



North Ayrshire Council
Comhairle Siorrachd Àir a Tuath

NORTH AYRSHIRE COUNCIL

GAELIC LANGUAGE PLAN

2019-2024

This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and was approved by Bòrd na Gàidhlig on 11.09.19

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. This document is the second edition of our Gaelic Language Plan and we are delighted to further develop the approach laid out in our first Gaelic Language Plan 2014-19.

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 refreshed Plan in consultation events and an online survey.

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. We are exploring community interest in Gaelic medium education. 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 increased visibility of Gaelic in our Council logo and in signage on an increasing number of our buildings; 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 and using our partnerships 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 second edition of our Gaelic Language Plan, which shows our confidence that we will be successful in developing and promoting Gaelic throughout North Ayrshire.

Craig Hatton
Chief Executive
North Ayrshire Council

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Introduction

NORTH AYRSHIRE

1. North Ayrshire Council

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 2016, North Ayrshire is the 5th most deprived area in Scotland. The 2018 figures from End Child Poverty show over 28% of children in North Ayrshire are in living poverty, the third worst in Scotland.

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, bringing together services formerly delivered in the area by Cunninghame District Council and Strathclyde Regional Council. It is responsible for the delivery of education, culture and community services, roads, waste management, economic development, planning, housing, environmental health, and emergency planning. We employ approximately 6500 people.

The Council leads the North Ayrshire Community Planning Partnership. Its Local Outcomes Improvement Plan is the focus for effective partnership working and the delivery of the Scottish Government's sixteen national outcomes.

The North Ayrshire Council Plan 2019-2024 is currently mid-consultation and sets out our ambitions for North Ayrshire which is Fair For All. It is based on two priorities: Aspiring Communities and Inspiring Place.

The Council faces considerable challenges to address poverty and inequalities by attracting jobs, increasing inward migration, raising educational attainment, modernising services and increasing aspirations; all within a very challenging economic climate. It has an ambitious Transformation Programme and works with its partners to deliver its ambitions through the Ayrshire Growth Deal. The Council has a strong commitment to increasing capacity in its communities and community empowerment.

More information about North Ayrshire Council can be found at www.north-ayrshire.gov.uk.

THE GAELIC LANGUAGE (SCOTLAND) ACT 2005

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 a public authority to prepare a Gaelic language plan. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic by raising the status and profile of the language and creating practical opportunities for its use.

This document is the second edition of 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.

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.

STAKEHOLDER ENGAGEMENT AND PUBLIC CONSULTATION ON OUR DRAFT GAELIC LANGUAGE PLAN:

The 2005 Act requires public authorities to bring the preparation of their Gaelic language plans to the attention of all interested parties. North Ayrshire Council has engaged publicly on the draft of our Gaelic language plan through the six Locality Partnerships' March 2019 meetings and online survey, see appendix 2.

The draft Gaelic Language Plan 2019-2024 was made available on the Council website for six weeks from April 2019 and promoted through the six Locality Partnerships and social media, with print copies available in public libraries.

The Council has taken into account representations made to us during the consultation process.

APPROVAL OF NORTH AYRSHIRE COUNCIL'S GAELIC LANGUAGE PLAN:

North Ayrshire Council's Gaelic Language Plan was submitted to Bòrd na Gàidhlig for approval on 12th June 2019.

SUMMARY OF GAELIC IN SCOTLAND

Results from the 2011 Census have shown that the decline in the number of Gaelic speakers has slowed since 2001. The total number of people recorded as being able to speak and/or read and/or understand Gaelic was 87,056. Of these 58,000 people (1.1% of the population) aged three and over in Scotland were able to speak Gaelic. This has declined from 59,000 in the 2001 census for more information and maps visit <https://www.scotlandscensus.gov.uk/>.

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 has put in place the necessary structures and initiatives to ensure that Gaelic has a sustainable future in Scotland.

North Ayrshire Council recognises that the position of Gaelic is extremely 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 the increased use of Gaelic.

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.

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. Arran had indigenous Gaelic speakers within living memory and the use and visibility of Gaelic is higher than the mainland. This includes work with early years and primary schools, strong support for Fèis Arainn and strong adult provision.

Number of people with Gaelic language skills

Speaks Gaelic	560
Age 0-24	68
Age 25-64	366
Age 65-110	126
Number of people aged 16-74 who can read, write and speak Gaelic	287

North Ayrshire Council used the first edition of its Gaelic Language Plan 2014-2019 to start its conversation with communities to establish the potential for the growth and development of Gaelic language. 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 and primary schools. We will continue to raise the visibility of Gaelic in our key buildings and our commitment, which started with the hoardings around the Irvine Townhouse building site and the new signs within the Greenwood Conference Centre, is widening to include new school campuses and other Council buildings.

There is no GME or GLPS provision in North Ayrshire at present. Our corporate policy is to educate our pupils expressing an interest in GME in partnership with neighbouring authorities, however we are currently exploring community interest in GME and are working towards a positive outcome.

We provide Gaelic language sessions in all seven Arran primary schools, on a weekly basis in five and in rotated blocks in the remaining two. On the main land, working closely with the 1 + 2 Coordinator, we provide primary schools within the Kilwinning and St Matthew's Clusters the opportunity to participate in various Gaelic Learning sessions on a rotational block basis.

We deliver a very effective Community Based Learning Programme starting with Gaelic Bookbug sessions and are building capacity within our Early Years and Library staff to be able to deliver of Gaelic Bookbug, prioritising the Kilwinning and St Matthew's Cluster and Libraries.

Our community-based Gaelic Language learning opportunities include traditional classes, project-based learning, immersion opportunities including at Sabhal Mòr Ostaig, SQA accredited learning and traditional instruments that combines music with language. This is delivered in partnerships with the third sector and the Further Education sector. Working with Suas Leis a Ghaidhlig North Ayrshire Gaelic Forum organise Gaelic Language Days providing an excellent opportunity for our learners to come together with learners from

other Local Authorities. We are deeply appreciative of our tutor and volunteer workforce and want to recognise their contribution towards the delivery of the Gaelic Language Plan 2014-2019.

We continue to support Largs Gaelic Choir who perform at different events and compete in provincial mods, climaxing in the Royal National Mod with some choir members speaking Gaelic and many having an interest in the language and culture. The North Ayrshire Heritage Centre hosted an event on Gaelic Place Names. A Gaelic Opera was held in partnership with storyteller Tony Bonning and Ayrshire Operatic Experience with schools taking part in developing stories from traditional Gaelic fables and stories, which were then developed into an opera for them to participate in.

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.

Housing Services' information is available in Gaelic on request and this is promoted on leaflets.

NAC STAFF GAELIC LANGUAGE SKILLS

We currently have two posts within the organisation where the use of Gaelic is a designated responsibility or desired requirement. North Ayrshire Council conducts annual audits of existing internal Gaelic capacity. The results of the 2018 audit were taken in to consideration when developing commitments in the plan and have assisted North Ayrshire Council in ascertaining how to establish, maintain or improve practices in order to develop the use of the Gaelic language. The full results are on the Council website. The 2018 was carried out using Bòrd na Gàidhlig's survey.

Number of NAC staff with Gaelic language skills

I do not understand Gaelic	158
I can understand & exchange simple Gaelic greetings	31
I can take part in basic conversations in Gaelic	2
I can comfortably take part in daily conversations with fluent Gaelic speakers	0
I can understand a few Gaelic words, signs or notices	32
I can write a simple Gaelic message on a greeting card	16
I can write about everyday subjects in Gaelic emails	0
I would like to learn Gaelic	79
Total number responding	194

During the period of the first edition of our Gaelic Language Plan we have offered Gaelic Awareness training and adult learning classes at two levels. Ùlpan Gaelic learning sessions were offered to NAC staff and elected members in April 2016. Our tutors have a range of opportunities to develop their skills, including immersion courses.

Our bi lingual Council logo is widely used on all Council buildings, vehicles, clothing, print and digital media. Bilingual greetings and phrases are being added to new and refurbished buildings including corporate buildings, civic and heritage buildings, new schools campuses and libraries.

THE GAELIC LANGUAGE PLAN OUR COUNCIL

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

POSITION WITH OPERATIONAL RESPONSIBILITY OVER THE PLAN

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

Rhona Arthur
Interim Head of Service
Connected Communities, Economy & Communities
North Ayrshire Council
Cunninghame house
Irvine, KA12 8EE

01294 324415
RhonaArthur@north-ayrshire.gov.uk

POSITION WITH DAY TO DAY RESPONSIBILITY OVER THE PLAN

The officer with operational responsibility for the day-to-day operation of North Ayrshire council's Gaelic Language Plan is the Senior Manager (Information & Culture). Questions about the day to day operation of the plan should be addressed to:

Lesley Forsyth
Interim Senior Manager (Information & Culture)
Connected Communities, Economy & Communities
North Ayrshire Council
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The group designated to regularly monitor the implementation of the plan within North Ayrshire Council is the Gaelic Language Plan Development Group and consists of representatives from services from across the council.

Annual updates are available on the Council website and Gaelic learning opportunities are included in the Council's Learning and Development calendar. We will develop a Gaelic Language Plan Awareness module on the staff e-learning platform and work with our Human Resources/Organisational Development team to promote this to all staff, including the staff induction programme.

We will maximise the use of existing Gaelic resources to arms-length and third parties such as business, partners and community groups by sharing our knowledge and experience.

PLANNING AND POLICY IMPLICATIONS FOR GAELIC

MAINSTREAMING 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 will seek opportunities to promote and develop the language through existing policy measures. We see this as part of the normalisation principle which aims to include Gaelic as an everyday part of life in Scotland.

In the formation, renewal and monitoring of policies, North Ayrshire Council will consider the commitments made in this Gaelic language plan and ensure that the impacts on Gaelic will be in line with the National Gaelic Language Plan.

THE NATIONAL GAELIC LANGUAGE PLAN

The National Gaelic Language Plan focuses on three key aims, all of which have a vital contribution to make in increasing the numbers of people learning, speaking and using Gaelic in Scotland, and identifies key development outcomes within each:

Development Area	Key Outcomes
Using Gaelic	<p>An increase in the use of Gaelic will be promoted and supported. This will be done in collaboration with key partners and providers and through Bòrd na Gàidhlig initiatives and programmes. This includes speakers and learners increasing their use of the language. It involves developing more situations where Gaelic can be used. It involves using Gaelic in situations where it has not been used previously and the increased use of Gaelic in daily life.</p> <p>The increased use of Gaelic strengthens the community of speakers and contributes to its confidence. This expands opportunities for Gaelic and Gaelic users, thus increasing awareness and the profile of the language.</p>
Learning Gaelic	<p>An increase in the learning of Gaelic will be promoted and supported. This will be done in collaboration with key partners and providers and through Bòrd na Gàidhlig initiatives and programmes.</p> <p>This includes promoting, supporting and expanding Gaelic learning at all levels and in all sectors. The benefits from this are clear: as progress is made with this, it will increase the number of</p>

Promoting Gaelic

those who understand, speak, read and write Gaelic and their ability to use Gaelic with confidence.

A positive image of Gaelic will be promoted. This will be done in collaboration with key partners and providers and through Bòrd na Gàidhlig initiatives and programmes.

Ensuring that a positive image of Gaelic is promoted and strengthened depends on a number of initiatives. It also includes ensuring that Gaelic is valued and that its important contribution to the social, cultural and economic life of the nation is recognised.

The promotion of a positive image of Gaelic is critical to strengthening the appeal and status of Gaelic in Scotland and abroad. This depends on users and non-users alike.

COMMITMENT TO THE OBJECTIVES OF THE NATIONAL GAELIC LANGUAGE PLAN

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

HOME AND EARLY YEARS

North Ayrshire Council understands that a sustainable future for Gaelic needs more people to learn the language and supporting development in the home and early years is the key means of achieving this. We will help create a supportive environment for growing the number of Gaelic speakers in the home and early years in Scotland by:

- Raising awareness of and encouraging more parents to choose Gaelic education for their children
- Ensuring practical support, resources and advice for Gaelic Bookbug and in Gaelic early years education
- Ensuring the links are strengthened between the use of Gaelic in the home and Gaelic early years provision
- Improving the quality and availability of voluntary-led Gaelic pre-school activities and statutory early years education.

EDUCATION

North Ayrshire Council understands that a sustainable future for Gaelic needs more people to learn the language and be able to speak the language, including opportunities to use Gaelic. We will help create a supportive environment for growing the number of Gaelic speakers in Scotland by:

- Exploring initiatives to promote, establish and expand both GME and GLE at primary and secondary levels
- Exploring opportunity to develop GME with interested parents in line with the Education (Scotland) Act 2016 and the Statutory Guidance on Gaelic Education
- Working in partnership with neighbouring authorities to enable GME at primary and secondary levels, until such times that there is sufficient demand to establish GME locally
- Ensuring adequate attention is given to the recruitment, retention, education, support and development of GME and GLE teachers, in the event there is sufficient demand to establish GME locally
- Providing a wide range of opportunities for young people in both GME and GLE to engage in activities that enhance their Gaelic skills through greater use
- Offering opportunities to build capacity within our teaching workforce through language development or recruitment
- Ensuring that all steps are taken to secure the quality of both GME and GLE through National Guidance and other means.
- Extending access to, and participation in, a wide range of Gaelic learning opportunities for adults and increasing the numbers progressing to fluency
- Ensuring good resources are available to support adults learning Gaelic.

COMMUNITY

North Ayrshire Council understands that the status of Gaelic needs more people to interact with the language on a daily basis, including seeing in use buildings and having opportunities to use it. We will help create a supportive environment for growing the number of Gaelic speakers in Scotland by:

- Continuing to support and develop Gaelic learning opportunities for adults
- Continuing to support existing and new Gaelic language and cultural community groups within the local authority area, to help grow the profile of the language, increase usage and encourage new learners
- Working closely with the Gaelic Forum in order to develop more Gaelic learning opportunities in the communities of North Ayrshire.

THE WORKPLACE

North Ayrshire Council understands that Gaelic is an important skill adding value to our workforce and that recognition of Gaelic skills will have a positive impact. We will take the following steps to increase our Gaelic capacity and the use of Gaelic as a workplace language in Scotland by:

- Creating a positive attitude to Gaelic in the workplace through awareness-raising and signage
- Promoting recruitment of Gaelic speakers to posts within the organisation where the use of Gaelic is a designated responsibility or desired requirement
- Ensuring the language is increasingly visible within the workplace

- Continuing to offer opportunities for staff to learn Gaelic and for speakers to develop their language skills
- Regularly reviewing Gaelic capacity within NAC through the Gaelic staff skills audit.

MEDIA AND ARTS; HERITAGE AND TOURISM

North Ayrshire Council understands the central role played by the media, arts, heritage and tourism industries in sustaining and growing engagement and increased use of Gaelic across Scotland. Also, we recognise the significant contribution that these areas make to the Scottish economy. We will take the following steps to help create a supportive environment for the growth of Gaelic media, arts, heritage and tourism in Scotland and internationally by:

- Raising the profile of Gaelic activity in North Ayrshire and promoting through the media
- Continuing to support and demonstrate the inclusion of Gaelic arts, culture and heritage in programmes of activity undertaken or funded by the local authority
- Seeking opportunities for the arts and media to showcase the Gaelic language
- Promoting the visibility and audibility of Gaelic as a unique part of Scotland’s heritage
- Increasing the use of Gaelic in heritage and tourism sectors, including signage and interpretive materials, in both the public and private sectors
- Ensuring that appropriate recognition is given to Gaelic and that Gaelic is used in places of special interest and in promoting national events
- Ensuring that the importance of Gaelic to Scotland’s history and its relevance today features in the tourism experience.

CORPUS

North Ayrshire Council recognises the need to strengthen the relevance and consistency of Gaelic, the importance of facilitating quality translation services and to promote research into the language. We will take the following steps to strengthen Gaelic corpus in Scotland by:

- Continuing to promote knowledge and understanding of Gaelic Place Names
- Continuing to use quality translation services to produce our Gaelic translations requested by local people.

LOCAL GOVERNMENT PRIORITIES

The Council leads the North Ayrshire Community Planning Partnership. Its Local Outcomes Improvement Plan is the focus for effective partnership working and the delivery of the Scottish Government’s sixteen national outcomes. Gaelic language skills training opportunities will be made available to our CPP partners.

The North Ayrshire Council Plan 2019-2024 is currently mid-consultation and sets out our ambitions for North Ayrshire which is Fair For All. It is based on two priorities: Aspiring Communities and Inspiring Place.

OUR PLAN

HIGH-LEVEL AIMS

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. The North Ayrshire Council Gaelic Language Plan sets out the first steps for services.

Bòrd na Gàidhlig identified a set of “high-level aims” in May 2019. These high-level aims were agreed by John Swinney, Deputy First Minister of Scotland and Cabinet Secretary for Education and Skills. These high-level aims support the current National Gaelic Plan and the National Outcomes.

No.	High Level Aim	Current Practice	Action required	Success Measure	Lead
1	That all commitments from the first iteration of NAC's Gaelic Language Plan which remain within its remit are carried forward and delivered.	The various priority areas identified in the National Gaelic Language Plan are being implemented through our NAC Gaelic Language Plan.	We will continue to deliver all commitments that remain within our remit.	Positive Annual Monitoring Report outlining progress	Chief Officers
2	To continue to increase the visibility of Gaelic in the Council.	We use a bilingual logo and include Gaelic on the interior and exterior signage on new or refurbished council	We will demonstrate equal respect for Gaelic and English when a refresh or new logo is developed.	Visual assessments E-learning module Positive Annual Monitoring Report outlining progress	Chief Officers

		properties and vehicles.	We will develop staff awareness of our Gaelic Language Plan through the development of e-learning		
3	To develop the capacity to use Gaelic within the Council's work.	We use Gaelic within the Council's work through signage and email greetings.	We will continue to actively seek to increase the capacity to use Gaelic within the Council's work, including creating a standard corporate response for any emails received in Gaelic.	Increased use reported in the staff skills audit	Chief Officers
4	To raise the profile of Gaelic activity in North Ayrshire.	We include Gaelic within the Council's activities in a 'normalisation' approach.	We will continue to normalise the use of Gaelic within the Council's activities.	Positive Annual Monitoring Report outlining progress	Chief Officers
5	To continue working together with neighbouring authorities and other agencies to pursue Gaelic development strategies.	We work closely with our neighbouring authorities and other agencies to pursue Gaelic development strategies.	Ongoing	Evidence of partnership working	Chief Officers

6	To continue to develop Gaelic by promoting opportunities that encourage Gaelic learning across our early years, primary and secondary establishments in partnership with 1+2 languages initiatives, including the provision of targeted Gaelic language skills training to teachers to enable them to delivery GPLS.	We promote Gaelic learning opportunities in our early years and primary establishments	We will develop capacity among our staff through promoting training opportunities and sharing of good practice	Increased use reported in the staff skills audit	Head of Service, Education & Youth Employment
7	To develop the use of Gaelic on NAC's website and intranet, and to include guidance on the website for parents regarding the right to make a request for Gaelic medium primary education, in terms of the Education (Scotland) Act 2016.	We promote information about GME on our website	We will ensure that information about GME is current and promoted	Positive feedback from parents	Head of Service, Education & Youth Employment
8	To continue to support and develop Gaelic learning opportunities for adults, including Gaelic classes for NAC staff as part of their personal development programme, and Gaelic classes during Adult Learners' Week. This will be promoted to other CPP partners.	We promote Gaelic learning widely across North Ayrshire	We will develop capacity among our staff through promoting training opportunities and sharing of good practice	Increased use reported in the staff skills audit	Head of Service, Connected Communities
9	To continue to support existing and new Gaelic language and cultural community groups within the local authority area, to help grow the profile of the language, increase usage and encourage new learners.	We promote new Gaelic language and cultural community groups widely across North Ayrshire	We will develop the capacity of our volunteers and tutors by promoting training opportunities and providing opportunities to use Gaelic	Positive feedback from language and community groups Positive Annual Monitoring Report outlining progress	Head of Service, Connected Communities

10	To work closely with the Gaelic Forum in order to develop more Gaelic learning opportunities in the communities of North Ayrshire.	We work with the Gaelic Forum to develop increased opportunities to learn Gaelic and promote these widely across North Ayrshire	We will develop the capacity of our volunteers and tutors by promoting training opportunities and providing opportunities to use Gaelic	Positive feedback from Gaelic Forum Positive Annual Monitoring Report outlining progress	Head of Service, Connected Communities
11	To provide Gaelic language skills training for staff involved directly in the implementation of the Gaelic language plan and/or based on the Gaelic language skills audit.	We offer opportunities for Gaelic learning	We will review our staff skills audit to make direct links and directly market Gaelic language skills training to interested staff	Increased use reported in the staff skills audit	Head of Service, Connected Communities
12	To regularly review Gaelic capacity within NAC through the Gaelic staff skills audit.	We carry out an annual staff audit of Gaelic language skills	Ongoing	Increased use reported in the staff skills audit	Head of Service, Connected Communities
13	To hold an annual Council Gaelic Day to promote the language.	We do not current have an annual focus for Gaelic promotion	We will extend the promotion of Gaelic language with a day of focused activity	Positive feedback from language and community groups Positive Annual Monitoring Report outlining progress	Head of Service, Connected Communities
14	To continue to support and demonstrate the inclusion of Gaelic arts, culture and heritage in programmes of activity	We integrate Gaelic arts, culture and heritage in our	We will develop the capacity of our volunteers and	Positive feedback from language and community groups	Head of Service, Connected Communities

	undertaken or funded by the local authority.	wider programmes of activity	tutors by promoting training opportunities and providing opportunities to use Gaelic	Positive Annual Monitoring Report outlining progress	
15	To continue to grow the visibility of Gaelic by increasing provision of English/Gaelic bilingual signage in Council buildings, demonstrating equal respect for the languages.	We use a bilingual logo and include Gaelic on the interior and exterior signage on new or refurbished council properties and vehicles.	We will continue to extend the range of phrases used and add to buildings, both new and refurbished and we will develop staff awareness of our commitment to increasing awareness of the Gaelic Language Plan through the development of e-learning	Visual assessments E-learning module Positive Annual Monitoring Report outlining progress	Chief Officers

CORPORATE SERVICES COMMITMENTS

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.

Visibility					
No.	Current Practice	Action required	Success Measure	Date	Lead
16	We use a bilingual logo and include Gaelic on the interior and exterior signage on new or refurbished council properties and vehicles.	We will develop staff awareness of our Gaelic Language Plan through the development of e-learning. We will continue to explore how we include Gaelic on the interior and exterior signage on new or refurbished council properties and vehicles	Visual assessments E-learning module Positive Annual Monitoring Report outlining progress	Ongoing	Chief Officers GLP & HR
17	We use a bilingual logo.	We will continue to increase use of the bilingual logo.	Increased variety of use of Council logo	Ongoing	Finance and Corporate Support
18	We promote Gaelic through awareness raising events for staff and elected members and public consultation events.	We will continue to increase Gaelic promotion through awareness raising events for staff and elected members and public consultation events.	Feedback Uptake	Ongoing	Democratic Services

19	We provide increased bilingual content, including Gaelic Language Plan and Gaelic Medium Education.	We will continue to add to bilingual content to the Council website. We will develop content about the Gaelic Language Plan, Gaelic Learner Education, Gaelic Medium Education and Gaelic cultural events in North Ayrshire for the Council website.	Currently we have a single bilingual page of Gaelic content. We will increase and add to throughout the 5 years, increasing bilingual content in education, key Council documents and culture. This will be reviewed visually, through customer feedback and web page hits.	Ongoing	Education & Youth Employment
20	We use our bilingual logo on stationery.	We will introduce Gaelic in stationery when it is being reprinted.	Visual assessments	Ongoing	Finance and Corporate Support
21	We use a bilingual logo and include Gaelic on the interior and exterior signage on new or refurbished council properties and vehicles.	We will continue to extend the range of phrases used and add to buildings, both new and refurbished. We will develop staff awareness of our commitment to increasing awareness of the Gaelic Language Plan through the	Visual assessments E-learning module Positive Annual Monitoring Report outlining progress E-learning module	Ongoing	Chief Officers GLP & HR

		development of e-learning			
22	We use our bilingual logo on road signs.	We will introduce Gaelic to threshold road signs on replacement.	Introduction of signs	On replacement	Place

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.

Staffing					
No.	Current Practice	Action required	Success Measure	Date	Lead
23	We will use bilingual adverts to recruit to posts where the ability to speak, read or write Gaelic is an occupational requirement, for example the delivery of Gaelic language learning, will be identified as Gaelic essential. Adverts will demonstrate equal respect for Gaelic and English, and linguistic ability will be taken into account as part of the recruitment process.	We will continue to actively seek opportunities to increase our Gaelic language skills capacity	Annual Monitoring Report	Ongoing	HR
24	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.	We will provide opportunities for prioritised staff and elected members to attend Gaelic awareness training.	Feedback Uptake	Ongoing	Connected Communities/HR
25	We will develop and promote community and online Gaelic learning as a first step	We will regularly promote and encourage staff to take up Gaelic language learning opportunities.	Feedback Uptake	Year 1	Connected Communities/HR
26	We will use social media and other digital platforms to promote awareness of Gaelic.	We will review this with our Communications team	Clarified process and increased promotion	Year 1	Communications Team

27	We will make links so that Gaelic is included in the Learning Plan for North Ayrshire	We will review this with our Community Learning & Development Team	Annual Monitoring Report Learning Plan	Year 1	Community Learning & Development Team
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DAY-TO-DAY OPERATIONS

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 an 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.

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.

Day to Day Operations					
No.	Current Practice	Action required	Success Measure	Date	Lead
28	North Ayrshire Council has bilingual logo and some Gaelic phrases in some reception areas. We offer access to Gaelic language for all staff in our learning programme and will promote this to frontline staff.	We will develop staff awareness of our Gaelic Language Plan through the development of e-	Increased use reported in the staff skills audit	Year 1	GLP & HR

		learning and promote Gaelic language learning through our community delivery.			
29	We will review our staff skills audit to make direct links and directly market Gaelic language skills training to interested staff	We will identify staff across the council, including frontline staff, who would like to receive Gaelic language training.	Increased use reported in the staff skills audit	Ongoing	Head of Service, Connected Communities
30	We will regularly promote and encourage staff to take up Gaelic language learning opportunities.	We will regularly promote and encourage staff to take up Gaelic language learning opportunities.	Increased use reported in the staff skills audit, with a target of 50 using simple words, see NA Staff Gaelic skills, page 8.	Ongoing	Head of Service, Connected Communities
31	We will encourage for senior staff, elected members, staff with a Gaelic remit and other NAC staff to use bilingual greetings and signatures in their email.	We will provide translations for the phrases and job titles we use and widen our range.	Increased use	Year 1	Head of Service, Connected Communities
32	We will identify staff across the council who would like to receive Gaelic language training in order to be able to welcome and close public meetings.	We will identify staff across the council who would like to receive Gaelic language training in order to be able to welcome and close public meetings.	Interest recorded in staff skills audit	Year 2	Head of Service, Connected Communities

33	We will 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.	We will increase use of Gaelic in meetings where the subject matter relates to Gaelic language by identifying demand for Gaelic language to be used in good time so that translation can be facilitated.	Annual Monitoring Return	Year 1	Head of Service, Connected Communities
34	We will identify ways in which the use of Gaelic in complaints procedures, where there is demand from Gaelic speakers, can be facilitated and promote this.	We will continue to monitor demand.	Evidence of demand	Ongoing	Finance and Corporate Services

COMMUNICATIONS

The use of Gaelic in the media and 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 public authorities are seeing an increase in people accessing information through their websites, including Gaelic will significantly enhance the status and visibility of the language.

North 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.

Communications					
No.	Current Practice	Action required	Success Measure	Date	Lead
35	We will promote Gaelic activity and achievement to the media.	We will review this with our Communications team with the aim of embedding Gaelic proportionately within their operations	Clarified process and increased promotion	Year 1	Communications Team
36	We will discuss interest in receiving Gaelic press releases with local media.	We will continue to monitor demand.	Evidence of demand	Ongoing	Communications Team
37	We will continue to provide and promote bilingual information about Gaelic Medium Education and Gaelic Learner Education.	We will continue to monitor demand.	Increased website visits	Ongoing	Website Team Education & Youth Employment
38	We will review the inclusion of Gaelic in key corporate documents.	We will introduce the provision, use and promotion of bilingual corporate documents, which demonstrate equal respect for Gaelic and English	Annual Monitoring Return	Ongoing	Chief Officers
39	We will introduce the provision, use and promotion of bilingual corporate documents, which demonstrate equal respect for Gaelic and English.	We will review this with our Communications team	Annual Monitoring Return	Ongoing	Chief Officers
40	We will make links to the appropriate Gaelic websites.	We will review this with our Communications team	Clarified process and increased promotion	Year 1	Website Team GLP

41	We will continue to deliver a programme of exhibitions which integrates Gaelic.	Embedded in ongoing delivery	Annual Monitoring Return	Ongoing	Information & Culture
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CORPUS

The development of Gaelic in this sector is vital to the future of Gaelic in Scotland. Attention to this will allow Gaelic to develop new terminology and registers leading to greater relevance and consistency. For those reasons steps will be taken to ensure the continued development of the Gaelic language.

North Ayrshire Council recognises the importance of developing the Gaelic language to ensure that it is fit for all appropriate purposes and for use in the growing range of contexts in which it features.

Communications					
No.	Current Practice	Action required	Success Measure	Date	Lead
42	Continue to work with communities and partners to raise awareness of Gaelic place names through cultural activities.	We will review this with our Gaelic officers and Communications team	Increased promotion	Year 1	Gaelic officers & Communications Team
43	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.	Ongoing	Addition of new names	Ongoing	Head of Service, Connected Communities
44	Work with experienced translators to respond to requests for Gaelic translation.	Ongoing	Annual Monitoring Return, if appropriate	Ongoing	Head of Service, Connected Communities

45	Share research and evidence about Gaelic Language with staff.	Ongoing	Annual Monitoring Return, if appropriate	Ongoing	Head of Service, Connected Communities
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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 Bòrd na Gàidhlig. 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.

PUBLICISING THE PLAN

EXTERNAL

North Ayrshire Council's Gaelic Language Plan will be published bilingually on North Ayrshire Council's website. We shall, as a minimum:

- issue a bilingual press release announcing the plan;
- use bilingual social media to promote the plan;
- make copies of the plan available in our public offices and reception areas;
- make the plan known to employees via North 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.

INFORMING OTHER ORGANISATIONS OF THE PLAN

We informed our 6 Locality Partnerships at their March 2019 meeting of the forthcoming consultation and will provide updates in June and September 2019 meetings. We will alert other organisations, including third parties and arms-length organisations with whom we work to

deliver services, by social media and via the Council's website and we will encourage them to operate in the spirit of the activities outlined in this plan.

INTERNAL

We will develop an e-learning module to increase awareness of the Gaelic Language Plan and its importance to the Council. Staff will be alerted to the consultation through regular internal communications.

RESOURCING THE PLAN

Our activities will be funded through our regular revenue funding and we will continue to seek external funding to enrich opportunities for Gaelic in North Ayrshire.

MONITORING THE PLAN

This will be monitored and progress reported annually on the North Ayrshire Council website and to Bòrd na Gàidhlig.

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 Connects, North Ayrshire Council's intranet;
- distributed to partner organisations, as appropriate;

- distributed to Gaelic organisations; and
- made available on request.

APPENDIX 1 – INTERNAL GAELIC CAPACITY AUDIT

The summary is on page 8 and more information is available if you visit www.north-ayrshire.gov.uk and search for Gaelic Language Plan.

APPENDIX 2 – OUTCOMES OF CONSULTATION

The summary is on page 5 and more information is available if you visit www.north-ayrshire.gov.uk and search for Gaelic Language Plan.