



Llywodraeth Cymru  
Welsh Government

**Information pack for applicants**

**More than just words Advisory Board**

**Appointment of Chair**

**Closing date: 28 April at 16:00**

# **Contents**

- 1. Making an application**
- 2. About *More than just words***
- 3. About the Advisory Board**
- 4. The role of the chair and person specification**
- 5. The selection process**

## 1. Making an application

Thank you for your interest in the appointment of chair to the *More than just words* Advisory Board (the Board). The Board is being established to monitor progress with the [More than just words plan 2022-27](#) (the plan) published in August. The Board will be in place for a minimum of 5 years.

This document provides candidates with information on the *More than just words* plan 2022-27, as well as details on the roles and responsibilities of the chair and selection process. To make an application please visit the Welsh Government public appointment website here <https://cymru-wales.tal.net/vx/lang-en-GB/mobile-0/appcentre-3/brand2/candidate/jobboard/vacancy/7/adv/>.

To apply for this role, click on the *More than just words* chair vacancy and click on 'Apply' at the bottom left hand corner. The first time you apply for a post, you will need to complete a registration form for the Welsh Government's online application system. You will only need to register once, and you will be able to keep yourself updated on the progress of your application, and any other applications you make, via your registered account. Once you've registered, you'll be able to access the application form. To apply you will need to upload a personal statement to the 'Reasons for applying' section of the online application form.

### Personal Statement

The personal statement is your opportunity to 1) outline why you have applied for the role and the benefits you could bring to the *More than just words* Advisory Board, 2) demonstrate how you meet the criteria set out in the person specification, and 3) outline how you could lead and drive forward the work of the *More than just words* Advisory Board. How you choose to present the information is up to you. However, you should aim to provide detailed examples that demonstrate how your knowledge and experience matches each of the criteria, and which describe what your role was in achieving a specific result. It will also benefit the selection panel if you can be clear which particular evidence you provide relates to which criteria.

Providing separate paragraphs in relation to each criterion is common practice. Please limit your personal statement to two pages. Your application may be rejected if you exceed this limit.

### Indicative timetable

Closing date: 28 April 2023  
Panel sift: Mid May 2023

### Diversity Statement

Welsh Government believes that public bodies should have board members who reflect Welsh society - people from all walks of life - to help them understand people's needs and make better decisions. This is why the Welsh Government is encouraging a wide and diverse range of individuals to apply for appointments to public bodies.

Applications are particularly welcome from all under-represented groups including women, people under 30 years of age, black, Asian and minority ethnic people, disabled people, lesbian, gay, bisexual and transgender people.

The Welsh Government operates a Positive about Disabled People scheme and welcome applications from people with disabilities.

### **Contacts:**

For further information regarding the selection process, please contact:

Public Appointments, Public Bodies Unit

Email: [publicappointments@gov.wales](mailto:publicappointments@gov.wales)

For further information regarding the role of the Advisory Board and the role of members please contact: Ann Lyn Robinson, Welsh Language Policy Unit Health & Social Care, Welsh Government Email: [ann.robinson@gov.wales](mailto:ann.robinson@gov.wales)

If you need any further assistance in applying for this role, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales).

For further information about Public Appointments in Wales, please visit [www.gov.wales/publicappointments](http://www.gov.wales/publicappointments)

## **2. More about *More than just words***

*More than just words* is the Welsh Government's strategic framework for the Welsh language in health and social care. Despite efforts to strengthen Welsh language provision in health and social care services, there have been inconsistencies in progress and variation in both availability and quality of Welsh language services.

The Minister for Health and Social Services therefore established a task and finish group to develop an ambitious 5-year plan to address key issues and a new *More than just words* plan 2022-27 (the plan) was published on 2 August 2022. Its aim is to support Welsh speakers to receive care in their first language. Launching the plan, Health and Social Services Minister Eluned Morgan AM said, "When people are receiving or trying to access care, it is usually when they are at their most vulnerable, so being comfortable in their own language is important".

According to research, for many Welsh speakers, being able to access services in Welsh significantly improved their overall experience and, in many cases, improved their health and wellbeing outcomes. It also showed people often found it difficult to access services in Welsh and were reluctant to ask when Welsh language services were not offered.

At the core of the strategy is the principle of the Active Offer. It places a responsibility on health and social care providers to offer services in Welsh, rather than on the patient or service user to have to request them.

The plan developed by the task & finish group, following an independent evaluation of the first *More than just words* five-year plan includes the following priorities:

- Mainstreaming the Welsh language and strengthening system leadership and accountability at all levels
- Increasing focus on workforce planning, commissioning and training
- Ensure digital systems embed the principles of bilingualism
- Primary care
- Sharing best practice and an enabling approach

The vision for the plan is for Cymraeg to belong and be embedded in health and social care services across Wales. Realising this vision is the responsibility of everyone in their respective fields and roles so that individuals receive care that meets their language needs, leading to better outcomes, without having to ask for it.

Professional standards in health and social care services note that effective communication is a key requirement, highlighting the need to maintain dignity and respect.

This is in the context of the Welsh language strategy [Cymraeg 2050](#) which sets out Welsh Government's vision for reaching a million speakers and increasing the use of Welsh by 2050.

### **3. About the Advisory Board**

The Advisory Board replaces the Welsh Language in Health and Social Care Partnership Board that has provided oversight on progress over the past five years.

The *More than just words* Advisory Board will comprise a Chair and up to 8 members.

The role of the Advisory Board is to support the development and delivery of the *More than just words* plan through robust advice and challenge, ensuring that stakeholder interests are considered in a balanced way, at a strategic whole-programme level. The board will:

- advise on how the *More than just words* project is making a system level impact by monitoring and scrutinising progress against the actions in the *More than just words* plan 2022-27, to ensure the key aims and targets are being met. This includes providing advice and scrutiny based on members' own areas of expertise
- prepare an annual report for the Minister for Health and Social Services on progress and make recommendations where further progress is required.
- advise on and support wider engagement with the public and patients to ensure the voice of individuals accessing health and social care services is heard.

- identify and share best practice, in policy development and service provision, ensuring that it is translated into improvements to bilingual service provision that is shared across the sectors.
- advise on audit and evaluation requirements to provide independent assessments on progress with actions in the plan.

We are looking for individuals who understand the importance of providing health and social care services in Welsh without people having to ask for it.

Welsh Government is committed to ensuring that the diversity of its Board is representative of Wales, its communities and its bilingual profile. The subject matter of this appointment means that we are looking to recruit a chair with Welsh as an **essential** requirement.

#### Welsh **essential** skills requirements

- Understanding: Can understand all work-related conversations
- Reading: Can read most work-related material
- Speaking: Fluent
- Writing: Can prepare most written work in Welsh

#### **Partners the Board will work with**

The Board will work with a range of partners across health and social care bodies and those responsible for promoting the Welsh language.

## **4. Role of chair and person specification**

#### Role of chair

- The chair will report to the Minister for Health and Social Services on progress against the actions in the More than just words plan 2022-27(the plan).
- The chair is expected to ensure the Board provides effective scrutiny of progress against the actions in the plan.
- We are looking for an individual who will develop strong and effective relationships with the Board and support members in delivering the remit of the Board.
- Ensure the provision of accurate, timely and clear information to the Board and to the Minister for Health and Social Services.
- We would welcome applications from practitioners in health and social care who understand the importance of the Welsh language to the experience of the care that patients receive (dignity compassion etc) but also to the quality of care they receive (effectiveness of assessment, treatment etc) and therefore the health outcomes of the patient.
- The chair and members are appointed as individual experts and are expected to balance their representative role with the wider 'whole system' and 'all Wales'

remit of the Board, drawing on their personal insight and experience to support effective delivery of the *More than just words* plan.

- The chair is expected to regularly review the role, membership and progress of the Board against its remit.
- The chair is expected to act as an ambassador and advocate for the *More than just words* framework, particularly through promoting the ambitions and approach set out in our Welsh Language strategy: Cymraeg 2050 to their personal networks and within their own organisation and communities
- Be prepared to commit the time necessary for regular attendance at meetings and prepare thoroughly for those meetings.
- Be prepared to attend member development events
- Sharing expertise and lived experience, challenging the status quo and suggesting solutions.

#### Person specification

In your application, you will be expected to demonstrate the following essential criteria:

1. an understanding of and empathy towards the importance of the provision of the Welsh language in health and social care.
2. to use your own area of expertise to help the advisory board to drive forward change required to improve Welsh language provision in health and social care
3. the ability to read, analyse documents and contribute to discussions at a strategic level.
4. effective communication, displaying the ability to listen, influence and challenge constructively and make a practical difference
- 5 the ability to build effective relationships and work as part of a team, fostering trust and confidence in colleagues and ministers.
6. to provide, and encourage others to provide, independent challenge and scrutiny whilst maintaining constructive relationships
7. a commitment to increasing diversity and promoting inclusion and equality, identifying and challenging discriminatory practices.
8. a capacity to be independent and resilient.
9. a commitment to Nolan's 'Seven Principles of Public Life and the additional principles outlined in 'The Conduct of Members (Principles) (Wales) Order 2001'.

## **Key facts about the post**

### **Location:**

Board meetings, which will be held quarterly, will predominantly take place virtually however we will aim for at least one meeting a year to be held face to face at venues throughout Wales. As part of a reasonable adjustment, consideration will be given to requests for members wishing to contribute remotely to face to face meetings.

### **Time Commitment:**

At least 5 days. 4 meetings per year plus one development day in 2023.

### **Term of office:**

The term of office for your appointment will be for 5 years.

### **Remuneration**

Board members are not employees of the Welsh Government and will serve in a voluntary, unpaid capacity. Travel and subsistence expenses you incur in attending meetings will be reimbursed by the Welsh Government at the rate currently applying to members of Government Committees. Childcare and other dependent expenses may be paid, on production of receipts, for additional costs incurred as a direct consequence of duties performed in the capacity of your work for the Board.

### **Conflict of interests**

You will be asked to declare any private interests which may, or may be perceived to, conflict with the role and responsibilities as a member of the Advisory Board, including any business interests and positions of authority outside of the role of the Advisory Board.

### **Due Diligence**

Welsh Government Public Bodies Unit will undertake due diligence checks on all candidates considered appointable. This will include, but not necessarily be limited to social media and Internet searches.

### **Standards in public life**

You will be expected to demonstrate high standards of corporate and personal conduct. All successful candidates will be asked to subscribe to the Code of Conduct for Board Members of Public Bodies, you can access this document at:

[Code of conduct for board members of public bodies - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/code-of-conduct-for-board-members-of-public-bodies)

Applications are welcomed and encouraged from all groups and we ensure that no eligible candidate for public office receives less favourable treatment on the grounds of age, disability, gender, marital status, sexual orientation, gender reassignment, race, religion or belief, or pregnancy and maternity. The principles of fair and open competition will apply and appointments will be made on merit.

For further details and to apply go to <https://gov.wales/public-appointments> or for queries contact email [publicappointments@gov.wales](mailto:publicappointments@gov.wales).



The closing date for receipt of applications is 28 April 2023. Application forms received after this date will not be considered.

A large print, Braille or audio version of this advert can be obtained by request from 03000255454.

## **5. The selection process**

A selection panel will assess candidates' personal statements who it believes best meet the criteria for the roles. The panel will rely only on the information you provide in your personal statement to assess whether you have the skills and experience required. Please ensure that you provide evidence to support how you meet all of the essential criteria.

The selection panel will be chaired by Sioned Rees Welsh Government and will also comprise Dyfed Rowlands, Welsh Language Policy Unit and Bethan Griffiths as an independent panel member.

We anticipate that by end of May 2023 the panel will have decided who will be invited to join the Board. The panel will select the strongest applicants who it feels have demonstrated that they best meet the criteria set out in the person specification.

You will receive email communication from the Welsh Government online recruitment system to let you know whether or not you have been invited to be a member.

Candidates who the panel believe are 'appointable', will be recommended to Ministers who will make the final decision.

Candidates who have been recommended to the Minister will be kept informed of progress. If you are successful, you will receive a letter appointing you as member of the More than just words Advisory Board, which will confirm the terms on which the appointment is offered. If you are unsuccessful, you will be notified by the Welsh Government.

### **Queries**

For queries about your application, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales)

If you are not completely satisfied Welsh Government will aim to process all applications as quickly as possible and to treat all applicants with courtesy. If you have any complaints about the way your application has been handled, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales).