

More than just Words and the Active Offer

What is the Active Offer?

'Providing a service in Welsh without someone having to ask for it.'

The Active Offer is one of the key principles of 'More than just words...', a strategic framework designed for health, social services and social care that was issued by the Welsh Government to support Welsh services in these fields.

Who has the strongest need for the Active Offer?

Children and young people

Older people

People with learning disabilities

Mental health service users

Dementia services

Stroke services

Speech and language therapy services

Why these groups?

In the context of health and social services, many service users are very vulnerable or anxious and therefore expecting them to ask to receive their health or social services in Welsh is unfair. They should be able to receive their services in their mother-tongue without having to ask for it.

Is the Active Offer essential?

Organisations across the third sector and beyond have a responsibility to comply with legal and statutory requirements of the **Welsh Language (Wales) Measure 2011** that focuses on creating standards and rights being established that will ensure Welsh speakers can receive services in Welsh.

How advantageous is the Active Offer?

It's important to remember and always consider the fact that commitment to the Active Offer reflects an organisations commitment to its service users and volunteers. And with this commitment, organisations can receive further funding and support from its community.

The Active Offer means creating a change of culture that takes the responsibility away from the individual and places the responsibility on service providers.

It's crucial to not make the assumption that all Welsh speakers speak English anyway!