



# East Ayrshire Council

## Gaelic Language Plan 2013-17



This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and was approved by Bòrd na Gàidhlig on 2 April 2014.



## Foreword

East Ayrshire has a proud history of promoting Gaelic, including the establishment of educational provision for all age groups from early years to adult education in addition to the active promotion of cultural events within our community. This provision has not only addressed the needs and enthusiasms of those with an interest in Gaelic, it has contributed to the enrichment of the wider community and raised awareness in this area of an important aspect of our nation's heritage and culture

East Ayrshire Council is committed to working with Bòrd na Gàidhlig, our Community Planning Partners and other key stakeholders to help safeguard the Gaelic language, heritage and culture for future generations and, wherever possible, develop the use of the Gaelic language.

East Ayrshire Council's Gaelic Language Plan 2013-17 is the authority's first such Plan. It sets out our planned aspirations over the next four years, detailing how these will be achieved. It has a strong focus on actions for our young people and members of the community with an interest in Gaelic learning, specifically Gaelic Medium Education, and also seeks to promote a wider interest in Gaelic culture and heritage.

Gaelic is alive and continuing to recover in East Ayrshire. In line with the national picture, it is vital to strengthen, through partnership, the local enthusiasm for Gaelic language and culture. It is important, therefore, for East Ayrshire Council to promote, facilitate and encourage interest within our communities, taking forward our planned activity in a way that is proactive but mindful of our local circumstances.

The Council is committed in principle to giving Gaelic and English languages equal respect and an active offer of Gaelic Services will be made available to East Ayrshire residents and visitors where they are available.

The Council is supportive of the objectives of the National Gaelic Language Plan 2012-17 and the aims of the Gaelic Language (Scotland) Act 2005 in ensuring that Gaelic remains a living language, and an integral part of Scotland's cultural heritage, and we are confident that our Plan works towards this.

**Fiona Lees**  
**Chief Executive**  
**East Ayrshire Council**

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## Summary

East Ayrshire Council recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. The 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 assist in ensuring that Gaelic has a sustainable future in Scotland.

The 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; and
- encourage the increased use of Gaelic.

East Ayrshire Council's 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 by taking forward our planned activity in a way that is proactive but mindful of local circumstances.

The plan is in accordance with statutory criteria set out in the 2005 Act, and has regard to the National Gaelic Language Plan and the Guidance on the Development of Gaelic Language Plans.

# 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 East 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 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 East Ayrshire Council will help implement the *National Gaelic Language Plan*. It also shows how we intend to promote the use of Gaelic in the 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 - Introduction**

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

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

The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties. East Ayrshire Council consulted publicly on the draft of its Gaelic Language Plan in early 2013 and took into account representations made to it during the consultation process.

### **OVERVIEW OF EAST AYRSHIRE**

East Ayrshire has a high quality environment with good quality services, including health, education, social and leisure services and a strong community spirit. It has a rich and varied landscape and much to offer in terms of natural heritage and scientific interest, and the built environment has a distinctive local character.

East Ayrshire has a varied rural hinterland where agricultural and former mining communities exist side by side. It has large areas of attractive countryside but there are also areas of substantial socio-economic disadvantage. Rural communities may be remote from services, job opportunities and activities that people in more central or urban areas take for granted.

#### **Demographic of East Ayrshire**

East Ayrshire has a population of approximately 122,700 (Source: Census 2011), living in an area of 490 square miles, from Lugton in the north to Loch Doon in the south, 97% of this area is rural. The deindustrialisation of the local economy has resulted in the population decreasing by 6% since 1981.

East Ayrshire's residents are predominately White Scottish at 94.22% and White British at 3.94%. Kilmarnock is the major urban area in East Ayrshire with a population of around 44,000. The rest of the population lives in smaller communities ranging from a few hundred people to around 9,000 people in Cumnock (Source: Census 2011).

Population projections indicate that the population is expected to remain relatively stable between now and 2020 and 2033, although demographic shift will realign the distribution of the population by decreasing the child (-8%) and working age population (-16%) and increasing the pensionable age population by 45%. The dependency ratio is therefore expected to increase from 57% in 2010 to 82% by 2033.

For all economy-related indicators, East Ayrshire is significantly worse than Scotland. The claimant count unemployment rate for East Ayrshire is recorded at 6.1% in February 2013 (Source: Nomis, 2013).

## **Formation and Operation of East Ayrshire Council**

Kilmarnock and Loudoun (Cille Mheàrnaig agus Lughdan) and Cumnock and Doon Valley (Cumnag agus Srath Dhùin) were 2 of 19 local government district councils in the Strathclyde Regional Council area from 1975 to 1996.

Both district councils and Strathclyde Regional Council were abolished in 1996 by the Local Government etc. (Scotland) Act 1994 and were combined to form East Ayrshire Council which came into being on 1 April 1996.

East Ayrshire Council has around 6,300 employees delivering 27,000 different services to our residents. Council headquarters is based at London Road, Kilmarnock. It is a high performing organisation and this is consistently evidenced through internal Best Value and self-assessment processes and through external validation from organisations such as Audit Scotland. The Council has a 2012/13 revenue budget of £342.9 million.

The Community Plan continues to be recognised as the sovereign planning document for the East Ayrshire area, providing the overarching strategic policy framework for the delivery of services by the Council and its Partner agencies. In addition, the Plan acts as the Council's Corporate Plan.

**Our vision** is set out below:

'East Ayrshire will be a place with strong, vibrant communities where everyone has a good quality of life and access to opportunities, choices and high quality services which are sustainable, accessible and meet people's needs.'

The Council is split into nine multi-member wards with either 3 or 4 Councillors representing each ward. There is a total of 32 Councillors. The elections in 2012 resulted in a Scottish National Party / Scottish Conservative and Unionist Party coalition forming the Administration.

The decision making structure for the Council is based on a Cabinet model with a Governance and Scrutiny Committee. The Cabinet, chaired by the Leader of the Council, is responsible for all executive decisions made by the authority. A Governance and Scrutiny committee acts as a counter balance to the Cabinet and provides an open and systematic scrutiny of decisions and regular challenges of performances. A number of other committees also operate, including planning and grant committees and an appeal panel.

East Ayrshire Council's Chief Executive is supported by a Depute Chief Executive who is also a service director. Together with two other Executive Directors, they form the Council's Corporate Management Team, which also includes the Solicitor to the Council and Chief Social Work Officer.

### **Department of Educational and Social Services**

The department unites the two single largest functions of the Council – Education, including the Supporting Vibrant Communities Service, and Social Work together with all cleaning, catering, janitorial and crossing patrol services

### **Department of Neighbourhood Services**

Neighbourhood Services delivers a range of public services within East Ayrshire. These include Housing Services, Roads and Transportation and Planning and Economic Development.

### **Department of Finance and Corporate Support**

The department provides a number of services to members of the public, in addition to a range of professional support services to the Council. Services are delivered by employees in Democratic Services, Finance Service, Human Resources, Corporate Infrastructure and Legal, Procurement and Regulatory Services.

## **GAELIC IN EAST AYRSHIRE**

In accordance with its position as a lowland Authority in the central belt of Scotland, the population of East Ayrshire has among the lowest percentage of knowledge and understanding of the Gaelic Language in Scotland at 0.81% as indicated by the Census of 2011.

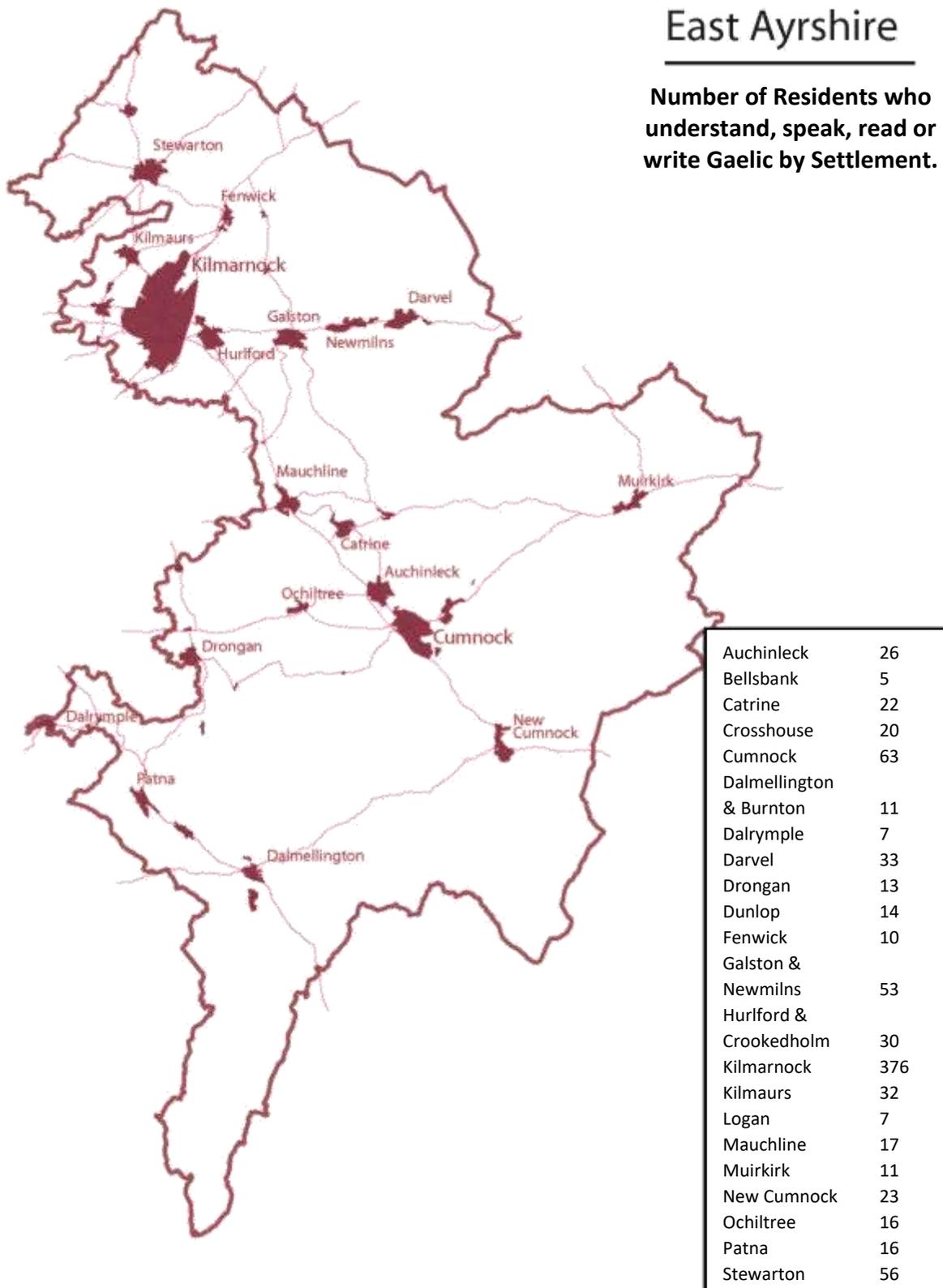
Of the whole population of East Ayrshire, the 2011 Census recorded that:

- 295 understand spoken Gaelic but cannot speak, read or write Gaelic
- 321 speak, read and write Gaelic
- 227 speak but neither read nor write Gaelic
- 28 speak and read but cannot write Gaelic
- 59 read but neither speak nor write Gaelic
- 31 have other combinations of skills in Gaelic
- 117,699 have no knowledge of Gaelic.

961 East Ayrshire residents understand, speak, read or write Gaelic. Of those 961 residents, 161 use Gaelic at home. We are able to determine settlement locations for 861 residents as detailed in the map provided.

# East Ayrshire

Number of Residents who understand, speak, read or write Gaelic by Settlement.



## **Gaelic Learning Provision in East Ayrshire**

As one of Scotland's indigenous languages, Gaelic occupies a special place in the life and culture of Scotland. It is a language the rebirth of which has been recognised by its inclusion in Scotland's National Priorities in Education and by the establishment of the Bòrd na Gàidhlig.

With regard to the promotion and development of Gaelic within East Ayrshire Council, the main focus has been on Gaelic Medium Education (GME) and Gaelic Learner Education (GLE).

### **School Based Learning**

GME and GLE provision in schools currently includes:

- A Gaelic Unit at Onthank Primary School, Kilmarnock with the Gaelic Nursery Class attended by 17 children and the Gaelic Primary Classes attended by 29 children.
- A programme of Gaelic Language in Primary Schools (GLPS) in some of Grange Academy's learning partnership schools (Kilmarnock), activity in 2011/12 was delivered by a Gaelic subject probationer based at Grange Academy. Separate money has been sourced through the Gaelic Language Act Implementation Fund (GLAIF) and a tutor has been appointed to deliver GLPS in session 2012/13.
- Lessons in fluent Gaelic at Grange Academy attended by 9 pupils, with some mentoring period classes for these pupils in Personal and Social Education and Religious Education also provided in Gaelic.
- Gaelic Learners as a language option at Grange Academy attended by 13 pupils in S1 and 1 pupil in S5 (to be delivered in the session 2012/13).
- An acting temporary Principal Teacher of Scottish Studies/Studying Scotland at Grange Academy. 69 pupils have chosen to study Scottish Studies/Studying Scotland and will be introduced to Gaelic identity, language, culture and heritage.

There has been no significant growth in the number of pupils attending the Gaelic Unit at Onthank Primary School in the last five years to support Gaelic Medium Education (GME) provision. An absence of suitably qualified teachers continues to be a problem and this may soon be exacerbated by the proposed creation of a new Gaelic School on the south side of Glasgow.

Some East Ayrshire pupils opt to attend Glasgow Gaelic School, which offers a wider selection of subjects to certificated levels through the medium of Gaelic.

Going forward we would propose to create replacement school-based provision consolidating Gaelic medium learning in one single location. Continuous 3-18

planning of the Gaelic curriculum will encourage improved 'staying on rates' and support for Gaelic provision.

This proposal has secured financial support from the Scottish Government and overall support from the Bòrd and will be subject to legal consultation.

### **Community Based Learning**

Gaelic language provision in a community-based learning setting currently includes:

- 8 Gaelic language classes in 2012, with current participation levels from 5 to 12 per class, with a total of 62 Gaelic Learners.
- Language classes delivered in accordance with the National Language Targets developed by the Community Learning and Development Review Group for Gaelic.
- Gaelic learning tutors receive training on the National Language Targets and the assessment framework.
- A Gaelic Conversation Day at which intensive Gaelic language tutoring is provided is held once a year in March. The March 2012 day was attended by 51 learners.
- A constituted Fòram Gàidhlig Siorrachd Àir An Ear (East Ayrshire Gaelic Forum) which is supported by the Council's Supporting Vibrant Communities Service.

### **Gaelic in the Community**

The **Fòram Gàidhlig Siorrachd Àir An Ear** (East Ayrshire Gaelic Forum) was established in 2009. It is a constituted group, with a membership of 61, mainly made up of Gaelic learners who want to preserve and promote the use of the Gaelic language in everyday life through literature, music, drama and related arts.

It has received funding from Bòrd Na Gàidhlig and East Ayrshire Council in the past and this has enabled the group to offer opportunities to Gaelic learners and Forum members to participate in its Annual 'Gaelic' Burns Supper; a yearly Gaelic Conversation Day for learners in the community and from other areas; provide classes for advanced Gaelic speakers to gain fluency in the language; and arrange musical evenings and trips/visits to other events. The Forum also produces a small newsletter *Dè Tha Dol*, which is regularly updated and sent out to keep everyone informed of upcoming events and developments.

The Forum has made and continues to make a real impact on preserving the use of Gaelic within East Ayrshire.

East Ayrshire Libraries' **Imprint Book Festival**, a celebration of all aspects of literature, first took place in 2007, and for the last three years with support from Bòrd na Gàidhlig has included a focus on Gaelic. An evening event is held for Gaelic

speakers and learners, and guest Gaelic speaking authors attend classes at Onthank Primary and Grange Academy.

In 2012, a Gaelic writing competition was held alongside the Imprint Writing Awards. There was a limited response to the competition as, although there are Gaelic learners in East Ayrshire, there are few Gaelic speakers with the confidence to write in Gaelic. A bookshop, run by the Gaelic Books Council, was also provided as part of the Imprint Gaelic night.

A live recital of Gaelic song and verse with singer/writer Dr Anne Lorne Gillies also took place. The event was suitable for both non-Gaelic and Gaelic speakers with Anne performing songs from her award winning book *Songs of Gaelic Scotland*, telling the stories behind the songs and explaining their historical significance.

### **Gaelic in the Council**

Council jobs where the use of Gaelic is a designated responsibility or desired requirement, include:

- Gaelic Medium Teachers at Onthank Nursery Class (1), Onthank Primary School (3) and Grange Academy (2).
- 1 Gaelic Tutor employed by the Supporting Vibrant Communities Service for 10 hours per week and 4 sessional Gaelic Learning Tutors.
- East Ayrshire Gaelic Forum tutors for quarterly Conversation Days (3).

The most recent Community Plan Review Supplement 2010/11 is available to download in Gaelic on the Community Planning website. The Community Plan acts as the Council's Corporate Plan.

The Council does not routinely translate documents and leaflets into other languages. However, documents can be translated into any language, including Gaelic, on request.

It is intended to carry out a linguistic profile of the authority to help us determine the capacity of staff to deliver services to the public and to assist with the implementation of the Gaelic Language Plan.

### **Gaelic and Key Partners**

The Council recognises that in order to properly progress the interests of Gaelic it will require to work with key partners. For example, the pattern of Gaelic provision varies within the Ayrshire area and there is scope to develop links with nearby authorities, including Glasgow, to enhance the opportunities for young people. Such links may become increasingly important if, for example, problems with the supply of suitably trained and qualified staff persist.

It will also be important for the Council to continue to work with partners in the higher education and further education sector to harmonise provision and to capitalise on the expertise developed both within the Council and elsewhere.

## Chapter 2 – Core Commitments

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 bodies to address when preparing Gaelic Language Plans:

<b>Identity</b>	<b>Communications</b>	<b>Publications</b>	<b>Staffing</b>
corporate identity signage	reception telephone mail and e-mail forms public meetings complaints procedures	public relations and media printed material websites exhibitions	training language learning recruitment advertising

This section of the plan details East Ayrshire Council's core commitments. Each commitment is set out as follows:

- Information on current practice
- Key areas of development/actions
- Lead Department
- Timescale.

## Section 1 – 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.

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

Development Function	Actions	Lead	Timescale
<b>Training:</b>			
<b>Current practice</b>	East Ayrshire Council does not make any provision for offering staff training in Gaelic.		
<b>Key areas of development</b>	Support Gaelic teaching staff to attend subject related CPD events.	Educational and Social Services	Ongoing
	Promote CPD for teaching staff to be retrained as teachers of Gaelic.	Educational and Social Services	Ongoing
	Provide information for teaching staff on opportunities to learn Gaelic with a view to delivering their subject in Gaelic Medium.	Educational and Social Services	Ongoing
	Provide the option of CPD for teaching staff to support the use of conversational Gaelic.	Educational and Social Services	Ongoing
	Advertise Gaelic learning opportunities and the availability of Gaelic language software in ewords.	Finance and Corporate Support	Ongoing

Development Function	Actions	Lead	Timescale
<b>Language Learning:</b>			
<b>Current practice</b>	East Ayrshire Council does not make any provision for offering staff Gaelic language learning opportunities and has not undertaken a linguistic profile of staff.		
<b>Key areas of development</b>	Undertake a linguistic profile to gather information on: <ul style="list-style-type: none"> <li>• the number of employees who speak, read, write or understand Gaelic, and the level of their language skills;</li> <li>• whether they would be able to use their language skills in the workplace for translation services, bilingual service delivery or Gaelic Medium Education; and</li> <li>• whether or not they are Gaelic learners or have a desire to learn Gaelic.</li> </ul>	Human Resources	2014/15
<b>Recruitment:</b>			
<b>Current practice</b>	Where the ability to speak, read or write Gaelic is an occupational requirement, the candidate's linguistic ability is taken into account at present.		
<b>Key areas of development</b>	Make job adverts bilingual where the ability to speak, read or write Gaelic is essential.	Educational and Social Services / Human Resources	Ongoing

## Section 2 - 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.

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

Development Function	Actions	Lead	Timescale
<b>Corporate Identity:</b>			
<b>Current practice</b>	East Ayrshire Council does not have an agreed policy for the use of Gaelic in its corporate identity.		
<b>Key areas of development</b>	Develop a policy for the use of Gaelic in the corporate identity. The policy will set out a commitment to introduce a Gaelic translation into the main Council corporate logo, with equal respect for Gaelic and English, and will be presented for consideration by Cabinet at the time of any future rebranding exercise.	Finance and Corporate Support	2014/15 and ongoing
	Consider the introduction of Gaelic in stationery when it is being reprinted, with equal respect for English and Gaelic, as part of the development of a policy for the use of Gaelic in the corporate identity to be presented for consideration by Cabinet at the time of any future rebranding exercise.	Finance and Corporate Support	2014/15 and ongoing
	Consider introducing a Gaelic song or air as 'call waiting' music.	Finance and Corporate Support	2014/15

Development Function	Actions	Lead	Timescale
	Consider the introduction of bilingual vehicle signs on a renewal or replacement basis, with equal respect for Gaelic and English, as part of the development of a policy for the use of Gaelic in the corporate identity, to be presented for consideration by Cabinet at the time of any future rebranding exercise.	Finance and Corporate Support / Neighbourhood Services	2014/15 and ongoing
	Utilise bilingual titles for Gaelic festivals and campaigns that are Council led or funded, with equal respect for Gaelic and English.	As appropriate	2014/15 and ongoing
<b>Signage (internal and external):</b>			
<b>Current practice</b>	East Ayrshire Council does not have a policy for the use of Gaelic in its signage.		
<b>Key areas of development</b>	Consider the introduction of bilingual road entry signs, when new or being renewed, with equal respect of Gaelic and English, as part of the development of a policy for the use of Gaelic in the corporate identity to be presented for consideration by Cabinet at the time of any future rebranding exercise.	Finance and Corporate Support / Neighbourhood Services	2014/15 and ongoing
	Consider the introduction of bilingual street signs, when new or being renewed, with equal respect of Gaelic and English, as part of the development of a policy for the use of Gaelic in the corporate identity to be presented for consideration by Cabinet at the time of any future rebranding exercise.	Finance and Corporate Support / Neighbourhood Services	2014/15 and ongoing
	Include Gaelic on East Ayrshire Council boundary signs on procurement of new signage, with equal respect for Gaelic and English.	Neighbourhood Services	2014/15 and ongoing

Development Function	Actions	Lead	Timescale
	Introduce internal and external bilingual signage in and around establishments where Gaelic is used, with equal respect for Gaelic and English.	Neighbourhood Services/Finance and Corporate Support	2013/14 and ongoing

### Section 3 – 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.

***East 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. Starting from a very low base, we will work towards progressively increasing our level of provision in this area.***

Development Function	Actions	Lead	Timescale
<b>Reception:</b>			
<b>Current practice</b>	East Ayrshire Council does not make any Gaelic provision in reception areas.		
<b>Key areas of development</b>	Introduce Gaelic awareness training for reception staff in key council buildings, in particular schools where Gaelic is taught.	Finance and Corporate Support	2014/15
	Through the Council's Customer First Service Commitment continue to ensure that where there is a need for Gaelic	Finance and Corporate Support	2013/14 and ongoing

Development Function	Actions	Lead	Timescale
	interpretation and/or translation this will be provided. This extends to services at reception, on the telephone, in forms and at public meetings.		
<b>Mail and Email:</b>			
<b>Current practice</b>	East Ayrshire Council does not have an agreed policy on responding to Gaelic mail and email.		
<b>Key areas of development</b>	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. Bilingual job titles to be made available on request for all other employees.	Educational and Social Services	2014/15 and ongoing
	Through the Council's Customer First Service Commitment continue to ensure that where there is a need for Gaelic translation this will be provided. Mail and email enquiries in Gaelic will require to be translated, and we will work towards ensuring that responses to mail and email in Gaelic are processed to the same timescales as English Medium responses.	As appropriate	2013/14 and ongoing
<b>Forms:</b>			
<b>Current practice</b>	East Ayrshire Council does not currently make any provision for the use of Gaelic in forms.		
<b>Key areas of development</b>	Reports to parents/carers of children participating in GME to be bilingual.	Educational and Social Services	2013/14
	Where there is a need, accommodate the use of Gaelic in forms and welcome completion in Gaelic.	As appropriate	2013/14 and ongoing
<b>Public Meetings:</b>			

Development Function	Actions	Lead	Timescale
<b>Current practice</b>	East Ayrshire Council does not have a policy on holding public meetings in Gaelic.		
<b>Key areas of development</b>	Actively promote the use of Gaelic in meetings where there is reasonable demand from Gaelic speakers and when the subject matter is related principally to Gaelic.	Educational and Social Services	2013/14 and ongoing
<b>Complaints:</b>			
<b>Current practice</b>	East Ayrshire Council does not have a policy on handling Gaelic within the complaints procedure.		
<b>Key areas of development</b>	Within the corporate complaints procedure accommodate members of the public making complaints/comments on all Council services in Gaelic.	Finance and Corporate Support	2013/14 and ongoing

## Section 4 – 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.

***East 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	Lead	Timescale
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Development Function	Actions	Lead	Timescale
<b>Public Relations and Media:</b>			
<b>Current practice</b>	East Ayrshire Council does not have a policy on providing press releases in Gaelic.		
<b>Key areas of development</b>	Publicise Council successes relating to Gaelic, particularly in education and culture.	Finance and Corporate Support / Educational and Social Services	Ongoing
	Subject to time and financial constraints, produce bilingual press releases when the press release relates specifically to Gaelic language/culture.	Finance and Corporate Support	2014/15 and ongoing
<b>Printed Material:</b>			
<b>Current practice</b>	East Ayrshire Council does not have a policy on publishing material in Gaelic. The Community Planning Partnership Community Plan Review Supplement 2010/11 is available in Gaelic on the Community Planning website.		
<b>Key areas of development</b>	Continue to translate the Community Plan/Community Plan Review Supplement (the Council's Corporate Plan) into Gaelic and make it available on the Community Planning website.	Finance and Corporate Support	2015/16
	Provide translation of documents in Gaelic on request, where reasonable, subject to financial constraints.	Finance and Corporate Support	Ongoing
<b>Websites:</b>			
<b>Current practice</b>	East Ayrshire Council does not have a policy on publishing information in Gaelic on the website. The Community Planning Partnership Community Plan Review Supplement 2010/11 is provided in Gaelic.		
<b>Key areas of development</b>	Provide a Gaelic welcome on the home page as a portal to further information about Gaelic learning provision and GME.	Educational and Social Services	2016/17
	Provide a Gaelic Development page, including the East	Educational and Social Services	2016/17

Development Function	Actions	Lead	Timescale
	Ayrshire Gaelic Language Plan and information on Gaelic in East Ayrshire.		
	Provide links to further Gaelic information.	Educational and Social Services	2016/17
<b>Exhibitions:</b>			
<b>Current practice</b>	East Ayrshire Council does not make provision for including Gaelic in exhibitions.		
<b>Key areas of development</b>	Provide information on the Gaelic context, where relevant to the exhibition.	Neighbourhood Services	Ongoing

# Chapter 3 – Policy Implications for Gaelic: Implementation of the National Gaelic Language Plan

## Policy implications for Gaelic

East 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. East 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.

In the formation, renewal and monitoring of policies, East Ayrshire Council will ensure that the impacts on Gaelic will be proportionately in line with the National Gaelic Language Plan.

## Overview of the National Plan for Gaelic

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
- working with partners

### 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

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

### 1. Language Acquisition

#### Rationale:

East 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.

Objective	Action	Lead	Timescale
<b>Increasing the use and transmission of Gaelic in the home</b>			
Raise awareness of the importance of the home in the acquisition and usage of Gaelic	Signpost to the National Parent Body and other national organisations.	Educational and Social Services	Ongoing
	Support Bòrd na Gàidhlig in delivering its activity to increase the use of Gaelic in the home.	Educational and Social Services	Ongoing
<b>Increasing the number of children acquiring Gaelic in the school</b>			
Increase support for Gaelic Education at all levels	Provide 20 registered places in Gaelic immersion early learning and childcare provision.	Educational and Social Services	Ongoing
	Encourage parents/carers to explore the option of GME in all sectors.	Educational and Social Services	Ongoing
	Develop plans for an integrated 3-18 Gaelic Language provision at a single location to be determined depending on the outcome of the necessary legal consultation and the availability of external funding to meet any Capital costs.	Educational and Social Services	Completed June 2014
	Depending on the above, implement an integrated 3-18 provision at a single location.	Educational and Social Services	Completed August 2017
<b>Increasing the uptake and availability of Gaelic-medium education</b>			

<b>Objective</b>	<b>Action</b>	<b>Lead</b>	<b>Timescale</b>
Increase support for Gaelic Education at all levels	Continue to offer a Gaelic Mentor class to fluent pupils.	Educational and Social Services	Ongoing
	Include 'the ability to speak, read and write Gaelic' as desirable in the person specifications of job advertisements for all subjects in GME schools, where vacancies arise from 2014.	Educational and Social Services	2014/15 and ongoing
<b>Increasing the uptake and availability of Gaelic-medium education</b>			
Increase support for Gaelic Education at all levels	Strengthen the relationship between Primary and Secondary provision with regards to the transition of Gaelic medium pupils.	Educational and Social Services	Ongoing
<b>Increasing the number of adult Gaelic learners progressing to fluency</b>			
Raise awareness of learning opportunities for Gaelic learners beyond school	Continue to provide senior pupils with information about further education in Gaelic by inviting visiting speakers, for example from Sabhal Mòr Ostaig and Glasgow University.	Educational and Social Services	Ongoing
	Deliver 8 community based Gaelic learning programmes per annum with a target of 12 additional learners year on year.	Educational and Social Services	Ongoing
<b>Working with Partners</b>			
Work with other Authorities to promote the aims of Gaelic Language Plan	Establish dialogue with nearby authorities to promote co-operation on Gaelic.	Educational and Social Services	2013/14 and ongoing
	Establish dialogue with Glasgow regarding appropriate access to GME provision as necessary.	Educational and Social Services	2013/14
Work with Higher and Further Education Sectors to promote the aims of the Gaelic Language Plan	Consult with the local further education sector regarding Gaelic provision with a view to harmonisation of resources and planning for transition.	Educational and Social Services	Ongoing
	Work with Universities in support of key delivery issues such as teacher supply, research in Gaelic, provision of specialist expertise and knowledge, promotion of cultural issues.	Educational and Social Services	2013/14 and ongoing

## 2. Language Usage

### Rationale:

East 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.

Objective	Action	Lead	Timescale
<b>Increasing the use of Gaelic in communities</b>			
Provide further opportunity for Gaelic speakers to use the language	Establish a conversation circle in Kilmarnock, the town in East Ayrshire with the highest percentage of people with an understanding / knowledge of Gaelic (Census 2001).	Educational and Social Services	2014/15 and ongoing
	Continue to support the work of the Fòram Gàidhlig Siorrachd Àir An Ear (East Ayrshire Gaelic Forum).	Educational and Social Services	Ongoing
<b>Increasing the presence of Gaelic in the media</b>			
Highlight ongoing work relating to Gaelic activities and successes throughout East Ayrshire	Increase the promotion of Gaelic learning opportunities and cultural activities on web sites and in the local press.	Communications	Ongoing
<b>Increasing the promotion of Gaelic in the arts</b>			
Continue to support Gaelic input in all areas of Arts provision across East Ayrshire	Further promote the Imprint Book Festival Gaelic writing competition.	Libraries and Culture	Ongoing
	Continue to host Gaelic authors at Onthank Primary and Grange Academy during Imprint Book Festival.	Libraries and Culture	Ongoing
	Facilitate the participation of pupils at events held during the Imprint Book Festival.	Educational and Social Services	Ongoing
<b>Increasing the profile of Gaelic in the tourism, heritage and recreation sectors</b>			
Promote aspects of Gaelic Heritage, language and culture	Identify 'Gaelic Champions' in key services with responsibility for increasing the promotion of Gaelic heritage, language and culture.	Libraries and Culture	2014/15

## 3. Language Status

### Rationale:

East 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.

## Preparation of Gaelic Language Plan

We have developed our Gaelic Language Plan through the formation of a working group, comprising representation from services with a remit for Gaelic provision across the Authority. This draft plan was distributed for wider consultation in early 2013. After the period of consultation was completed, a final draft plan was submitted to Cabinet for approval prior to being submitted to Bòrd na Gàidhlig for final approval.

## Creating a Positive Image and Visibility of Gaelic

Through our Gaelic Language Plan, we aspire to create a positive image of Gaelic throughout East Ayrshire and promote an awareness of the part Gaelic plays in Scotland today.

### 4. Language Corpus

#### Rationale:

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

Objective	Action	Lead	Timescale
<b>Increasing the relevance and consistency of the Gaelic language</b>			
Promote the relevance and consistency of Gaelic as appropriate	Continue to promote Gaelic in aspects of Authority work which could include a Gaelic dimension.	Educational and Social Services	Ongoing
	Liaise with national bodies as appropriate for relevant guidance regarding consistency, such as the Gaelic Orthographic Convention and Ainmean aite na h-Alba (Gaelic Place-Names of Scotland).	Educational and Social Services	Ongoing
<b>Increasing the quality and accessibility of Gaelic translations</b>			
Ensure that all translations are accurate	Facilitate the accessibility of cost effective Gaelic translations, where appropriate.	Educational and Social Services	Ongoing
<b>Increasing the availability of accurate research information</b>			
Ensure that all research information relating to Gaelic is current and accurate	Continue to cooperate with bodies undertaking research about all aspects of Gaelic.	Educational and Social Services	Ongoing

## Chapter 4 – Implementation and Monitoring

This Gaelic Language Plan will remain in force for a period of 4 years from April 2013 or until a new plan has been put formally in place. In Chapter 2 – *Core Commitments* and Chapter 3 – *Policy Implications for Gaelic*, we have set out the individual target dates when we expect to implement specific commitments.

## **Publicising the Plan**

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

- 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 East Ayrshire Council's Intranet;
- distribute copies of the plan to partner organisations, as appropriate;
- distribute copies of the Plan to Gaelic organisations;
- distribute copies of the plan to other interested bodies; and
- make copies available on request.

## **Administrative Arrangements for Implementing the Gaelic Language Plan**

This plan is the policy of East Ayrshire Council and has been endorsed both by our Corporate Management Team and Council members.

Overall Responsibility:

The Executive Director of Educational and Social Services will have overall responsibility for ensuring that East Ayrshire Council delivers on the commitments set out in this Plan over the four-year period of 2013-2017.

East Ayrshire Council will inform other relevant partner organisations, third parties and Arm's Length Organisations, of the existence of the Plan and seek their cooperation to operate in the spirit of the activities outlined in this plan.

Progress on the Plan will be submitted to the Council's Cabinet and Bòrd na Gàidhlig on an annual basis.

East Ayrshire Council will meet the resource requirements for the Plan from existing budgets and will apply for assistance from external bodies such as Bòrd na Gàidhlig and the Scottish Government, as necessary.

## **Contact details**

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

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