



North Ayrshire Council
Comhairle Siorrachd Àir a Tuath

North Ayrshire Council GAELIC LANGUAGE PLAN

2014-2019

This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and was approved by Bòrd na Gàidhlig on 11TH June 2014.

FOREWORD

North Ayrshire Council has been actively involved in supporting the Gaelic language and culture for over 20 years. As a local authority which serves a diverse range of cultures, we are committed to developing our Gaelic provision and North Ayrshire Council will join over 50 other public bodies in producing their own Gaelic Language Plan.

The aim of the Gaelic Language (Scotland) Act is to secure the status of Gaelic as an official language of Scotland commanding equal respect to the English language. Our Gaelic Language Plan explains how we will promote and use Gaelic within our work and throughout North Ayrshire. It affects all Council services and a range of departments have been working together in its development. The public and our external partners were able to share their views about our proposal before the Plan is finalised through a series of consultation events and an online survey.

We have recently audited our provision for Early Years, Gaelic Cultural provision and Adult Learning and held discussions with communities about our approach of basic language acquisition through awareness-raising of Scottish culture and history, information and awareness sessions for parents, musical tuition and Scottish dance instruction. In addition the Gaelic language skills of our workforce have also been audited.

We have a good basis for growth as there is considerable enthusiasm for participation in Gaelic cultural events such as the annual fèis, clàrsach, accordion and fiddle playing, poetry, art and song. North Ayrshire Council is committed to supporting the aspirations of the Gaelic Language Plan and being proactive in implementing them in a proportionate way.

There is much to be proud of: the work with Early Years groups on Arran supporting language acquisition, Gaelic Bookbug and information sessions for parents; building Gaelic language and culture within Curriculum for Excellence in our place names “Baile mòr agus Baile beag” project and using our partnerships with Scottish Opera and the Arran Theatre and Arts Trust to deliver Gaelic based learning through cultural activities.

The strong tradition of Gaelic language provision and the recent discussions with communities provide a firm foundation for the first Gaelic Language Plan, which shows our confidence that we will be successful in developing and promoting Gaelic throughout North Ayrshire.

Elma Murray
Chief Executive
North Ayrshire Council

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Summary

North Ayrshire Council recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. North Ayrshire Council is committed to the objectives set out in the *National Gaelic Language Plan* and is working with communities and partners to put in place the necessary structures and initiatives to ensure that Gaelic has a sustainable future in Scotland.

North Ayrshire Council understands that the position of Gaelic is extremely fragile and this is reflected in fewer than the national average number¹ of Gaelic speakers in our area. We will work together with communities and partners to ensure that we encourage interest in Gaelic culture and promote the increased acquisition and use of language in ways which are proportionate, sustainable and proactive.

This document is North Ayrshire Council's Gaelic Language Plan prepared within the framework of the Gaelic Language (Scotland) Act 2005. It sets out how we will use Gaelic in the operation of our functions, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop Gaelic. We will work together with Bòrd na Gàidhlig, Community Planning Partners and our communities to raise the profile and use of Gaelic in North Ayrshire daily life. Our aspiration is that this will contribute to delivery of the *National Gaelic Language Plan* and contribute towards the safeguarding of Gaelic for Scotland's future generations.

North Ayrshire Council's Gaelic Language Plan has been prepared in accordance with statutory criteria set out in the 2005 Act, and having regard to the *National Gaelic Language Plan* and the *Guidance on the Development of Gaelic Language Plans*.

¹ 0.51% as against 1.1%

Structure of the Gaelic Language Plan

The key components of our Gaelic Language Plan are:

Chapter 1 – Introduction

This chapter provides the background and context relating to the preparation of Gaelic Language Plans under the 2005 Act and the structure of North Ayrshire Council's main areas of operation. It also provides a summary of the demography of the Gaelic language and Gaelic community activity within the authority's area, based on our most recent audit in August 2013.

Chapter 2 – Core Commitments

This chapter sets out how North Ayrshire Council will use, and enable the use of Gaelic in relation to our main business functions. It covers key areas of operation such as corporate identity, signage, communication with the public and the use of Gaelic on our website. This chapter sets out *the minimum level* of Gaelic language provision to which we are committed to providing in the lifetime of the Plan.

Chapter 3 – Policy Implications for Gaelic: implementing the National Gaelic Language Plan

This chapter sets out how North Ayrshire Council will help implement the *National Gaelic Language Plan*. It also shows how we intend promoting the use of Gaelic in service planning and delivery.

Chapter 4 – Implementation and Monitoring

This chapter sets out how the implementation of our Gaelic Language Plan will be taken forward, and how implementation and outcomes will be monitored.

CHAPTER 1 - INTRODUCTION

Setting the Context for Developing Gaelic Language Plans

The Gaelic Language (Scotland) Act 2005 was passed by the Scottish Parliament with a view to securing the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language.

One of the key features of the 2005 Act is the provision enabling Bòrd na Gàidhlig to require public authority to prepare Gaelic Language Plans. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic by raising its status and profile and creating practical opportunities for its use.

The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties. North Ayrshire Council has consulted publicly on the draft of its Gaelic Language Plan in 2014 and has taken into account representations made to it during the consultation process.

Approval of North Ayrshire Council Gaelic Language Plan:

North Ayrshire Council's Gaelic Language Plan was submitted to Bòrd na Gàidhlig for approval on 28th February 2014.

Overview of the functions of North Ayrshire Council and the use of Gaelic within our area of operation

1. North Ayrshire

North Ayrshire Council is a medium sized local authority on the west coast of Scotland serving a population of 138,200 (2011 Census). The local authority area is divided between the mainland and two islands – Arran and Cumbrae. The main centres of population include Ardrossan, Beith, Brodick, Dalry, Irvine, Largs, Millport, Kilwinning, Saltcoats, Stevenston and West Kilbride.

North Ayrshire is unique, beautiful and varied; a microcosm of Scotland at its best. With its rugged coastline, superb beaches and the dramatic island of Arran and the Cumbraes, it is proud of its landscape, culture and heritage. Tourism is an important feature of the area and ancient ruined castles, the historic attractions of Kilwinning Abbey Tower and the North Ayrshire Heritage Centre and traditional festivals such as Marymass, the annual fèis and the Largs Viking Festival link the community with their heritage and create a strong sense of place. Gaelic heritage and culture forms an important part of this through language, customs, stories, ideas, music and traditions.

The population is forecast to decline by around 10,000 overall due to an increase in net out-migration, in particular of young people. According to the Scottish Index of Multiple Deprivation 17.9% of the population of North Ayrshire is income deprived, the most deprived of which is Ardrossan Central, compared to a national level of 13.4%. The latest figures from End Child Poverty show 25% of children in North Ayrshire are in poverty.

2. North Ayrshire Council

North Ayrshire Council is one of 32 Scottish local authorities established by The Local Government (Scotland) Act 1994. North Ayrshire Council was formed on 1st April 1996 and is the successor to Cunninghame District Council. It is responsible for the delivery of education, social services, culture and community services, roads, waste management, economic development, planning, housing, environmental health, and emergency planning

North Ayrshire Council has 30 Councillors, each representing one of eight Multi Member electoral wards. Each electoral ward in North Ayrshire has either 3 or 4 Councillors. Our current Councillors were elected at the Scottish Local Government Elections held on 3 May 2012. The Council consists of 12 Scottish National Party (SNP) Councillors, 11 Scottish Labour Party Councillors, 1 Conservative & Unionist Councillor, and 6 Independent Councillors. The decision and policy making body for the Council is the Cabinet. The work of the Cabinet is monitored by the Scrutiny and Petitions Committee. The Council has a series of other committees which consider aspects of Council business. These are:

Appeals Committee

Area Committees for:

- Ardrossan and Arran, Saltcoats and Stevenston Area
- Garnock Valley and West Kilbride Area
- Irvine Area
- Kilwinning Area
- North Coast Area

Audit Committee

Licensing Committee

Local Development Plan Committee

Local Review Body

Planning Committee

Police and Fire & Rescue Committee

Staffing and Recruitment Committee

Two new Advisory Panels have recently been established:

Physical Environment Advisory Panel

Community and Lifelong Learning Advisory Panel

The net annual expenditure of the Council is just over £332.4 million, a saving of £32 million since 2010/11. We employ approximately 6500 people in the following services:

Democratic and Administration Services;

Education and Skills;

Social Services and Health;

Finance and Corporate Support; and

Development and Environment.

The Council leads the North Ayrshire Community Planning Partnership. Its Single Outcome Agreement is the foundation for effective partnership working and sets out our ambitions for North Ayrshire; this contributes to the Scottish Government's sixteen national outcomes. The Single Outcome Agreement 2013-2017 includes clear, agreed outcomes, indicators and targets for which all partners are jointly accountable. The 'golden thread' links high level objectives through to what individual employees do in their daily work.

The North Ayrshire Council Plan 2012-2017 sets out an ambitious vision *North Ayrshire – the place to be*. It is based on four core objectives: regeneration; people and communities; aspirations and ambitions; and improving services. The Council faces considerable challenges to attract jobs, increase inward migration, raise educational attainment, modernise services and increase aspirations; all within a very challenging economic climate. It has an ambitious Change Programme and works with its partners on the Economic Development Regeneration Board to deliver its ambitions for sustainable growth and development. The Council has a strong commitment to increasing capacity in its communities as well as within its services and is increasing its use of self-evaluation and assessment. It achieved the Quality Scotland's Committed to Excellence in June 2012 and is working on a PSIF evaluation as the next step towards a Recognised for Excellence submission.

3. Gaelic within North Ayrshire

Gaelic usage is evidenced in the wide distribution of Gaelic origin place names. For example:

Arainn – Arran;
Cumaradh - Cumbrae;
Àird Rosain - Ardrossan;
Dàil Ruigh - Dalry;
An Leargaidh Ghallda - Largs;
Cill Bhreannain – Kilbirnie;
Cill Dingean - Kilwinning; and
Cille Bhrìghde an Iar – West Kilbride.

Arran had indigenous Gaelic speakers within living memory. The 2011 Census gives the most recent picture of Gaelic skills, with 0.8% of the population registering Gaelic skills. Public interest in Gaelic language learning opportunities is spread across the area.

North Ayrshire Council will use the Gaelic Language Plan consultation to start its conversation with communities to establish the potential for the growth and development of Gaelic language in the area. The following sections set out the current opportunities and these provide a good foundation on which to build, including an active Gaelic Forum, imaginative work in culture, heritage and music and language development with early years. We will continue to raise the visibility of Gaelic in our key buildings and our commitment has started with the hoardings around the Town House building site and the new signs within the Greenwood Conference Centre.

4. Gaelic Development in North Ayrshire

North Ayrshire Council has been actively involved in supporting the Gaelic language and culture for over 20 years. As a local authority which serves a diverse range of cultures, we are committed to developing and supporting our Gaelic learners. The number of Gaelic learners and speakers resident in our area form a small but important part of the social fabric of North Ayrshire.

The Gaelic Learning Strategy sets out a plan for supporting Gaelic language provision. The work developing the Gaelic Language Plan has already helped to establish the potential for developing the use of Gaelic and to start a conversation with the public about the ways in which proportionate capacity building can take place over time.

We have recently audited our provision for Early Years, Gaelic Cultural provision and Adult Learning. In addition we carried out 3 separate evaluation methods to inform our 2014-2019 Gaelic provision, including extensive discussions in communities.

Applications have been made to fund a Gaelic Development Officer to work with communities and Council staff to take forward aspects of delivery such as the Gaelic Language in Primary Schools and Gaelic language learning. Their ability to read, write and speak fluent Gaelic will be an essential skill.

4.1 Gaelic Medium Education

North Ayrshire Council does not have a policy about actively promoting Gaelic Medium Education to parents. There is no GME or GLPS provision in North Ayrshire at present. The families of 5 North Ayrshire primary school pupils have expressed a desire for Gaelic Medium Education and they are being educated with other GME pupils, 3 in Inverclyde and 2 in Glasgow. Currently our corporate policy is to educate our pupils expressing an interest in GME, in partnership with Glasgow City Council, Inverclyde Council or East Ayrshire Council.

North Ayrshire Council continued its dialogue with communities about Gaelic Medium Education with an invitation to the Parent Councils to attend the draft Gaelic Language Plan consultation. Some attended the meetings to demonstrate their interest in GME. During the lifetime of the Gaelic Language Plan a new consultation about the provision of Gaelic Medium Education will be held. Head Teachers, Parent Councils and parents will be asked for their views about Gaelic Medium Education and the potential for development, for example through the 1+2 initiative. It is important to develop progression routes from the work in early years and make these clear for parents who wish to have their children educated through the medium of Gaelic. As a result, there may be a need to review the partnership provision of GME with neighbouring councils. Depending on the outcome it may be useful to develop service level agreements to formalise and publicise the GME pathways. The discussions may evidence a significant increase in interest in GME and the Council would then explore how funding and staff recruitment issues could be resolved to offer GME more locally.

Gaelic awareness is already included in cultural and educational provision and there will be further exploration to establish how learning opportunities can be offered in primary and secondary schools through Curriculum for Excellence and in Community and Culture-led activities.

4.2 Early Years

The Gaelic Speaking Early Years Practitioner continues to work on Arran supporting language acquisition, Gaelic Bookbug and information sessions for parents. Partnerships with Scottish Opera and the Arran Theatre and Arts Trust have contributed to Gaelic learning through cultural activities; the former resulted in teachers' CPD leading to over 40 performances in schools and the latter will form an oral/web based Gaelic Heritage Trail on the island. The Gaelic early years' introductory programme on Arran will be continued with 6 providers involved. We will further strengthen the successful early intervention work with schools and nurseries through the Gaelic Speaking Early Years Practitioner on Arran and encourage continued language development in the community.

North Ayrshire Council is building Gaelic language and culture within the Curriculum for Excellence partnership, by further developing our “Baile mòr agus Baile beag” a multi form project allowing North Ayrshire pupils to engage with the Gaelic roots of the towns and settlements of the authority through the origins of the place names. Local schools will explore basic vocabulary that commonly, occurs in our surrounding local area. There will be full day workshops with multidisciplinary tutors with a Gaelic background in painting, singing and poetry. This work will be consolidated with film workshops integrating the previous sessions into animations.

The workshops will set the stage for longer term language classes, particularly within the early years phase. The service will seek to assist non-Gaelic speaking parents to acquire skills in the language by arranging appropriate family learning classes to support the early years delivery.

North Ayrshire Council recognises that our early years work needs to be extended. The Scottish Government has provided £50,000 to build on its good record of developing an exciting programme of Gaelic language acquisition with early years. The investment will be used by North Ayrshire Council to offer early years and other classes at the renovated historic Town House in Irvine. The funding will help provide Gaelic Bookbug, a popular and highly enjoyable family learning approach and parents will be able to find out more about Gaelic language and culture to support their children as they learn. The Town House will provide a focus for Gaelic culture, heritage and language in central Irvine.

We will use the Gaelic Language Plan consultation to explore demand for Gaelic in the early years on the mainland and how skills of the Arran-based Gaelic Speaking Early Years Practitioner or other providers could be shared more widely, through Glow, or in primary schools on the mainland with the assistance of external funding.

4.3 Community Learning and Development

Recent changes to the level of Gaelic Specific Grant and within the Council's Community Development Team has led to a consultation with communities about the current provision of basic language acquisition through awareness raising of Scottish culture and history, information and awareness sessions for parents, musical tuition and Scottish dance instruction.

We only have a small number of Gaelic-speaking tutors living in our area and know that, for our Plan to be successful, we need to work with the communities and strengthen our tutor training programme. Our tutors are motivated and competent speakers but mostly with no formal language training. We have to ensure that our tutors are enabled to deliver at the highest levels for our ambitions to support Gaelic to be sustainable and to offer progression routes for our learners.

North Ayrshire Council has extensive experience in promoting Gaelic Culture, by increasing the range of Celtic cultural experiences including an annual fèis, clàrsach accordion and fiddle playing, poetry, Celtic art, singing and storytelling, bilingual history events in community centres and libraries.

A Community Development survey of Gaelic learners in communities was carried out in 2012 and 59 people took part², 39 women and 17 men. This is a summary of the findings:

Current ability	Gaelic spoken fluency	Gaelic reading skills	Gaelic writing skills
Beginners	16	15	19
Lower intermediate	24	22	24
Upper intermediate	14	14	11
Advanced/Fluent	4	6	3

Only one participant was taking part in learning not provided by NAC and another person was the only respondent who did not rate Gaelic as quite or very important. One respondent had children in GME. Learning delivery was scattered across 11 communities. There were a variety of responses from learners when asked about what their preferences were for the organisation of classes with 16 preferring in the 2 hour evening class but many of the respondents indicated their flexibility by selecting variety of options – daytime course, informal, conversational Gaelic, weekends, weekday lunchtimes, residential and self-directed study.

4.4 Gaelic and our Partners

There is a long-established Gaelic Forum which has been active for many years in promoting Gaelic language classes, Gaelic cultural activities and providing information. They are an important partner in the review of our Gaelic Learner Education, which will be informed by the 2013 Community Development consultation. Gaelic provision varies in Ayrshire and discussions have taken place with our partner authorities to explore where we can work together to improve engagement with Gaelic and in the provision of Gaelic Medium Education, so that our response in our Gaelic Language Plan is proactive but proportionate in economically challenging times.

4.5 Libraries

North Ayrshire Libraries have invested in a substantial collection of Gaelic books for all levels. They are regularly promoted and currently hosted at Irvine and Beith Libraries but are available for request and collection at the nearest Council Library. Gaelic language courses are also available to borrow materials and have them delivered to a library of your choice, using the library mobile phone app. Around 600 items are borrowed each year. The Gaelic learners help the library staff select new Gaelic materials for libraries and, whilst this is a continual process, an annual review of Gaelic materials will be embedded in the library's Collection Development Policy.

4.6 Staff Skills

There are currently no posts within the organisation where the use of Gaelic is a designated responsibility or desired requirement. An audit of staff skills was

² Not everyone completed each section

launched as part of the development of the Gaelic Language Plan. We received 215 responses and now understand the capacity of our own Gaelic Language skills.

Current ability	Gaelic understanding	Gaelic spoken fluency	Gaelic reading skills
Beginners	36	28	31
Lower intermediate	5	3	4
Upper intermediate	0	0	2
Advanced/Fluent	3	3	3

In further research, 11 members of staff responded that they use Gaelic with customers at least once a year. Interest in learning Gaelic was expressed by 76 members of staff, 2 staff are current learners and 5 responded that they are happy with their fluency. This provides a strong basis for development and, in discussions with Bòrd na Gàidhlig, it is proposed to develop an e-learning package for staff. Developing the staff capacity will be one of the fundamental parts of the Gaelic Language Plan.

In a recent Gaelic Awareness session for staff 100% of those attending agreed that they felt Gaelic awareness is relevant to their current and future work. Comments included, 'I can now appreciate why we are including Gaelic in future initiatives rather than doing it because that is the Council's plan' and, 'It has sparked an interest in Gaelic awareness; I look forward to seeing North Ayrshire's plan and ways in which I can be involved.'

CHAPTER 2 - CORE COMMITMENTS

North Ayrshire Council recognises the importance of the National Gaelic Language Plan and gives its commitment to extending the visibility of Gaelic, increasing its status and demonstrating equal respect for English and Gaelic for all services and facilities and will be actively offered. The North Ayrshire Council Gaelic Language Plan sets out the first steps for services.

In its statutory Guidance on the Development of Gaelic Language Plans, Bòrd na Gàidhlig notes that creating the right environment for the use of Gaelic in public life is one of the key components of language regeneration. The Bòrd has identified four core areas of service delivery that it wishes public authorities to address when preparing Gaelic Language Plans:

Identity:	Corporate identity Signage
Communications:	Reception Telephone Mail and e-mail Forms Public meetings Complaints procedures
Publications:	Public relations and media Printed material Websites Exhibitions
Staffing:	Training Language learning Recruitment Advertising

This section of the plan will detail North Ayrshire Council's core commitments in relation to the Bòrd's "Guidance on the Development of Gaelic Language Plans".

Each commitment is set out as follows:

1. Information on current practice
2. Key areas of development
3. Targets
4. Timescale
5. Lead Officer

Section 1 - Identity

The presence of Gaelic in the corporate identity and signs of a public authority greatly enhances the visibility of the language, increases its status and makes an important statement about how Gaelic is valued and how it is given recognition. Developing the use of Gaelic through signage can also enrich the vocabulary of Gaelic users, raise public awareness of the language and contribute to its development.

North Ayrshire Council recognises the importance of extending the visibility of Gaelic and increasing its status.

Development Function	Actions	Lead	Timescale
<i>Corporate Identity:</i>			
Current practice	North Ayrshire Council does not have a policy about the use of Gaelic in its corporate identity and does not currently include any Gaelic with its corporate identity.		
Key areas of development	Develop a policy about the use of Gaelic in NAC corporate identity based on the principle of equal respect for Gaelic and English, and with the aim of mainstreaming the Gaelic language as part of the Council's corporate identity.	Democratic and Administration Services	Year 1
	Render the corporate logo bilingual (Gaelic and English) demonstrating equal respect for the languages and roll-out accordingly across the authority, on a replacement basis.	Democratic and Administration Services	On replacement
	Promote Gaelic through awareness raising events for staff and elected members and public consultation events.	Education and Skills	From Year 1
	Introduce some bilingual content to the Council website and develop content about the Gaelic Language Plan, Gaelic Learner Education, Gaelic Medium Education and Gaelic cultural events in North Ayrshire for the Council website.	Finance and Corporate Support	From Year 1

	Introduce Gaelic in stationery when it is being reprinted.	Finance and Corporate Support	On replacement
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Development Function	Actions	Lead	Timescale
Signage (internal and external):			
Current practice	North Ayrshire Council does not have a policy about the use of Gaelic in its signage and does not currently include any Gaelic with its corporate signage.		
Key areas of development	North Ayrshire Council will demonstrate equal respect for English and Gaelic where Gaelic is incorporated into external and interior signage.	Development and Environment	From Year 1
	Introduce Gaelic into the exterior signage for example North Ayrshire Council/Comhairle Siorrachd Àir a Tuath in corporate HQ, customer services' HQ and other corporate buildings where Gaelic is used.	Development and Environment	On replacement/refurbishment/new buildings
	Introduce Gaelic into the interior signage, for example Welcome/Fàilte, in corporate HQ, key buildings, such as customer services' HQ other corporate buildings where Gaelic is used.	Development and Environment	On replacement/refurbishment/new buildings
	Introduce Gaelic to threshold road signs on replacement	Development and Environment	From Year 1

Section 2 – Communications

The use of Gaelic at the initial point of contact that members of the public have with a public authority increases the visible and audible presence of the language, and contributes to the sense that Gaelic is welcome. In addition to raising the profile of the language, it also creates opportunities for the practical use of simple greetings and encourages members of the public to use Gaelic greetings in subsequent dealings with the public authority.

North Ayrshire Council recognises the importance of creating practical opportunities for the use of the Gaelic language and in contributing to the sense that its use is welcome and can be facilitated. The use of Gaelic in the Council’s communications will be proportionate in response to the outcomes of public consultation and developing the capacity of the council workforce to support its wider use.

North Ayrshire Council recognises the importance of creating opportunities for the practical use of Gaelic in a wide range of everyday situations and is committed to increasing its level of provision in this area.

Development Function	Actions	Lead	Timescale
<i>Reception:</i>			
Current practice	North Ayrshire Council does not make any Gaelic provision in reception areas.		
Key areas of development	Promote Gaelic through awareness raising events for reception staff.	Finance and Corporate Support	From Year 1
	Develop and roll-out Gaelic awareness training for reception staff, in the first instance, and widening this to other staff over the period of the Plan. This will be actively promoted through the Learning and Development Directory.	Finance and Corporate Support	From Year 1
	Identify staff across the council who would like to receive Gaelic language training.	Finance and Corporate Support	From Year 1

	Regularly promote and encourage staff to take up Gaelic language learning opportunities.	Finance and Corporate Support	From Year 1
	Introduce some bilingual content to the Council website and develop content about the Gaelic Language Plan, Gaelic Learner Education, Gaelic Medium Education and Gaelic cultural events in North Ayrshire for the Council website.	Finance and Corporate Support	From Year 1

Development Function	Actions	Lead	Timescale
Telephone:			
Current practice	North Ayrshire Council does not use Gaelic when answering telephone calls.		
Key areas of development	Promote Gaelic through awareness raising events for staff.	Finance and Corporate Support	From Year 1
	Develop and roll-out Gaelic awareness training for staff. This will be actively promoted through the Learning and Development Directory.	Finance and Corporate Support	From Year 1
	Identify staff who would like to receive Gaelic language training.	Finance and Corporate Support	From Year 1
	Regularly promote and encourage staff to take up Gaelic language learning opportunities.	Finance and Corporate Support	From Year 1

Development Function	Actions	Targets	Performance Indicators	Lead	Timescale
Mail and E-mail:					
Current practice	North Ayrshire Council Community and Culture staff use bilingual greetings in their email.				
Key areas of development	Promote the use of dual greeting and farewell in email signatures for senior staff, elected members and staff with a Gaelic remit.			Finance and Corporate Support	Year 1
	Promote the use of dual language job titles in email signatures.			Finance and Corporate Support	Year 2

Development Function	Actions	Targets	Performance Indicators	Lead	Timescale
Public Meetings:					
Current practice	North Ayrshire Council does not currently have a policy to include Gaelic in public meetings.				
Key areas of development	Identify staff across the council who would like to receive Gaelic language training in order to be able to welcome and close public meetings.			Finance and Corporate Support	Year 1
	Identify ways in which use of Gaelic in meetings where the subject matter relates to Gaelic language and where there is demand from Gaelic speakers can be facilitated and promote this.			Democratic and Administration Services	From Year 1

Development Function	Actions	Targets	Performance Indicators	Lead	Timescale
Complaints procedures:					
Current practice	North Ayrshire Council does not currently have a policy to include Gaelic in complaints procedures				
Key areas of development	Identify ways in which the use of Gaelic in complaints procedures, where there is demand from Gaelic speakers, can be facilitated and promote this.			Democratic and	From Year 5

		Administration Services	
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Section 3 – Publications

The use of Gaelic in a range of printed material can assist Gaelic development in a variety of ways. It helps increase the visibility of the language, it enhances Gaelic’s status by being used in high profile publications, and it can help develop new and enhance existing terminology. The use of Gaelic in the media helps enhance the visibility and status of the language. The use of Gaelic in the Council’s communications will be proportionate in response to the outcomes of public consultation and the capacity of the council workforce to support its wider use.

North Ayrshire Council is committed to increasing the use of Gaelic in a selection of high profile publications in addition to publications containing subject matter relating specifically to Gaelic issues.

Development Function	Actions	Lead	Timescale
<i>Public Relations and Media:</i>			
Current practice	North Ayrshire Council does not currently issue press releases in Gaelic.		
Key areas of development	Promote Gaelic activity and achievement to the media.	Democratic and Administrative Services	Ongoing
	Discuss interest in receiving Gaelic press releases with local media.	Democratic and Administrative Services	Year 2
	Promote Gaelic activity and achievement to the media.	Democratic and Administration Services	Ongoing

Development Function	Actions	Lead	Timescale
Printed Material:			
Current practice	North Ayrshire Council does not currently print material in Gaelic.		
Key areas of development	Provide and promote bilingual information about Gaelic Medium Education and Gaelic Learner Education.	Education and Skills/ Democratic and Administration Services	Year 1
	Review the inclusion of Gaelic in key corporate documents.	Democratic and Administration Services	Year 1
	Introduce the provision, use and promotion of bilingual corporate documents, which demonstrate equal respect for Gaelic and English.	Democratic and Administration Services	Year 1

Development Function	Actions	Lead	Timescale
Websites:			
Current practice	North Ayrshire Council does not provide information about Gaelic on the Council website.		
Key areas of development	Introduce some bilingual content to the Council website and develop content about the Gaelic Language Plan, Gaelic Learner Education, Gaelic Medium Education and Gaelic cultural events in North Ayrshire for the Council website.	Democratic and Administration Services	Year 1
	Link to the appropriate Gaelic websites.	Democratic and Administration Services	Year 1

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
<i>Exhibitions:</i>					
Current practice	North Ayrshire Council does not organise separate Gaelic exhibitions and incorporates Gaelic into its mainstream programme.				
Key areas of development	Continue to deliver a programme of exhibitions which integrates Gaelic.			Education and Skills	Year 1

Section 4 – Staffing

In order to deliver services through the medium of Gaelic, it is necessary to develop the requisite job skills and language skills of staff. The provision of language learning for staff helps promote adult Gaelic learning and promotes Gaelic as a useful skill in the workplace. The identification of jobs in which Gaelic is a designated skill will contribute greatly to the status of the language and to identifying it as a positive skill to acquire.

The use of Gaelic in advertising also helps recognise that Gaelic should be used in public life and that Gaelic users have an important role to play within a public authority. Whatever the level of Gaelic skills required it is important that authorities ensure that Gaelic is a genuine occupational requirement. Authorities should adopt and apply objective criteria to ensure appointments are made in each case on a fair and consistent basis, and reflect the identified skills needs of the post.

North Ayrshire Council is carrying out an audit of staff skills and, to date, have identified a number of Gaelic speakers. Developing the staff capacity will be one of the fundamental parts of the Gaelic Language Plan; however, the ability to promote the use of Gaelic in the Council's life is constrained and our approach will be to develop skills before raising public expectations of wider use.

North Ayrshire Council recognises the importance of seeing Gaelic as an important job skill and of identifying situations in which its use is essential or desirable. North Ayrshire Council also recognises the importance of enabling staff to develop their Gaelic skills if they wish to do so and depending on business needs.

Development Function	Actions	Lead	Timescale
<i>Recruitment:</i>			
Current practice	North Ayrshire Council does not currently have any posts where Gaelic is an occupational requirement.		
Key areas of development	Posts where the ability to speak, read or write Gaelic is an occupational requirement, for example the delivery of Gaelic language learning, will be	Finance and	From Year 1

	identified as Gaelic essential. For such posts bi-lingual adverts will be used, demonstrating equal respect for Gaelic and English, and linguistic ability will be taken into account as part of the recruitment process.	Corporate Support	
	Seek external funding for Gaelic Development Officer	Education and Skills	Ongoing

Development Function	Actions	Lead	Timescale
Training (including developing and strengthening Gaelic language skills and Gaelic awareness):			
Current practice	North Ayrshire Council does not currently provide staff training in Gaelic language skills.		
Key areas of development	Audit staff skills to identify current skills and update on a regular basis.	Education and Skills/Finance and Corporate Support	Year 1
	Identify staff and elected members who would like to receive Gaelic awareness training and prioritise according to business need, for example those staff involved in the Gaelic Language Plan delivery. Over the lifetime of the plan, this training will be promoted and extended to all elected members.	Finance and Corporate Support	From Year 1
	Identify staff across the council who would like to receive Gaelic language training and prioritise according to business needs for example those staff involved in the Gaelic Language Plan delivery. Over the lifetime of the plan, this training will be promoted and extended to all staff.	Finance and Corporate Support	From Year 1
	Regularly promote and encourage staff to take up Gaelic language learning opportunities.	Finance and Corporate Support	From Year 1
	Provide opportunities for prioritised staff and elected members to attend Gaelic awareness training.	Finance and Corporate Support	From Year 1
	Develop and promote e-based learning as a first step	Finance and Corporate	From Year 1

		Support	
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Development Function	Actions	Lead	Timescale
<i>Language Learning: (Wider opportunities for Gaelic language learning)</i>			
Current practice	North Ayrshire Council provides support for community led Gaelic Language Education.		
Key areas of development	Use the staff skills audit to identify current staff skills and interest in Gaelic learning to develop a learning plan for Gaelic, depending on business needs.	Finance and Corporate Support	From Year 1
	Provide information about Gaelic Language Learning opportunities.	Education and Skills	From Year 1
	Use social media and other digital platforms to promote awareness of Gaelic.	Democratic and Administration Services	From Year 1
	Make links so that Gaelic is included in the Learning Plan for North Ayrshire	Education and Skills	From Year 1

Chapter 3 – POLICY IMPLICATIONS FOR GAELIC

Implementation of the National Gaelic Language Plan

Policy implications for Gaelic

North Ayrshire Council recognises that the various priority areas identified in the National Gaelic Language Plan will be primarily implemented through our Gaelic Language Plan but that opportunities will arise to promote and develop the language through existing policy measures. North Ayrshire Council will examine current policy commitments to identify areas where Gaelic can be pro-actively incorporated and the priorities of the National Gaelic Language Plan initiated through additional methods. We see this development as corresponding to the normalisation principle which aims to include Gaelic as an everyday part of life in Scotland.

The Single Outcome Agreement is an agreement between the Community Planning Partnership and the Scottish Government which sets out what we hope to achieve for North Ayrshire in the period 2014-2017. North Ayrshire Council consulted the Community Engagement Network about the draft Gaelic Language Plan in December 2013 and will continue to promote awareness of the Gaelic Language Plan to the Community Planning Partnership.

In the formation, renewal and monitoring of policies, North Ayrshire Council will ensure that the impacts on Gaelic will be in line with the National Gaelic Language Plan. Progress will be reported annually on the North Ayrshire Council website.

Overview of the National Gaelic Language Plan

The National Gaelic Language Plan identifies four interlinking aspects of language development which need to be addressed, and within them sets out a number of priority action areas:

1. *Language Acquisition*

Increasing the number of Gaelic speakers by ensuring the language is transferred within families and by securing effective opportunities for learning Gaelic, through:

- increasing the use and transmission of Gaelic in the home
- increasing the number of children acquiring Gaelic in the school
- increasing the uptake and availability of Gaelic-medium education
- increasing the number of adult Gaelic learners progressing to fluency

2. *Language Usage*

Encouraging greater use of Gaelic, providing opportunities to use the language, and promoting access to Gaelic forms of expression, through:

- increasing the use of Gaelic in communities
- increasing the use of Gaelic in tertiary education and places of work
- increasing the presence of Gaelic in the media
- increasing the promotion of Gaelic in the arts
- increasing the profile of Gaelic in the tourism, heritage and recreation sectors

3. *Language Status*

Increasing the visibility and audibility of Gaelic, enhancing its recognition and creating a positive image for Gaelic in Scottish public life, through:

- increasing the number of bodies preparing Gaelic Language Plans
- increasing the profile and prestige of Gaelic
- increasing the visibility and recognition of Gaelic

4. *Language Corpus*

Strengthening the relevance and consistency of Gaelic and promoting research into the language, through:

- increasing the relevance and consistency of the Gaelic language
- increasing the quality and accessibility of Gaelic translations
- increasing the availability of accurate research information

Commitment to the Objectives of the National Gaelic Language Plan

North Ayrshire Council is committed to ensuring that the National Plan is implemented, and in this section we set out how we will achieve that aim.

1. Language Acquisition

North Ayrshire Council recognises that a sustainable future for Gaelic requires more people to learn the language and that attention requires to be focused on the home, education and adult learning as the key means of achieving this. We will take the following steps to help create a supportive environment for growing the number of Gaelic speakers in Scotland.

Action	Lead	Timescale
Seek external funding for Gaelic Development Officer	Education and Skills	Ongoing
Encourage early years to develop Gaelic, currently delivered through the Gaelic Speaking Early	Education and Skills	From Year 1

Years Practitioner on the Island of Arran.		
Explore how the best practice of Early Years Gaelic development can be shared more widely, potentially through Glow.	Education and Skills	Year 2
Develop Early Years Gaelic provision in the renovation of the historic Town House in Irvine	Education and Skills	Year 2
Increase awareness of Gaelic Medium Education among parents.	Education and Skills	Year 2
Open a new consultation on the provision of GME.	Education and Skills	Year 3
Review and initiate/renew partnership provision of Gaelic Medium Education with neighbouring councils.	Education and Skills	From Year 1
Explore and deliver Gaelic Language in Primary School (GLPS).	Education and Skills	From Year 4
Deliver Gaelic awareness learning opportunities to 3-18 year old school pupils through Curriculum for Excellence and Community and Culture-led activities.	Education and Skills	From Year 3
Prepare initial steps for CPD for teachers to support the provision of GLPS and report to Bòrd na Gàidhlig.	Education and Skills	From Year 2

2. Language Usage

North Ayrshire Council recognises that creating a sustainable future for Gaelic requires not only increasing the number of people able to speak the language, but increasing actual usage. We recognise the importance of enabling more people to use Gaelic as their preferred and normal mode of communication in an increasingly wide range of daily activities.

Action	Lead	Timescale
Seek external funding for Gaelic Development Officer	Education and Skills	Ongoing
Promote Gaelic language	Education and Skills	From Year 1

through integration in mainstream cultural, heritage and arts activities, such as the programmes and displays/exhibitions in the Town House heritage and cultural hub in Irvine.		
Increase visibility of Gaelic within cultural and heritage activities, such as library events.	Education and Skills	From Year 1
Increase visibility of Gaelic through signage in libraries where Gaelic language learning materials are held	Education and Skills	On replacement
Work with Gaelic Forum and communities to support and develop the range of Gaelic learning opportunities for adults.	Education and Skills	From Year 1
Work with Gaelic speaking community to establish a stock selection group for library Gaelic materials.	Education and Skills	From Year 1
Introduce some bilingual content to the Council website and develop content about the Gaelic Language Plan, Gaelic Learner Education, Gaelic Medium Education and Gaelic cultural events in North Ayrshire for the Council website.	Education and Skills	From Year 1
Increase signposting to Gaelic language learning opportunities for Council workforce.	Education and Skills	From Year 1
Continue to promote use of Gaelic language collections in libraries.	Education and Skills	From Year 1
Extend the existing signposting to Gaelic learning resources, including digital resources.	Education and Skills	From Year 1
Support and demonstrate the inclusion of Gaelic arts, culture and heritage in programmes of activity	Education and Skills	From Year 1

undertaken or funded by the Council, including book festival and heritage projects such as heritage trails, Saltcoats Town Hall and the Irvine Town House.		
The Council's IT department will be asked provide the ability to apply Gaelic accents to letters for staff.	Finance and Corporate Services	From Year 1

3. Language Status

North Ayrshire Council recognises that the status of a language is affected by its presence in the daily environment and the extent to which it is used, valued and perceived to be valued by those institutions which play an important role in our daily lives.

Action	Lead	Timescale
Promote the first NAC Gaelic Language Plan.	Democratic and Administrative Services	From Year 1
Establish a Gaelic group to monitor and report on the implementation of the Plan.	Democratic and Administrative Services	From Year 1
Work with Gaelic Forum and communities to support and develop Gaelic.	Education and Skills	From Year 1
Increase visibility of Gaelic within Council buildings, website, cultural buildings and key documents such as Council Plan, annual calendars, etc. as opportunities arise. These will demonstrate equal respect for Gaelic and English.	Education and Skills	From Year 1
Third party organisations which deliver services on behalf of the Council will be advised of the commitments within this Gaelic Language Plan at the procurement stage, specifically relating to	Finance and Corporate Services	From Year 3

equal respect for Gaelic and English.		
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4. Language Corpus

North Ayrshire Council recognises the need to strengthen the relevance and consistency of Gaelic, the importance of facilitating translation services and to promote research into the language.

Action	Lead	Timescale
Continue to work with communities and partners to raise awareness of Gaelic place names through cultural activities.	Education and Skills	From Year 1
Ensure that work on Gaelic place names adheres to rules set by the latest Gaelic Orthographic Conventions and Ainmean Àite na h-Alba/Gaelic Place-Names of Scotland.	Education and Skills	From Year 1
Work with Gaelic Forum and communities to agree a cost-effective and proportionate policy which responds to requests for Gaelic translation.	Democratic and Administrative Services/Education and Skills	From Year 2
Share research and evidence about Gaelic Language with staff.	Education and Skills	From Year 2
Liaise with Bòrd na Gàidhlig for advice, participating in research where appropriate.	Education and Skills	From Year 1

CHAPTER 4 – IMPLEMENTATION AND MONITORING

Timetable

This Gaelic Language Plan will formally remain in force for a period of 5 years from the date it was approved by the Bòrd. By no later than the end of this period we will review the plan, make such amendments as necessary and submit it to the Bòrd for approval. In Chapter 2 – *Core Commitments* and Chapter 3 – *Policy Implications for Gaelic*, we have set out when we will commence activities. This will be monitored and progress reported annually on the North Ayrshire Council website and to Bòrd na Gàidhlig.

Publishing the Plan

North Ayrshire Council's Gaelic Language Plan will be:

- published bilingually on the website;
- promoted in a bilingual press release announcing the plan;
- made available in our customer services centre, libraries and corporate headquarters' reception area,
- promoted to employees via Navigate, North Ayrshire Council's intranet;
- distributed to partner organisations, as appropriate;
- distributed to Gaelic organisations; and
- made available on request.

Administrative Arrangements for Implementing the Gaelic Language Plan

This plan is the policy of North Ayrshire Council and has been endorsed both by our corporate management team and Council members.

Overall Responsibility

The Councillors and Chief Executive will be responsible ultimately for ensuring that the North Ayrshire Council delivers on the commitments set out in this plan.

Individual Staff members

All employees will be provided with information on the content of the plan via the Council intranet and website. Gaelic Language Plan developments will be reported in News in Brief, Staff Talk and Team Talk, as appropriate.

Services delivered by third parties

All third party organisations which deliver services on behalf of the Council will be advised of the commitments within this Gaelic Language Plan at the procurement stage.

Informing other organisations of the plan

Partner organisations will be advised of the Council's commitments within this Gaelic Language Plan through the Community Planning Partnership.

Resourcing the plan

North Ayrshire Council will resource many of the activities through the budgets of responsible services; with some activities continuing to be funded by external bodies. Additional funding for specific projects, in addition to our commitments in the Plan, will continue to be sought to extend provision.

Monitoring the implementation of the plan

Progress towards the delivery of the plan will be reported to the Council's Cabinet and Bòrd na Gàidhlig annually.

Contact details

The senior officer with operational responsibility for overseeing preparation, delivery and monitoring of North Ayrshire Council's Gaelic Language Plan is:

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Queries about the day-to-day operation of the plan should be addressed to:

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