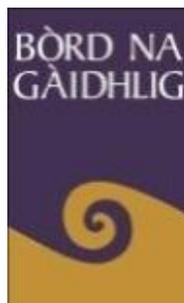




South Ayrshire Council

**GAELIC LANGUAGE PLAN
2014 - 2017**

**This plan has been prepared under Section 3 of the
Gaelic Language (Scotland) Act 2005, and was approved
by Bòrd na Gàidhlig on 3rd December 2014.**



FOREWORD

South Ayrshire Council has developed its Gaelic Language Plan in line with the requirements of the Gaelic Language (Scotland) Act 2005 and outlines how we will promote and use Gaelic throughout the area. The Council is committed to working with Bòrd na Gàidhlig (the Gaelic Board) and our community to implement its first Gaelic Language Plan in line with the 2005 Act.

The Council recognises the importance of Gaelic to our national culture and heritage and welcomes the opportunity to raise awareness and help secure, promote and develop the Gaelic language, heritage and culture for our current and future generations.

The South Ayrshire Gaelic Language Plan 2014–17 sets out how we will take forward our work to support the objectives of the National Plan for Gaelic over the next three years to meet our obligations in an outcome focussed way to ensure that our communities, stakeholders and partners can recognise our progress to promote and use Gaelic.

The Council's Gaelic Language Plan will contribute to raising the profile and visibility of Gaelic nationally and locally by sharing good practice, Gaelic medium resources and Gaelic voluntary organisation contacts and networks.

The Plan and its associated actions will contribute to the Council's Equality and Diversity Strategy 2013, which details our commitment to the general principles of fairness, equality and human rights and seeking to apply these principles in all that we do as a community leader, service provider, education authority and employer.

By including our Gaelic Language Plan within the equality and diversity work of the Council we recognise and take into account the principle of equal respect of Gaelic and ensure that this important work is mainstreamed within the Council.

Although we are at the start of our journey, the Council aims to demonstrate through this, and future reviews of the Plan, that it values the Gaelic Language and the contribution of Gaelic speakers within our communities. The motto of the Council is "Ne'er forget the People" and the Council includes within this serving the needs of Gaelic speaking residents and visitors, and creating opportunities for those who are interested in Gaelic, to use the language in their daily lives.

Councillor Rita Miller

Portfolio Holder for Social Services
South Ayrshire Council

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1. Summary

- 1.1 South Ayrshire Council recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. South Ayrshire Council is committed to the objectives set out in the *National Gaelic Language Plan* and has put in place the necessary structures and initiatives to ensure that Gaelic has a sustainable future in Scotland.
- 1.2 South Ayrshire Council recognises that the position of Gaelic is fragile and if Gaelic is to be revitalised as a living language in Scotland, a concerted effort on the part of government, the public and private sectors, community organisations and individual speakers is required to:
 - *enhance the status of Gaelic;*
 - *promote the acquisition and learning of Gaelic;*
 - *encourage increased use of Gaelic.*
- 1.3 The South Ayrshire Council Gaelic Language Plan has been 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 facilitate the use of Gaelic when communicating with the public and key partners, and how we will promote and develop Gaelic through taking a proportionate approach which recognises the area's tradition and current use of the language.
- 1.4 South 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.

2. 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 South Ayrshire Council's main areas of operation. It also provides a summary of the demography of the Gaelic language.

Chapter 2 – Core Commitments

This chapter sets out how the Council will use, and facilitate 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 basic 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 South 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 of our services as appropriate.

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

3. INTRODUCTION

- 3.1 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.
- 3.2 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.
- 3.3 The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties. South Ayrshire Council has consulted on the draft of its Gaelic Language Plan and has taken account of representations made to it during the consultation process.

4. Approval of South Ayrshire Council's Gaelic Language Plan:

- 4.1 South Ayrshire Council's Gaelic Plan was approved by Bòrd na Gàidhlig on the 3rd December 2014.

5. Overview of South Ayrshire Council

5.1 South Ayrshire Area

- 5.1.1 South Ayrshire is set in the south west of Scotland and covers a large area of 422 square miles (1,222 square kilometres). The area extends from Troon and Symington in the north to Ballantrae and Loch Ryan in the south. The largest towns are Ayr, Prestwick, Troon, Maybole and Girvan.
- 5.1.2 With a population of 112,910¹, South Ayrshire is in the mid-range of Scottish local authorities in terms of population and area size. However, South Ayrshire's population density of 92 persons per square kilometre¹ is lower than neighbouring North and East Ayrshire areas reflecting the rural nature of the area.
- 5.1.3 By 2035, the population of South Ayrshire is projected to decrease by 3% compared to the population in 2010. This change is not evenly spread across the different age groups. South Ayrshire's younger population (0-15 years) is projected to decrease by 8% and its working age population by 9%. The pensionable age

¹ National Records of Scotland, 2012 Mid Year Population Estimates

population is, however, projected to increase by 14% by 2035. More dramatically, the number of people aged 75 and over is projected to increase by 70% to around 19,000 people. Consequently, the dependency ratio is expected to increase from 60% in 2010 to 88% in 2035².

- 5.1.4 This may suggest that in terms of an increasingly elderly population and decreasing younger population, there may be issues with increasing Gaelic medium learning. However, the Council is committed to being part of the Bòrd's long-term vision for public authorities in Scotland to be part of a national language-planning framework that support the development of Gaelic, to increase incrementally over time the level of Gaelic provision within public authorities - challenging though that might be.
- 5.1.5 South Ayrshire's residents are predominately White Scottish at 89.5% and White British at 7.0%³.
- 5.1.6 Compared to many other parts of Scotland, those who live in South Ayrshire generally enjoy longer life expectancy and lower levels of crime. School educational attainment in South Ayrshire is above the Scottish average. Unemployment levels are higher than the Scottish average. The latest update to the Scottish Index of Multiple Deprivation in 2012 indicates that there are sharp contrasts in the prosperity of communities across South Ayrshire, with some experiencing significant deprivation while others are relatively affluent. A priority for the Council together with Community Planning Partners is to give everyone the same opportunity and enjoy the best quality of life possible.
- 5.17 For information on Gaelic place-names in the area and the history of Gaelic please use the following link which includes a resource by Iain Mac an Tàilleir for place-names e.g. South Ayrshire Council - Comhairle Siorrachd Àir a Deas

<http://www.scottish.parliament.uk/gd/visitandlearn/40900.aspx>

5.2 South Ayrshire Council

- 5.2.1 Kyle & Carrick was one of nineteen local government districts in the Strathclyde Regional Council area from 1975 to 1996. The district was abolished in 1996 following Scottish local government reorganisation. South Ayrshire Council area was formed with identical boundaries to Kyle and Carrick District.
- 5.2.2 South Ayrshire Council is one of 32 unitary local authorities in Scotland. It is responsible for a range of services, including education, social work, waste management, planning and building standards, strategic housing, revenue and benefits, environmental health, sport, leisure, arts and culture, and emergency planning.
- 5.2.3 The Council is made up of 30 locally elected Councillors covering eight wards. The Council is the governing body for South Ayrshire's decision making and is the source of all delegated powers to strategic Committees, Sub-Committees, Joint

² National Records of Scotland, Population Projections (2010-Based)

³ Census Scotland 2011

Committees with other Councils, Boards (with the exception of the Licensing and Planning Boards). The Council's Committees are named panels. These are:

- Leadership Panel
- Audit and Governance Panel
- Partnerships Panel
- Public Processes Panel
- Service and Performance Panel
- Chief Officers Appointments/Appraisal Panel
- Appeals Panels (various)
- Regulatory Panel
- General Purposes Panel
- Scrutiny and Governance Management Panel
- Rural Panel
- Local Review Body

Further details regarding Council structure and governance are available on the Council's website via the following link:

<http://www.south-ayrshire.gov.uk/councillors/panels/>

5.2.4 South Ayrshire Council has a 2014/15 revenue budget of £246m and employs around 5,100 employees across the following Directorates and Educational Services:

- Resources, Governance and Organisation
- Economy, Neighbourhood and Environment

5.2.5 Directorates are led by an Executive Director supported by Heads of Service who are responsible for specific areas of service. The Head of Policy and Performance is responsible for equality and diversity from a corporate perspective. The South Ayrshire Single Outcome Agreement (SOA) is the core plan for the Council and its Community Planning Partners and sets out what we want to achieve for our communities and also contributes to the Scottish Government's national outcomes.

5.2.6 The work that the Council does to support the SOA and meet the needs of our residents and visitors is set out in the Council Plan, with Directorate Plans detailing the specific responsibilities and action plans of services, and flows from its vision and values.

5.2.7 The Council's vision is **“to establish South Ayrshire as the most dynamic, inclusive and sustainable community in Scotland”**.

This is underpinned by a set of values and guiding principles that commit us to:

- Listen and take account of what we hear
- Be honest, transparent and courageous in our dealings
- Proactively work in partnership
- Promote equality by tackling discrimination and disadvantage
- Strive for excellence
- Build a sustainable future for the area

5.2.8 In promoting equality and diversity in South Ayrshire the Council is fully committed to the general principles of fairness, equality and human rights and seeks to apply these principles in all that it does by:

- challenging and eliminating unlawful discrimination, harassment and victimisation wherever it can;
- being inclusive, fair minded and transparent in all that it does;
- tackling prejudice and promoting understanding and inclusion; and
- consulting and engaging with service users and employees

5.2.9 In April 2013 the Council published its Equality and Diversity Strategy which sets out its approach to equality and diversity and provides in detail the Council's arrangements for meeting the requirements of the Equality Act 2010 and the Equality Act 2010 (Specific Duties) (Scotland) Regulations.

5.2.10 The Strategy explains these responsibilities along with more detailed information on:

- how equality is built into everything the Council does (mainstreaming); and
- the improvements and changes from the work it is taking forward on its own and in partnership to meet the equality and diversity needs and priorities identified by its communities (equality outcomes).

5.2.11 The Council received notification of its requirement to prepare its Draft Gaelic Language Plan after the development of Equality and Diversity Strategy was complete and therefore could not be included at that time. However, we see this Plan as contributing to the mainstreaming equality and diversity work of the Council, to make South Ayrshire a more fair, inclusive and tolerant community

6. Gaelic within South Ayrshire

6.1 Gaelic language skills in South Ayrshire

6.1.1 The proportion of the South Ayrshire population aged 3 and over able to speak Gaelic is 0.4% (387 people), and 0.7% (733 people) has skills in Gaelic³. This indicates that in South Ayrshire, the number of Gaelic speakers, expressed as a percentage of the total population, is the 4th lowest in Scotland. The following table provides more detailed information:

Table 1: Number of People aged 3 and over with Gaelic Language Skills³

Indicator	South Ayrshire (No.)	South Ayrshire (%)	Scotland (No.)	Scotland (%)
Speaks, reads and writes Gaelic	213	0.2%	32,191	0.6%
Speaks but does not read or write Gaelic	134	0.1%	18,966	0.4%
Speaks and reads but does not write Gaelic	40	0.0%	6,218	0.1%
Total Number of People Aged 3+ Who Speak Gaelic	387	0.4%	57,375	1.1%
Reads but does not speak or write Gaelic	58	0.1%	4,646	0.1%
Understands but does not speak, read or write Gaelic	261	0.2%	23,357	0.5%
Other combination of skills in Gaelic	27	0.0%	1,678	0.0%
Total Number of People Aged 3+ with Gaelic Skills (including understanding)	733	0.7%	87,056	1.7%
No Skills in Gaelic	108,805	99.3%	5,031,167	98.3%
All People Aged 3+	109,538	100.0%	5,118,223	100.0%

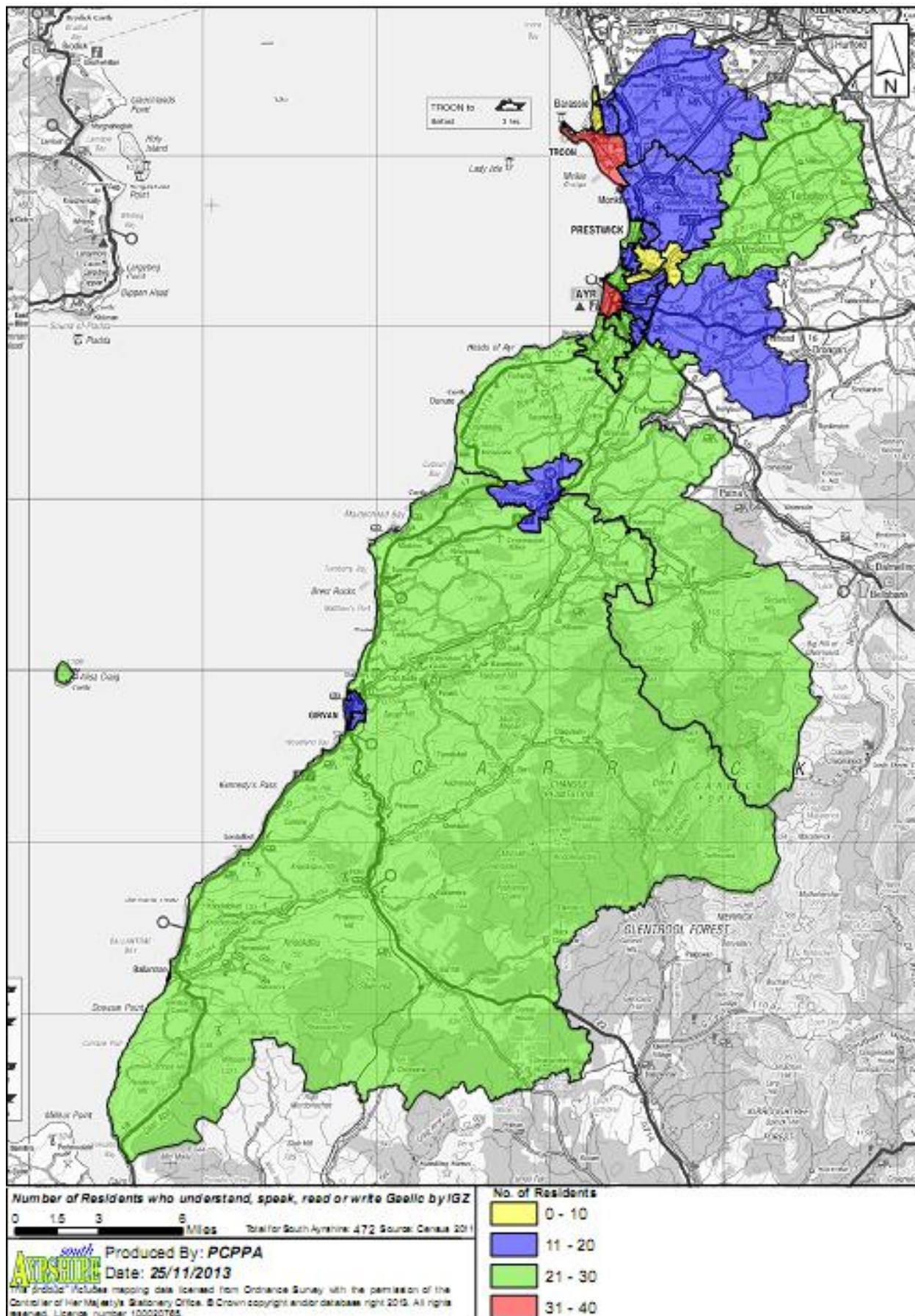
- 6.1.2 In looking at the Gaelic language skills in South Ayrshire over the last 10 years (Table 2 below) there has been a reduction across all categories with the exception of the number of people with an understanding of Gaelic at some level. This would suggest that there has been a rise in awareness of Gaelic, however fewer people are actually able to communicate (speak, read or write) in Gaelic in South Ayrshire.
- 6.1.3 The reason for this difference between knowledge and understanding categories is because, the Gaelic question in the 2011 Census questionnaire is slightly different to the Gaelic question in the 2001 Census questionnaire. In 2001, respondents were asked to state whether they understood '**spoken**' Gaelic, whereas in 2011, respondents were asked if they understood Gaelic.
- 6.1.4 Therefore, to allow us to compare the change between 2001 and 2011 of those who can communicate in Gaelic, we have excluded those people who have only an "understanding" of Gaelic.
- 6.1.5 Table 2 highlights the reduction in those people with Gaelic speaking, reading and writing skills from 514 in 2001 to 472 in 2011.
- 6.1.6 The settlement locations of the 472 South Ayrshire residents who communicate in Gaelic (speak, read or write Gaelic) are detailed in the map provided below:

Table 2: Comparison of 2001 Census and 2011 Census data

Indicator	2001 Census	2011 Census	Percentage Change
Gaelic Speakers*	423	387	- 8.5
Gaelic Readers*	339	311	- 8.2
People who can write Gaelic*	221	213	- 3.6
People with knowledge of Gaelic at some level (includes speaks, reads, writes)	514	472	- 8.2
People with knowledge of Gaelic at some level (includes speaks, reads, writes & understands)	661	733	+ 10.9

**individuals can be counted more than once as shown in Table 1 above (speaks, reads and writes Gaelic)*

Settlement locations of South Ayrshire residents who communicate in Gaelic (speak, read or write Gaelic).



6.2 Gaelic language skills within the public authority:

- 6.2.1 At present there are no Council posts where the use of Gaelic is a designated responsibility, essential or desired requirement.
- 6.2.2 With regard to our staff's language skills we will be undertaking our next employee survey within the first year of the Plan and, in line with our equality and diversity mainstreaming approach, we will survey our staffs' current language skills and interest in pursuing further language skills including Gaelic, British Sign Language and Deaf-Blind Communication.
- 6.2.3 This survey will provide not just a linguistic profile to support capacity building for staff, but also personal development intelligence to inform our service specific training

6.3 Gaelic Medium Education within South Ayrshire:

- 6.3.1 There are currently no children in Gaelic-medium education within South Ayrshire. It has been a considerable amount of time since requests have been received for Gaelic-medium education and at that time there were arrangements put in place to provide transport for individual pupils to attend Gaelic Medium Education classes within Onthank Primary School in East Ayrshire.
- 6.3.2 At present there is no formal teaching of Gaelic-medium education or Gaelic learners classes within South Ayrshire Educational Services. However we will carry out an audit of schools activities and groups to establish whether there are informal teaching arrangements in place within individual schools. This audit will also consider the potential development of school activities to include Gaelic Medium.

6.4 School Based Learning

- 6.4.1 The Council has recently agreed to rebuild Ayr Academy at a new location within Ayr and the opportunity will be taken to explore the establishment of a Gaelic Medium Education facility within the new school campus. The Council is currently preparing a bid for Scottish Government funding for a teaching resource to be based in Ayr Academy with a view to provide Gaelic Medium Education both in Ayr and within outreach schools.
- 6.4.2 In addition to the partnership provision mentioned above, to support the development of Gaelic medium early years and primary school in South Ayrshire, work has begun on a project with Highland Council. This project involves one key link primary school that will feed into the development of Gaelic medium in other educational establishments (both early years and primary schools) within the geographical location. In recognising that the acquisition of language skills supporting the raising of attainment, this transition pilot will be implemented in session 2014/15 thereafter evaluated with a view to further rollout across the authority in future sessions/ years.

- 6.4.3 To encourage Gaelic awareness within schools and early years establishments we will look to increase Gaelic music and singing within the curriculum e.g. Cultural Rucksack Co-ordinators will be encouraging Gaelic music and singing within establishments during the 2014/15 session.
- 6.4.4 We will establish a Gaelic Resource within our online schools management system: GLOW e.g. lesson plans and student work materials. There is also a new learning resource that available nationally from January 2014 that we would propose to flag up on both GLOW and the Libraries Management Service.
- 6.4.5 We will encourage schools intergenerational work when links with Gaelic voluntary groups have been established.

6.5 Community Based Learning

- 6.5.1 The Council does not have any formal community based learning of Gaelic at present. The Community Learning and Development Service does not have the capacity to introduce any new Gaelic initiative. However, where appropriate the service will take the opportunity to incorporate Gaelic within its work with young people e.g. including Gaelic music in celebration of achievement events.
- 6.5.2 The Council has well established links with the University of the West of Scotland and it will take the opportunity to explore options for partnership working to promote Gaelic.

6.6 Gaelic in the Community

- 6.6.1 Although the main locus of Gaelic community organisations and activity is Glasgow, over the life of the Plan we will liaise with the Bòrd na Gàidhlig and community organisation contacts to develop links and possible participation in existing and new projects. During the public consultation period, a small group of people with knowledge of Gaelic met with senior management to discuss how they could assist the Council in promoting Gaelic within its communities. Council officers have offered to provide support to help these individuals to become a local voluntary community organisation and access available grants to support their development and working with the Council.
- 6.6.2 In addition to the above, we will explore awareness raising events and projects with local voluntary organisations we have established working relationships with e.g.:
- Voluntary Action South Ayrshire,
 - Ailsa Horizons in Girvan regarding Carrick Tourism Projects
 - Opportunities in Retirement for intergenerational work.

6.6.3 The Council acknowledges that Gaelic is a special language that is respected as one of its community languages. For members of our community who request Gaelic interpretation and translation services, we use a range of translation and interpretation firms including the use of telephone interpreting services, in line with our well established arrangements for alternative languages.

6.7 Gaelic in the Council

Library Services

6.7.1 Our Library Services are very responsive to the needs of our communities and have been very successful in using new technologies in delivering a fun, friendly and informal learning experience.

6.7.2 All South Ayrshire libraries provide free Internet access to library patrons and offer access to a variety of informal learning options e.g. <http://learngaelic.net/> The Cybercentre (located in the Carnegie library) is our flagship Learning Centre and as such offers a more extensive range of informal and formal learning options than the local library branches.

6.7.3 We intend during the life of the Plan to develop our existing Library Services provision and resources to support Gaelic education and learning, arts, culture and heritage. Examples include:

- We will develop a stock of Gaelic Medium materials in South Ayrshire Libraries including Gaelic language learning materials e.g. Gaelic Dictionaries, which will to build a resource on up to date Gaelic Medium materials
- Ebooks – we will investigate the options Gaelic Ebook resources and request that our Ebook provider let us know when they become available.
- We will ask our Book Bug providers to provide Gaelic books, which would be held centrally and partners made aware of their availability.
- Bòrd na Gàidhlig information resources can be made publicly available in accessible formats via the Cyber Centre and the 14 libraries with public access PCs.
- Secondary Schools - 5 of the 8 Secondary Schools use the Library Management System. Any resources built up via above actions can be input to the System and would be available to the 5 secondary schools to access immediately.
- We will explore the possibility of a Gaelic Open Day event.
- Libraries have a 6 monthly plan of events and, with the support of volunteers, a Gaelic Evening could be built into the programme.
- Our Local History Blog is accessed world-wide and the Libraries Manager will arrange for a paper to be written on a Gaelic subject.
- Libraries will ensure that information currently provided in alternative languages is also made available in Gaelic

- Libraries will be able to host informal Gaelic social groups
- Gaelic Bilingual Story telling sessions can be arranged
- A Gaelic Focus week can be organised

The Museums and Galleries Service

- 6.7.4 The Museums and Galleries Service is based at Rozelle House Galleries in Alloway. Alongside Rozelle House are the Maclaurin Galleries which are leased by the Maclaurin Trust and operated by the Trust in partnership with South Ayrshire Council. The Council's Museums and Galleries Service also currently operates the McKechnie Institute in Girvan.
- 6.7.5 At present we do have Scottish materials in our Museums and Galleries collection, but they are not currently presented in a way that actively promotes Gaelic. During the life of the Plan we would aim to address this on an incremental basis. We can progress the introduction of Gaelic into our permanent and semi-permanent paintings descriptor labels and information such as the Tam o' Shanter paintings exhibition.
- 6.7.6 With regard to Gaelic music, the service has a performing rights license and when outside organisations and groups use our museums and galleries facilities and space for events they make use of this. For example at the opening of the Open Art Exhibition on the 8th June 2013 Gaelic and Scottish music was performed live on the Clàrsach.
- 6.7.7 To formally promote Gaelic in this way we would aim to include Gaelic music and artistic performance within our preview events where music is appropriate. In addition, the Council also publicises national cultural events within its Museums and Galleries and will in future include events that promote traditional music and Gaelic such as the BLAS Festival (<http://www.blas-festival.com/>).
- 6.7.8 At present staff are available to support visually impaired visitors to participate in the exhibitions, but we do not currently have Gaelic speakers on our staff, to provide this service to Gaelic speaking visually impaired visitors. However, the staff skills audit planned for 2014-15 may result in staff in other Council services or volunteers who are Gaelic speakers being able to provide such support on an prearranged basis.
- 6.7.9 We are currently looking to develop our volunteering strategy and will take the opportunity to link with Gaelic volunteer organisations to support Gaelic promotion within the Museums and Galleries Service in the first year of the Plan. Then in Year 2 we will aim to take forward Gaelic promotion ideas and suggestions from the meetings and visits to our facilities by Gaelic voluntary organisations.

Employees

- 6.7.10 Through the Performance and Development Review (PDR) process and Professional Review and Development PRD process for teaching staff, the Council ensures that all employees receive opportunities for development.
- 6.7.11 Training for employees is provided from induction training to service specific as part of PDR through the online facility - COAST or bespoke programmes where COAST is not suitable. To support employees' awareness of Gaelic the link to on-line BBC Gaelic courses

http://www.bbc.co.uk/alba/foghlam/beag_air_bheag/

<http://www.storlann.co.uk/ceumannan/>

(which employees can access via COAST) will be promoted to staff and Employee and Customer Services Staff will prepare a Gaelic language COAST learning package in Year 2 of the Plan.

- 6.7.12 The Council's Employee Equalities Forum provides the opportunity for all staff to input into the Council's policies and procedures, but also offers a support network across all protected characteristics. To provide additional mainstreamed support, a network of Equalities Champions offer local support and information to their Directorate colleagues. Both of these groups will be actively involved in the development, promotion and implementation of this Plan.

Customer Service

- 6.7.13 South Ayrshire Council is committed to providing high-quality customer services. We value all comments and complaints and use information from them to help us improve our services. Complaints can be made in any one of the following ways:
- Using the Online Complaints Form
 - Email to the "Listening to You" mailbox
 - Going into one of our Customer Service Centres, or any local office.
 - Phone our Customer Services Team
 - In writing
- 6.7.14 Each of these methods currently provide the opportunity to contact the Council and receive a response in Gaelic upon request as with all community languages.

6.7.15 In addition, within the Council's new Customer Service Centres - which provide a single point from which to access Council services, there are now Council TV screens and we will use this medium to raise awareness as part of our communications plan. The footfall in these centres has been tremendous and will support us to reach our communities and raise awareness of Gaelic by placing promotional leaflets and resources there.

6.8 Gaelic and Key Partners

6.8.1 To ensure that we maximise the potential of existing resources including knowledge and experience to promote Gaelic we will work with our key partners and stakeholders. Our key partners include:

- North Ayrshire Council
- East Ayrshire Council
- NHS Ayrshire and Arran
- Police Scotland
- Scottish Fire and Rescue Service,
- Procurator Fiscal
- Ayrshire Valuation Joint Board
- Voluntary Action South Ayrshire
- The University of the West of Scotland,
- Ayrshire College
- The South Ayrshire Equality and Diversity Forum

CHAPTER 2

7. CORE COMMITMENTS

- 7.1 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	Communications	Publications	Employees
<ul style="list-style-type: none"> • Corporate Identity • Signage 	<ul style="list-style-type: none"> • Reception • Telephone • Mail and email • Forms • Public Meetings • Complaints procedures 	<ul style="list-style-type: none"> • Public relations and media • Printed material • Websites • Exhibitions 	<ul style="list-style-type: none"> • Training • Language Learning • Recruitment • Advertising

- 7.2 This section of the plan details South Ayrshire Council's core commitments in relation to the Bòrd's "Guidance on the Development of Gaelic Language Plans". Each commitment is detailed as follows:

- Information on current practice
- Key areas of development/action
- Targets
- Timescale
- Lead Service/Officer

- 7.3 In addition, the Bòrd na Gàidhlig is committed to achieving the Scottish Government's Strategic Objectives and this section also sets out how South Ayrshire Council will assist in the implementation by identifying which Strategic Objective will be assisted by the actions in its Plan. The Scottish Government Strategic Objectives are:

- Wealthier & Fairer
- Smarter
- Healthier
- Safer & Stronger
- Greener

Section 8 – Identity

Rationale: 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.

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

Development Function	Actions	Targets	Performance Indicators	Lead Service/ Officer	Timescale
Corporate Identity:					
Current practice	South Ayrshire Council does not have an agreed policy for the use of Gaelic in its corporate identity				
Key areas of development	We will develop a policy for the use of Gaelic in the corporate identity including consideration of bilingual logos. On approval by Council logos would be bilingual with equal respect for Gaelic an English and be implemented at the first rebranding opportunity	Policy Document approved by Council	Approved Policy Document published on Council website	Policy and Performance	September 2015
	Introduce Gaelic in email straplines.	Email templates to be developed which Gaelic strapline	Gaelic strapline in use	Policy and Performance	Ongoing
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Signage (internal and external):					
Current practice	South Ayrshire Council does not have a policy on using Gaelic within its signage				
Key areas of development	South Ayrshire Council Roads Service will be provided by Ayrshire Roads Alliance led by East Ayrshire Council from 1 st April 2013 and therefore Gaelic Road signage will be developed as detailed in the East Ayrshire Gaelic Language Plan. https://ww20.south-ayrshire.gov.uk/ext/committee/CommitteePapers2013/Leadership%20Panel/27%20June/23.pdf				
	We will introduce the use of bilingual titles for Gaelic festivals and campaigns that are Council led or funded, demonstrating equal respect for the languages			Policy and Performance, Directorates	2016 onwards
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Section 9 – Communications

Rationale: 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 the use of Gaelic is possible and welcome. In addition to raising the profile of the language, it also creates opportunities for its practical use and encourages members of the public to use Gaelic in subsequent dealings with the public authority.

The use of Gaelic in interactions with the authority by mail, e-mail and by telephone is important in creating practical opportunities for the use of the language, and in contributing to the sense that its use is possible and welcome. The presence of Gaelic in a wide range of bilingual forms and Gaelic only forms can also greatly enhance the visibility and prestige of the language. The preparation of Gaelic forms, applications and similar documents, can also assist in expanding the range of Gaelic terminology and the awareness of the Gaelic-speaking public of such terminology, thus helping the development of the language itself.

South 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	Targets	Performance Indicators	Lead Officer	Timescale
Reception:					
Current practice	South Ayrshire Council does not make any Gaelic provision in reception areas				
Key areas of development	Welcome signs within Educational establishments will be amended to ensure inclusion of Gaelic which would demonstrate equal respect for Gaelic and English	All educational establishments have Gaelic included in welcoming signage	Educational establishments have Gaelic welcoming signage in place	Educational Services	2014-15 session
	Welcome signs within Council Buildings, when being refurbished, will be amended to include Gaelic	Gaelic welcome signs within key Council Buildings	Gaelic welcome signs within Council Buildings	Economy, Neighbourhood and Environment	2014-17
	Introduce Gaelic awareness information within Customer Services Centre TV facility and waiting area resources	Gaelic information is available in all Customer Services Centres	Gaelic information is available in Customer Services Centres	Employee and Customer Services	2015
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Mail and E-mail:					
Current practice	South Ayrshire Council includes Gaelic within its alternative language arrangements, where correspondence will be translated upon request including responding to Gaelic mail and email.				
	Following a successful bid for teaching resource we will promote the use of bilingual job titles and email signatures for staff with Gaelic in their remit and staff in front line services supporting Gaelic education	The use of bilingual job titles and email signatures for staff with Gaelic in their remit and staff in front line services supporting Gaelic education	No of staff using bilingual job titles and email signatures.	Educational Services	2014/15
	Following staff awareness training staff will be encouraged to use bilingual job titles and email signatures	The use of bilingual job titles and email signatures for staff	No of staff using bilingual job titles and email signatures	Directorates & Educational Services	2015 - 2017
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Forms:					
Current practice	South Ayrshire Council includes Gaelic within its alternative language arrangements, where Forms will be translated upon request.				
Key areas of development	Schools translate forms and completion guidance upon request **	As required.	All translation requests are met.	Educational Services	ongoing
	Services translate forms and completion guidance upon request	Requested forms data will be collated to support service planning	All translation requests are met.	Directorates & Educational Services	ongoing
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

** Information on the availability of schools information in alternative formats is published within school handbooks.

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Public Meetings:					
Current practice	South Ayrshire Council does not routinely make provision for all community languages at public meetings, but where interpretations services are requested, they are provided e.g. British Sign Language Interpretation.				
Key areas of development	Public meetings where the subject matter relates principally to Gaelic and participants include Gaelic speakers who require Gaelic interpretation would be provided with a Gaelic interpreter.	All public meetings relating principally to Gaelic would provide Gaelic translation if required by participants	Meeting evaluations	Directorates & Educational Services	Ongoing
	Educational Services Gaelic events will be notified to Gaelic community groups	Gaelic community groups invited to all Educational Services Gaelic events	All Gaelic community Groups included in event notification distribution list	Educational Services	Ongoing
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Complaints Procedure					
Current practice	As with all community languages the Council currently provides the opportunity to contact and receive a response in Gaelic upon request.				
Key areas of development	The Council will record the number of complaints received in Gaelic to inform our Specific Equality Duty to gather information and use it to inform better service delivery.	All complaints received in Gaelic will be responded to in Gaelic	Number of Complaints received in Gaelic	Employee and Customer Services	2015 and ongoing
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Section 10 – Publications

Rationale: 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 demonstrate a public authority’s commitment to making important information available through the medium of Gaelic, as well as enhancing the visibility and status of the language. As more people access information about public authorities through their websites, making provision for the use of Gaelic can significantly enhance the status and visibility of the language.

South Ayrshire Council is committed to increasing the use of Gaelic in these areas where the subject matter is of most interest to the general public or relates specifically to Gaelic issues.

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Public Relations and Media:					
Current practice	South Ayrshire Council does not have a policy on providing press releases in Gaelic				
Key areas of development	Publicise Council successes and events related to Gaelic including Education, Arts and Culture and community life.	Publicity materials made available on the Council Website and intranet.	Number of articles on Gaelic promotion and achievement.	Policy and Performance	2015 and ongoing
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Printed Material:					
Current practice	South Ayrshire Council does not have a policy on publishing printed material in Gaelic				
Key areas of development	Continue to provide translation of documents upon request by South Ayrshire residents (as promoted on all key Council documents).	All requests for translated materials are met	Number of Gaelic translation requests	Policy, and Performance	2015 and ongoing
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Websites:					
Current practice	South Ayrshire Council does not have a policy on publishing information in Gaelic on its website				
Key areas of development	The introductory page of the Council's Equality and Diversity section of the Council website will be provided bilingually.	Bilingual Equality & Diversity Webpage	Bilingual Equality & Diversity Webpage is known and accessed	Policy and Performance	2015
	The Council's Equality and Diversity section of its website and intranet "ReWired" will include a Gaelic Resource.	Gaelic website resource available internally and externally.	Website Resource populated with Gaelic information	Policy and Performance	2015-16
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Exhibitions:					
Current practice	South Ayrshire Council does not have a policy on provision of Gaelic in Arts and Culture				
Key areas of development	Progress the introduction of Gaelic into our permanent and semi permanent exhibition and collection labels and information	The Tam o' Shanter Exhibition paintings labels are translated into Gaelic	The Tam o' Shanter Exhibition paintings OS Exhibition Painting labels and the collection guides and information are available bilingually	Museums and Galleries Service	2015
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Section 11 – Staffing

Rationale:

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.

South 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. South Ayrshire Council also recognises the importance of enabling staff to develop their Gaelic skills if they wish to do so.

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Training (including developing and strengthening Gaelic language skills and Gaelic awareness):					
Current practice	South Ayrshire Council does not make any provision for staff Gaelic learning and does not have a language skills profile of staff.				
Key areas of development	We will conduct a staff language skills audit as part of the employee survey to identify the current language skills of employees across the Council including Gaelic, and gather information on those who would like to further develop their language skills.	All staff complete the language skills audit within employee survey providing an accurate staff language skills profile.	Number of employees completing language skills audit within employee survey.	Employee and Customer Services	2015
	Development of a COAST online Gaelic Awareness package	A COAST online Gaelic Awareness package is available to all staff	No of employees completing any new COAST online Gaelic Awareness package	Employee and Customer Services	2015
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Language Learning: (Wider opportunities for Gaelic language learning)					
Current practice	South Ayrshire Council does not make any provision for staff personal development in the Gaelic language				
Key areas of development	From the staff language skills audit we will identify the most appropriate best methods to provide language training to employees who expressed a desire to learn Gaelic	Appropriate language skills training is identified	Profile information on the preferred training methods for staff language skills development available	Employee and Customer Services	2016 - 2017
	We will provide information on Gaelic awareness/Gaelic language classes to all employees via the Intranet /COAST/GLOW.	A Gaelic awareness and language information resource is developed.	Information on Gaelic awareness and language classes are available on appropriate platforms.	Directorates and Educational Services	2016 onwards
	Following a successful bid for teaching resource we will support employees involved in delivering Gaelic Medium education to develop their language skills	Those delivering Gaelic Medium Education develop their Gaelic language skills	Personal Development of staff is progressed	Educational Services	Lifetime of the Plan
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Recruitment:					
Current practice	South Ayrshire Council does not assess posts with regard to Gaelic language skills				
Key areas of development	Relevant roles/jobs will be assessed as Gaelic essential/desirable posts	All relevant roles / jobs assessed as Gaelic essential/desirable posts	Relevant job profiles indicate whether they are Gaelic essential/desirable posts	Employee and Customer Services	2014 onwards
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Development Function	Actions	Targets	Performance Indicators	Lead Officer	Timescale
Advertising:					
Current practice	South Ayrshire Council has not had any posts that require Gaelic language skills				
Key areas of development	Job advertisements for Gaelic specific jobs/roles will provide information on the need for knowledge and fluency of the Gaelic language.	All advertisements for Gaelic specific jobs/roles provide information on the need for knowledge and fluency of the Gaelic language.	Number of advertisements for Gaelic specific jobs/roles providing information on the need for knowledge and fluency of the Gaelic language	Employee and Customer Services	2014 onwards
Relevant Strategic Objectives assisted		Wealthier & Fairer Smarter Healthier Safer & Stronger Greener			

Chapter 3

12. POLICY IMPLICATIONS FOR GAELIC: implementation of the National Gaelic Language Plan

Policy implications for Gaelic

- 12.1 South 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.
- 12.2 South 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.
- 12.3 In the formation, renewal and monitoring of policies, South Ayrshire Council will ensure that the impacts on Gaelic will be in line with the National Gaelic Language Plan.

Overview of the National Gaelic Language Plan

- 12.4 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

South 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.

13. Language Acquisition

Rationale:

13.1 South 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.

Gaelic in the Home and Early Years

13.2 To achieve an increase in the numbers of Gaelic speakers requires support in the home and ideally from family members who are Gaelic speakers themselves. However, most pupils in South Ayrshire do not have this support available and so we will engage with Bòrd na Gàidhlig to learn best practice in addressing this issue.

Action	Timescale	Lead Directorate(s)
1. We will explore surveying the parents and carers of our Early Years establishments to gauge demand for introducing Gaelic medium education in South Ayrshire. We will then discuss with Bòrd na Gàidhlig how to take forward the outcome of the survey.	2015-2016	Educational Services
2. Following the Staff Skills Audit in Year 1 we will liaise with Bòrd na Gaidhlig on how we can expand Early Years Gaelic Medium provision within the Council area	2016	Educational Services

Gaelic in Education

13.3 At present there is no Gaelic Medium service provision by the Council in primary, secondary or adult education and there have been no such requests for a number of years. The current arrangements are that, pending a successful bid for Scottish Government funding for a Gaelic teacher, if there were to be a request for Gaelic Medium Education the Council would provide transport for the pupil(s) to an East Ayrshire Council school.

Action	Timescale	Lead Directorate(s)
1. We will explore surveying the parents and carers of our Early Years establishments to gauge demand for introducing Gaelic medium education in South Ayrshire. We will then discuss with Bòrd na Gàidhlig how to take forward the outcome of the survey.	2015-2016	Educational Services
2. Following a successful bid for Scottish Government funding development of Gaelic Medium Education both in Ayr and within outreach schools would be provide.	2015 onwards	Educational Services
3. We will liaise with the Bòrd na Gàidhlig's Education Steering Group (NGESG) on establishing Gaelic Medium policies and procedures in accordance with the guiding principles of Curriculum for Excellence.	2015 -2016	Educational Services

14. Language Usage

Rationale:

- 14.1 South 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.

Area	Action	Timescale	Lead Directorate(s)
Increasing the use of Gaelic in communities	We will make Gaelic Language resources immediately available to Secondary Schools via the Library Management System	2014-2017	Educational Services
Increasing the presence of Gaelic in the media	The Council will publicise successes and events related to Gaelic and make publicity materials available on the Council Website and intranet.	2014 onwards	Policy and Performance
Increasing the promotion of Gaelic in the arts, culture, heritage and tourism	<p>We will undertake initiatives within our Libraries Service throughout the life of the Plan such as:</p> <ul style="list-style-type: none"> We will develop a stock of Gaelic materials in South Ayrshire Libraries e.g. Gaelic Dictionaries, which will build a resource on up to date Gaelic Medium materials Ebooks – we will increase our Gaelic Ebook resources keep the resource available centrally for issue/access. We will ask our Book Bug providers to provide Gaelic Medium books, which would be held centrally and partners made aware of their availability. Bòrd na Gàidhlig information resources will be requested and made publicly available in accessible formats via the Cyber Centre and the 14 libraries with public access PCs. We will explore the possibility of a Gaelic Open Day event. We will aim, with the support of volunteers, to include a Gaelic Evening within the libraries programme of events. The Local History Blog is accessed world-wide and arrangements will be made a paper to be included on a Gaelic subject. 	2014 - 2017	Economy, Neighbourhood and Environment

	<ul style="list-style-type: none"> Libraries Service will ensure that information currently provided in alternative languages is also made available in Gaelic Libraries will offer to host informal Gaelic social groups A Gaelic Focus week and Bilingual Story telling sessions can be arranged 		
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15. Language Status

Rationale:

15.1 South 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.

Area	Action	Timescale	Lead Directorate(s)
Preparation of a Gaelic Language Plan	Plan developed, agreed by Council and Bòrd na Gàidhlig	July 2013 – February 2014	Policy and Performance
Creating a Positive Image for Gaelic	Ensure Gaelic Language Activity and successes are developed for the media and published within the Council newsletters, communication bulletins and on Council website. Equalities Champions will support awareness raising of the Gaelic Language Plan throughout Directorates	2014 and then ongoing	Policy and Performance
Increase visibility of Gaelic	In addition to the above, develop a Council website and intranet Gaelic resource which will include Gaelic research, information and activity.	2015-2016	Policy and Performance
Area	Action	Timescale	Lead Directorate(s)
Gaelic in the Arts	We will establish links and work with Gaelic voluntary organisations to formally promote Gaelic in our Museums and Galleries Service including Gaelic music and artistic performance within our preview events where music is appropriate. We will progress the introduction of Gaelic into our permanent and semi-permanent paintings descriptor labels and information.	2014 and then ongoing	Economy, Neighbourhood and Environment

16. Language Corpus

Rationale:

16.1 South 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.

Area	Action	Timescale	Lead Directorate(s)
Surveys and Research	Examine the extent to which Gaelic is relevant to surveys and research carried out by South Ayrshire Council.	2016	Policy and Performance
	Ensure Gaelic Language information research and evidence signposted by Bòrd na Gàidhlig is made available to services	2015-16	Policy and performance
Relevance and Consistency of the Gaelic Language	Liaise with Bòrd na Gàidhlig and appropriate national bodies to obtain relevant guidance and advice regarding Gaelic language consistency, such as ensuring that interpretation and translation contractors comply with the latest Gaelic Orthographic Conventions and place names used comply with those recommended by Ainmean-àite na h-Alba.	2016	Policy and Performance
Gaelic Translation and Interpretation	We will continue to provide translation and interpretation services via external providers as requested.	2014 and ongoing	Directorates and Educational Services

CHAPTER 4

17. IMPLEMENTATION AND MONITORING

Timetable

17.1 This Gaelic Language Plan will formally remain in force for a period of three years from 3rd December 2014 or until a new plan has been put in place. In Chapter 2 – *Core Commitments* and Chapter 3 – *Policy Implications for Gaelic*, we have set out the individual target dates for when we expect to implement specific commitments.

Publicising the Plan

17.2 South Ayrshire Council's Gaelic Language Plan will be published bilingually on South Ayrshire Council's website. In addition, we shall:

- issue a press release announcing the plan;
- make copies of the plan available in our public offices and reception areas,
- make the plan known to employees via South Ayrshire Council's Intranet;
- distribute copies of the plan to Non-departmental Public Bodies and agencies, agents and contractors;
- distribute copies of the Plan to Gaelic organisations;
- distribute copies of the plan to other interested bodies; and
- make copies available on request, including alternative formats such as Large Print, Audio etc.

Administrative Arrangements for Implementing the Gaelic Language Plan

17.3 This plan is the policy of South Ayrshire Council and has been endorsed both by our senior management team and Council members.

Overall Responsibility:

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

Individual Staff members:

17.5 We will look to include information on the Gaelic Plan in the:

- Staff wide Communications Bulletin,
- Employee Terms and Conditions and
- Equality and Diversity section of the Website and intranet “Rewired” with appropriate links to its employee section.

Services delivered by third parties:

17.6 South Ayrshire Council requires all third party service providers to comply with its Procurement Strategy which places a responsibility on providers to comply with current legislation including human rights legislation and the Equality Act 2010.

Informing other organisations of the plan

17.7 Information on the content of this plan will be provided to all Community Planning Partners across South Ayrshire Council. It will also be provided to all Community Councils, the South Ayrshire Equality and Diversity Forum (including its stakeholder representatives), and other fora as appropriate.

Resourcing the plan

17.8 All commitments, actions and activities within this plan will be resources through existing service budgets. Additional funding for specific projects will be accessed through external funding bodies as appropriate e.g. Bòrd na Gàidhlig and Awards for All.

Monitoring the implementation of the plan

17.9 The Plan will be monitored on an annual basis by way of a report on progress each year to the Leadership Panel and thereafter the report will sent to Bord na Gaidhlig for information and be published on the Council website.

18. Contact details

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

Mark Baker
Head of Policy and Performance



South Ayrshire Council
County Buildings,
Wellington Square,
Ayr,
KA7 1DR



Telephone 01292 612757



Email mark.baker@south-ayrshire.gov.uk

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

Lorraine Finlayson
Strategic Management Officer
Policy and Performance



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