



WELSH LANGUAGE POLICY

Supporting our Welsh-speaking customers



LLOYDS BANK

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We have created a single, unified brand that puts our customers first. This policy outlines the bilingual support we provide for our Welsh-speaking customers.

Welsh-speaking staff

Our colleagues are very much part of their local community, so in areas where Welsh is widely spoken, you'll usually find Welsh-speaking colleagues in branch too. The Iaith Gwaith (Working Welsh) logo on their name badges makes them easy to identify.



Telephony and correspondence

We welcome calls in Welsh to our general Telephone Banking service. From there, callers who want to speak Welsh are either transferred to a dedicated Welsh line or given the number so that they can dial in themselves. The number of the Welsh line is 0345 072 8003.

Colleagues on the Welsh line answer calls with a short greeting and an offer of help in Welsh to make it clear to callers that they are welcome to speak Welsh. If this number is busy or when this line is closed, callers are offered the option of talking to an English-speaking colleague rather than waiting.

We welcome letters in Welsh and we reply in Welsh too.

Translation services

For all our translations from English to Welsh, we use a specialist translation agency which is approved and accredited by The Association of Welsh Translators and Interpreters.



Branch signage

We have a variety of signage in both Welsh and English in all our branches in Wales. Welsh and English are of equal prominence.

Signage includes:

- notices that face outside the branch – branch nameplates, and opening hours, no smoking and security signs
- signs inside the branch that help customers find their way around
- navigational signage to help customers locate Cashpoint® machines and Immediate Deposit Machines
- permanent marketing display units
- welcome desks

Promotional material

Our marketing posters are available in English or in Welsh and we try to ensure a mix is displayed where window space and the number of internal promotion units allow.

For instance, if there's only one window unit, the external-facing poster is in English and the internal-facing one is in Welsh. With two windows, the display is reversed in the second window. If there's only one internal marketing unit, the poster is in English. If the branch has a second unit, this displays a poster in Welsh.

Our campaign leaflets are translated into Welsh and supplied as a PDF for local printing. And when campaign leaflets are distributed by hand, for example over the counter or at an event, customers are asked which version they'd prefer.

Cashpoint® machine and Immediate Deposit Machine facilities

All our Cashpoint® machines and Immediate Deposit Machines in Wales allow customers to select screens in Welsh or English.

Cheque books and paying-in books

Bilingual versions of both are available for customers.

This policy sets out our current commitment to using the Welsh language and will be reviewed over time.

If you have any comments about the policy, please speak to your local branch.



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Visit your local branch

Please contact us if you'd like this in Braille, large print or on audio tape.

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