full response within 20 working days. If the complainant remains dissatisfied, they may refer the matter to the Welsh Language Commissioner.

Welsh Language Commissioner: [welshlanguagecommissioner.wales](http://welshlanguagecommissioner.wales)

## **9. Monitoring and Review**

The BID Manager will monitor compliance with this policy and report to the Board annually. This policy will be reviewed every two years, or sooner in response to changes in Welsh Language legislation or BID operations. Feedback from the business community and the public will be welcomed and considered in any review.

## 10. Approval

This policy was approved by the Board of Directors of Wrexham BID Ltd and takes effect from the date stated above.

Chair, Wrexham BID Ltd	BID Manager, Wrexham BID Ltd
Signed: _____ Date: _____ _____	Signed: _____ Date: _____ _____