

EAST AYRSHIRE COUNCIL

CABINET – 5 DECEMBER 2018

GAELIC LANGUAGE PLAN 2019 - 2023

Depute Chief Executive, Economy and Skills and Chief Financial Officer

PURPOSE OF REPORT

1. The purpose of the report is to seek Cabinet approval for the Council's Gaelic Language Plan 2019 – 2023 (appendix 1) and to describe the next steps in terms of the Plan's submission to Bòrd na Gàidhlig as part of the official sign-off process.

BACKGROUND

2. This report is in response to Section 3 of the Gaelic Language (Scotland) Act 2005 which places a statutory duty on East Ayrshire Council to produce and publish a Gaelic Language Plan every five years; and to the Council's commitment to support the continued development of Gaelic in East Ayrshire, including Gaelic Medium Education.
3. East Ayrshire Council recognises the value of the Gaelic language to our national culture and heritage and are committed to working with Community Planning Partners, Bòrd na Gàidhlig and others, to safeguard the Gaelic language, heritage and culture for future generations and wherever possible, to develop use of the language.
4. The Council's first Gaelic Language Plan covered the period 2014 – 2018 and promoted the use of Gaelic for the young people and members of East Ayrshire Community.
5. This is the Council's second Gaelic Language Plan 2019 – 2023 which details how the Council will continue to support the objectives of the National Plan for Gaelic over the next five years. The proposed Plan sets out how we will meet our obligations to ensure communities, stakeholders and partners recognise the Council's ongoing progress to promote and use Gaelic.
6. The Council has worked closely with individuals and community organisations, to develop the new Gaelic Language Plan to ensure that their interests and views were represented to support the development of Gaelic language in East Ayrshire.
7. The Public Consultation phase of the new Gaelic Language Plan took place over a 6-week period ending on Sunday 18 November 2018. The Consultation process welcomed a total of 362 responses from members of the public and residents of East Ayrshire. Of those, 209 responses were completed in full and 153 partially completed. Responses have been considered and a summary of these are shown in appendix 2 of the proposed Plan.

8. As part of the Council's commitment to developing a bilingual workplace for staff and to serving Gaelic speaking customers and clients, an internal Gaelic language survey of all staff was completed. This information assisted in the measurement of existing Gaelic-language use, training needs of staff and the Council's current capacity to provide the service. The results of the survey informed the Plan for the development of greater Gaelic use and visibility in East Ayrshire and are appended to this report.

PROPOSAL

9. Seek Cabinet approval for the Council's second Gaelic Language Plan 2019 – 2023 and agreed the Plan's submission to Bòrd na Gàidhlig as part of the official sign-off process.

POLICY AND COMMUNITY PLAN IMPLICATIONS

10. East Ayrshire Council recognises that Gaelic is an integral part of Scotland's heritage and national identity. The Council fully endorses the aspirations of the Gaelic Language (Scotland) Act 2005 and the objectives of the associated national plan. The proposed plan demonstrates the Council's strong commitment to the promotion of the Gaelic language, culture and education.

LEGAL IMPLICATIONS

11. Legislation and measures have been put in place which have extended and strengthened the development of Gaelic Education, including The Education (Scotland) Act 1980; Specific Grants Regulations; and the Standards in Scotland's Schools Act 2000, granting parents an entitlement to have their children educated in accordance with their wishes. Section 3 of the Gaelic Language (Scotland) Act 2005 places a statutory duty on education authorities to promote and support Gaelic education and the further proposals will assist the Council with compliance with the legal requirement.

HUMAN RESOURCES IMPLICATIONS

12. The challenge in recruiting suitably qualified teachers with appropriate Gaelic Language Skills to further develop and enhance Gaelic Language teaching is recognised nationally. East Ayrshire will continue to work innovatively and in partnership with Bòrd na Gàidhlig and the local Gaelic community to address this issue.

EQUALITY IMPACT IMPLICATIONS

13. The approval of the proposed Gaelic Plan will contribute to developing a broader understanding of the equality agenda and promotes equality of opportunity, social justice and social inclusion: a Guiding Principle of the Community Plan. An Equality Impact Assessment screening was undertaken, the outcome of which was that the Gaelic Plan will not discriminate against anyone who has a protected characteristic, and therefore does not require a full Equality Impact Assessment.

FINANCIAL IMPLICATIONS

14. East Ayrshire Council receive a Gaelic Specific Grant from Scottish Government on an annual basis. In 2018/19 the grant received was £150,000. A dedicated 0.4 FTE Gaelic Development Officer is employed on a temporary basis and is 75% funded by Scottish Government. Each local authority is expected to match fund the grant by 25%. In East Ayrshire Council the Commitment to Gaelic exceeds this, with a contribution of £131,350.

RISK IMPLICATIONS

15. There are no risks associated with adopting the recommendations. The Council will be able to deliver the significant educational benefits summarised here and detailed in the proposal document.

TRANSFORMATION IMPLICATIONS

16. The proposals set out in this Plan align to the principles and strategic imperatives of the Transformation Strategy by delivering services which are compliant with legislative requirements and responsive to customer needs.

RECOMMENDATIONS

17. It is recommended that Cabinet:
 - i) Approve the Gaelic Language Plan 2019 – 2023;
 - ii) Agree that the Plan should now be submitted to Bòrd na Gàidhlig for their approval;
 - iii) Otherwise, note the content of the report.

Alex McPhee
Depute Chief Executive, Economy and Skills and Chief Financial Officer

22 NOVEMBER 2018

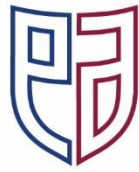
BACKGROUND PAPERS

- 1) Gaelic Language Plan (2019-2023) including summary outcome from Public Consultation
- 2) Staff Survey Summary Outcome

Any Elected Members requiring further information should contact Linda MacAulay-Griffiths, Head of Education on 01563 576549.

IMPLEMENTATION OFFICER – LINDA MACAULAY-GRIFFITHS

East Ayrshire Council



East Ayrshire Council
Comhairle Siorrachd Àir an Ear

DRAFT GAELIC LANGUAGE PLAN 2019-2023

A Gaelic Language Plan under Section 3 of the Gaelic Language (Scotland) Act 2005

This Plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and was approved by *Bòrd na Gàidhlig* on [\[insert date\]](#)

FOREWORD

East Ayrshire Council recognises the value of the Gaelic language to our national culture and heritage and we are committed to working with our Community Planning Partners, Bòrd na Gàidhlig and others, to safeguard the Gaelic language, heritage and culture for future generations and wherever possible, to develop use of the language.

This is our second Gaelic Language Plan and the actions contained herein build upon the good progress made during the lifetime of our first Plan, which ran from 2014 – 2018 and saw a strong focus on actions for our young people and members of the community. We have worked closely with individuals and community organisations to deliver on our Plan and to ensure that their interests and views are represented in our new Gaelic Language Plan.

Gaelic learning has increased in East Ayrshire over the last five years and all Gaelic Medium Education, for pupils aged 3 to 18 years, is provided at our Gaelic School, *Sgoil na Coille Nuaidh*, part of the new William McIlvanney Campus. This was enabled by a Capital contribution from *Bòrd na Gàidhlig*. With bilingual signage throughout the Campus, there are numerous opportunities for pupils to become more familiar with the Gaelic language. Community based learning and opportunities have also increased, providing various levels of learning and the Council has continued to extend the visibility of Gaelic through bilingual street and boundary signs and an update to the Council logo.

The Gaelic Language Plan 2019 – 2023 details how the Council will continue to support the objectives of the National Plan for Gaelic over the next five years and sets out how we will meet our obligations to ensure our communities, stakeholders and partners recognise our ongoing progress to promote and use Gaelic.

We are confident that our Plan will contribute to raising the profile and visibility of Gaelic, both nationally and locally, by sharing resources, good practice and working with voluntary organisation contacts and networks.

Table of Contents

CHAPTER 1	
Structure of the Gaelic Language Plan	3
Description of East Ayrshire’s function and location of offices	5
The Gaelic Language (Scotland) Act 2005 and the issuing of Notice	7
Approval of East Ayrshire’s Gaelic Language Plan	8
Consultation on our draft Gaelic Language Plan	8
Summary of Gaelic in Scotland	9
CHAPTER 2	
Gaelic Language Legacy	10
Map of Settlements in East Ayrshire Council	11
Gaelic in East Ayrshire (2011 Census)	12
Community Based Learning	12
Internal Audit Capacity	13
The Gaelic Language Plan in the Corporate Structure	15
Individual Staff Members	17
Arms Length Organisations	17
Planning and Policy Implications for Gaelic	18
Overview of the National Gaelic Language Plan	18
Commitment to the Objectives of the National Strategic Objectives	18
Commitment to the Objectives of the National Gaelic Language Plan	20
Home and Early Years	21
Education	21
Community	23
The Workplace	25
Media, Arts, Heritage and Tourism	26
Corpus	28
CHAPTER 3	
Core Commitments	30
Service Standard Commitments	30
Visibility	31
Staffing	32
Day to Day Operations	33
Communications	35
Corpus	36
CHAPTER 4	
Implementation and Monitoring	37
Publishing the Plan	37
Publicising the Plan	37
Informing Other Organisations	37
Internal	37
Resourcing	38
Grant Scheme	38
Appendix 1: East Ayrshire Council Gaelic Language Employee Survey	39
Appendix 2: Outcome of Consultation	
Appendix 3: ¹Link to the 2013 – 2017 Copy of the East Ayrshire Council Gaelic Language Plan	

¹ The 2013 – 2017 Plan was given an extension and became the 2014 to 2018 Plan as detailed throughout this new iteration (draft) Plan for 2019 -2023

STRUCTURE OF THE GAELIC LANGUAGE PLAN

The key components of the East Ayrshire Gaelic Language Plan are:

Chapter 1 – Introduction

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 – Policy Implications for Gaelic: Implementing The National Gaelic Language Plan 2019 - 2023

Sets out how East Ayrshire will support the implementation of The National Gaelic Language Plan 2019 - 2023. It also shows how we intend to promote the use of Gaelic in service Planning and delivery. This chapter also reveals how we will take account of Gaelic and our Gaelic Language Plan when drafting new policies and defining new strategies.

Chapter 3 – Core Commitments 2019 – 2023

Sets out in the form of an action Plan the Gaelic language provision to which we are committed to providing in the lifetime of the Plan.

Chapter 4 – Implementation and Monitoring

Sets out how the implementation of our Gaelic Language Plan will be taken forward, and how implementation and outcomes will be monitored. We aim to ensure where possible:

- All Gaelic services and resources will demonstrate equal respect for Gaelic and English.
- There will be an active offer and promotion of all Gaelic services and facilities.
- We shall monitor the uptake and promotion of Gaelic facilities and services and where need be we shall increase promotion.

CHAPTER 1

INTRODUCTION

East Ayrshire is situated in south west Scotland and covers an area of 490 square miles, from Lugton in the north to Loch Doon in the south. It has a population of 121,940, who live in a mixture of urban and rural communities. Kilmarnock is the major urban area with a population of 46,770. The remainder of the population lives in smaller communities, ranging from less than a hundred people in small villages and rural areas to 8,830 people in Cumnock. Many parts of East Ayrshire are prosperous and it is a vibrant area in which to live, work and visit; although 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.

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 also has a varied rural hinterland where agricultural and former mining communities exist side by side.

In terms of demographics, population projections indicate that the population of East Ayrshire is expected to remain relatively stable between now and 2033, although demographic shift will realign the distribution of the population by decreasing the child (-4%) and working age population (-11%) and increasing the pensionable age population by 32%. The majority of residents are white Scottish, 93%, with a further 4.5% other white British (Source: Scotland's Census 2011).

Formation and Operation of East Ayrshire Council

East Ayrshire Council has around 6,300 employees delivering a range of 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 2018/19 revenue budget of £336.1 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, safe and 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 2017 resulted in a minority administration which is led by the Scottish National Party. The composition of the Council is as follows:

Scottish National Party 14
Scottish Labour Party 9
Scottish Conservative and Unionist Party 6
Independent 2
The Rubbish Party 1

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 performance. 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 two Depute Chief Executives, with strategic lead responsibility for Economy and Skills and Safer Communities respectively. Together with the Director of the Health and Social Care Partnership (Strategic lead for Wellbeing), they form the Council's Executive Management Team, which also includes the Chief Governance Officer, Chief Social Work Officer and Policy Planning and Performance Manager.

:

The Council structure is made up of three distinct areas aligned to the community Planning vision, namely:

- Safer Communities
- Economy and Skills
- Wellbeing (Health & Social Care Partnership).

In addition, there is the Chief Executive’s office which includes the services of Governance and Internal Audit.

The services delivered under **Economy and Skills** include Education (0-18); Local Planning; Building Standards and Economic Development.

The services delivered under **Safer Communities** include Housing and Communities; Waste Management; Outdoor Amenities and Local Roads and Lighting.

The services delivered under **Wellbeing**, in partnership with NHS Ayrshire and Arran through the Health and Social Care Partnership, include Children’s Health, Care and Justice Services; Community Health and Care Services; and Primary Care and Out of Hours Services (pan Ayrshire).

THE GAELIC LANGUAGE (SCOTLAND) ACT 2005 AND THE ISSUING OF NOTICE

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.

The Act empowers *Bòrd na Gàidhlig* to require public authorities to prepare a Gaelic Language Plan (GLP) 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 East Ayrshire's second 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.

East Ayrshire's second 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.

APPROVAL OF EAST AYRSHIRE'S GAELIC LANGUAGE PLAN

East Ayrshire's Gaelic Language Plan will be submitted to *Bòrd na Gàidhlig* for approval on 28th January 2019.

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. East Ayrshire Council will consult publicly on the draft of our Gaelic Language Plan and will take into account representations made to us during the consultation process.

East Ayrshire Council received official notification from *Bòrd na Gàidhlig* (the *Bòrd*) in June 2017 of the requirement to prepare a second statutory Gaelic Language Plan under the framework of the Gaelic Language (Scotland) Act 2005.

The draft GLP was drafted in September 2018 by Economy & Skills with support from the Policy, Planning and Performance Division, in accordance with a template provided by the Bòrd. The Bòrd requires that public authorities must take into account any representations made to them in relation to their use of Gaelic and consult people appearing to them to have an interest in the development of their Gaelic Language Plan. In this regard, the Bòrd recommended that public authorities conduct a public consultation exercise of 6 to 12 weeks duration.

The public consultation process for the GLP was considered and approved at East Ayrshire's Executive Management Team Meeting of 1st October 2018.

It was agreed that East Ayrshire's consultation take place over a 6 week period beginning 8th October 2018 and closing on 16th November 2018.

Outcome of Consultation will contain more detailed information on the consultation process and will appear as Appendix 2 in the new Gaelic Language Plan 2019 – 2023.

SUMMARY OF GAELIC IN SCOTLAND

East Ayrshire Council recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. East 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.

East 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

CHAPTER 2

Gaelic Language Legacy

“ Gaelic was gradually introduced to Ayrshire from Galloway to the south and Argyll to the west from around 900. It ceased to be a productive language around 1600, by when it had given way to Scots. For a century after this time however the language may have survived in more remote areas. While Gaelic was probably not as widely spoken in Ayrshire as it was in Galloway, Arran and Argyll, it was nonetheless spoken in sufficient communities to coin numerous place-names, many of which have lasted till today.

The complex interplay between Gaelic and Scots can be seen in some place-names such as Maybolebeg and Tarbolton. Maybole itself is a name of Scots or Old English origin, from *maege botl* ‘maiden dwelling’. In 1185-96 this name appears as *Meibothelbeg* and *Meibothel-mor*, that is with Gaelic *beag* and *mòr* added respectively. This shows that Gaelic must have encroached on an area which had been Scots speaking.

Likewise Tarbolton derives originally from an Old Scots place-name *bopel-tūn*. At a later stage Gaelic became prominent in the area, and *tòrr* ‘hill’ was added to the name, thus **Tòrr Bolton*². They are in many cases descriptions of the land and what the land was used for – an insight into our past.

East Ayrshire still continues to maintain a good measure of Gaelic in the community and is fortunate to have many who are committed to the development of the Gaelic language and who wish to initiate, participate in and support activity within the council itself and also vitally in the wider community.

East Ayrshire’s second Gaelic Language Plan (2019-2023) sets out how we will take forward the progress made over the last five years, as shown in the first Gaelic Language Plan (2014-2018). A large number of individuals and organisations across the area helped to deliver the first Plan and have already made their views known in advance of this newer iteration.

The Council is very pleased to engage with all of those stakeholders to ensure we represent the interests and priorities of all our citizens for the next five years of Gaelic development in the region. East Ayrshire Council is committed to continuing to work with *Bòrd na Gàidhlig* and our community to implement its new Gaelic Language Plan in line with the 2005 Act.

Siorrachd Àir an Ear

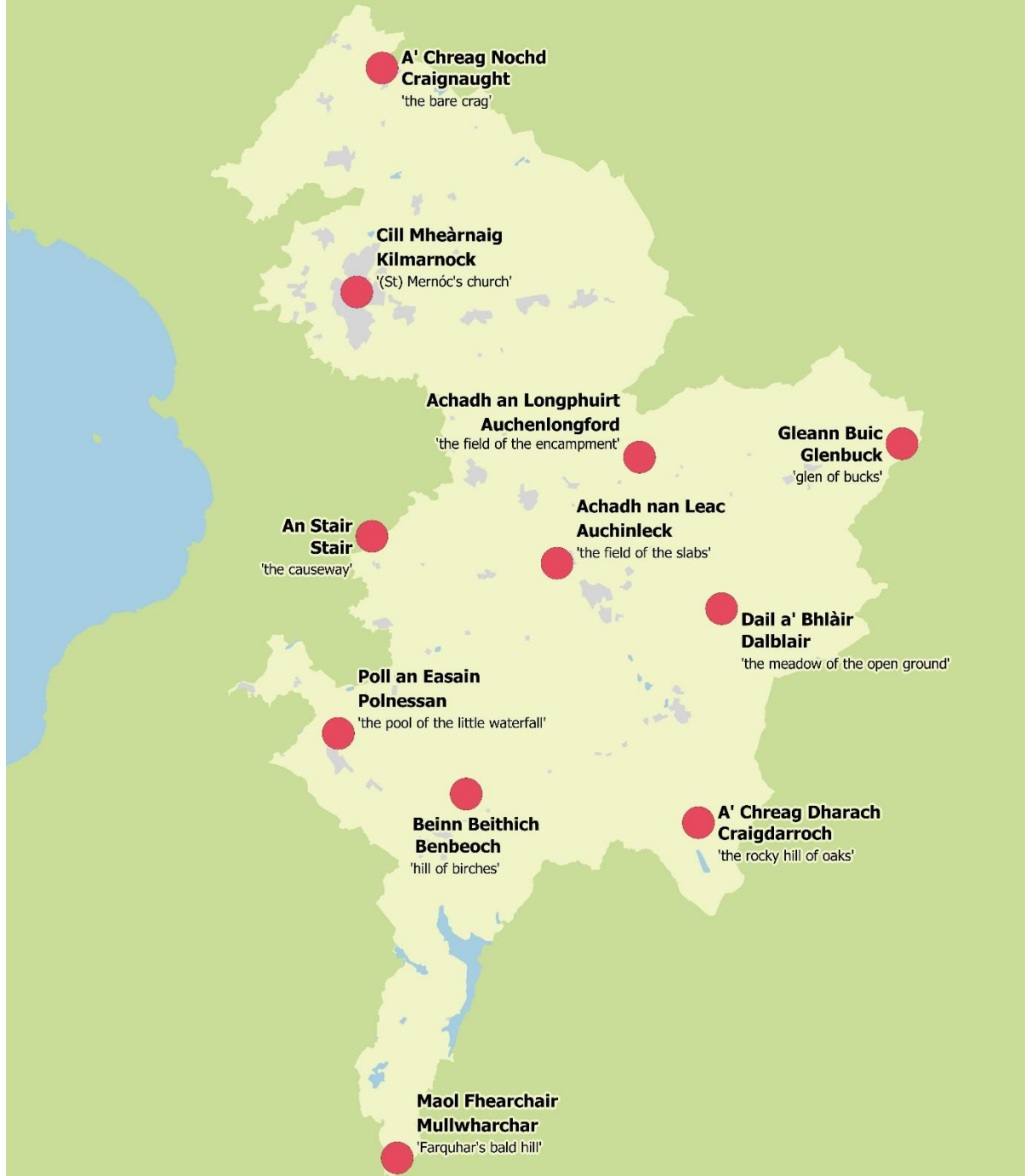
Taghadh de dh'ainmean-àite bhon Ghàidhlig

Airson tuilleadh air na h-ainmean seo, feuch an stòr-dàta air www.ainmean-aite.scot.

East Ayrshire

A selection of Gaelic-derived place-names

For more on these names, consult the database on www.ainmean-aite.scot.



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Le dàta bhon t-Suirbhidh Òrdnais © Còir copaidh is stòir-dàta a' Chrùin 2018.
Contains NRS data © Crown copyright and database right 2018.
Contains Ordnance Survey data © Crown copyright and database right 2018.

Rannsachadh le Ainmean-Àite na h-Alba & Bòrd na Gàidhlig.
Mapa le Bòrd na Gàidhlig 2018 a' cleachdadh QGIS 2.
Research by Ainmean-Àite na h-Alba & Bòrd na Gàidhlig.
Map by Bòrd na Gàidhlig 2018 using QGIS 2.

GAELIC IN EAST AYRSHIRE

The Census of 2011 records concludes:

- 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
- 961 East Ayrshire residents understand, speak, read or write Gaelic. Of those 961 residents, 161 use Gaelic at home. (The settlement locations for these 961 residents is detailed on the map over the page)
- 117,699 have no knowledge of Gaelic

COMMUNITY-BASED LEARNING

The proposal for 2014 – 2018 Gaelic Language Plan was to support the work of both the East Ayrshire Gaelic Forum and that of Vibrant Communities Adult Education.

The Forum was established in 2009, with a membership made up of 61 Gaelic Learners who wanted to preserve and promote the use of the Gaelic language. It has received funding in the past from Bòrd na Gàidhlig and East Ayrshire Council which has enabled the group to offer opportunities to Gaelic learners such as Gaelic Burns Suppers, conversation days, musical evenings and trips/visits to other events.

The Forum will continue to produce a small newsletter '*Dè Tha Do!*' which is sent out electronically and can also be found on their new dedicated Facebook page endeavouring to make a real impact on preserving the use of Gaelic within East Ayrshire. Information on adult education classes can be found in the Council's "Buzz Magazine" issued electronically on a quarterly basis.

The aim was to establish a conversation circle in Kilmarnock, the town in East Ayrshire with the highest percentage of people with an understanding / knowledge of Gaelic (Census 2011).

Again, this has been surpassed, not only with the weekly classes but also through two full-day conversation classes held per annum; one is funded by East Ayrshire Council Gaelic Forum. Both events are well attended.

The Council's objective is to establish greater dialogue with nearby authorities to promote co-operation on the Gaelic language and to explore new opportunities to increase the Gaelic language provision offered by both the Gaelic Forum and Vibrant Communities.

A 1+2 *Languages* Development Officer has been contracted to work two days per week as a *Gaelic* Development Officer. This has meant that a closer co-operation with other Authorities, Arms-Length Organisations and other major stakeholders has been possible.

Links have been established with the Inter-Authority Collaboration Group comprising North, South, East Ayrshire, Dumfries & Galloway. Discussions are underway for the planning and implementation of more inter-authority events going forward.

INTERNAL GAELIC CAPACITY AUDIT

East Ayrshire Council conducted an audit of existing internal Gaelic capacity as part of the preparation of this Gaelic Language Plan. The results of this audit were taken into consideration when developing commitments in the Plan, and have assisted in ascertaining how to establish, maintain or improve practices to develop the use of the Gaelic language.

Employment and Services

The number of posts in which Gaelic is an essential or desirable job skill are currently for Gaelic Medium Education only. There are no services or internal processes that are conducted through the medium of Gaelic.

Bilingual Materials and Publications

- All new stationery contains a bilingual East Ayrshire Council logo
- The East Ayrshire Council Gaelic Language Plan is bilingual in both electronic and printed format
- *New to the Council from September 2018:* Notice of Public Consultation of the new 2019 – 2023 East Ayrshire Council Gaelic Language Plan and social media (Twitter) notifications regarding the William McIlvanney Campus (Gaelic School – *Sgoil na Coille Nuaidh*) will go out bilingually. A press release on the opening of the new campus was also written in Gaelic and sent to Gaelic media organisations.
- *New to the Council from September 2018:* Revised Gaelic content web pages will be launched, with improved navigation for ease of use. Some content will be translated into Gaelic.

Existing Internal and External Bilingual Signs

Eleven village gateway signs have been erected over seven villages. As old signs need upgrading, they will be replaced with bilingual signs; this continues to be an ongoing process.

Existing internal signage can be found at Grange Academy and the William McIlvanney Campus Gaelic school - *Sgoil na Coille Nuaidh*.

- East Ayrshire Council's translation and interpretation capacity does not currently include any existing members of staff. Any publication requiring translation goes to a third party translation service adhering to the SQA Orthographic Conventions (*Gnàthachas Litreachadh na Gàidhlig*).
- East Ayrshire Council commits to maintaining viable data on the above. If any data is not available, East Ayrshire is obliged to acquire it early in the life of the Plan and thereafter making it public. (Full Internal Gaelic Capacity Audit: *Appendix 1*)

DRAFT

THE GAELIC LANGUAGE PLAN IN THE CORPORATE STRUCTURE

This Plan is the policy of East Ayrshire Council and has been endorsed both by our Senior Management Team and elected members.

STRATEGIC RESPONSIBILITY FOR THE PLAN

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

NAME:	Alex McPhee
POSITION	Depute Chief Executive and CFO
DEPARTMENT	Economy & Skills
NAME OF ORGANISATION	East Ayrshire Council
ADDRESS	London Road Kilmarnock East Ayrshire KA3 7BU
TELEPHONE NUMBER	Tel: (01563) 576126
E-MAIL:	alex.mcphee@east-ayrshire.gov.uk

DAY-TO-DAY RESPONSIBILITY OVER THE PLAN

NAME:	Linda McAulay-Griffiths
POSITION	Head of Education
DEPARTMENT	Economy & Skills
NAME OF ORGANISATION	East Ayrshire Council
ADDRESS	London Road Kilmarnock East Ayrshire KA3 7BU
TELEPHONE NUMBER	Tel: (01563) 576126
E-MAIL:	linda.mcaulay-griffiths@east-ayrshire.gov.uk

OTHER OFFICERS WITH RESPONSIBILITIES FOR THE PLAN

NAME:	Janie Allen
POSITION:	Strategic Education Manager, Early Intervention
DEPARTMENT:	Economy & Skills
EMAIL:	janie.allen@east-ayrshire.gov.uk

NAME:	Lynne Buchanan
POSITION:	Communications Manager
DEPARTMENT:	Policy, Performance and Communications
EMAIL:	lynne.buchanan@east-ayrshire.gov.uk

NAME: Kerr Chalmers
POSITION: Traffic & Road Safety Manager
DEPARTMENT: Safer Communities
EMAIL: kerr.chalmers@east-ayrshire.gov.uk

NAME Julie Hope
POSITION: Strategic Education Manager Curriculum Support
DEPARTMENT: Economy & Skills
EMAIL: julie.hope@east-ayrshire.gov.uk

NAME: Philippa McInnes
POSITION: Team Leader
DEPARTMENT: Arts, Libraries & Museums Development/East Ayrshire Leisure
EMAIL: philippa.mcinnnes@east-ayrshire.gov.uk

NAME: Kenneth McNamara
POSITION: Human Resources Manager
DEPARTMENT: Safer Communities Human Resources
EMAIL: kenneth.mcnamara@east-ayrshire.gov.uk

NAME: Julia Preston
POSITION: Gaelic Language Development Officer
DEPARTMENT: Economy & Skills
EMAIL: julia.preston@east-ayrshire.gov.uk

NAME: David Rose
POSITION: Head Teacher: Kilmarnock Academy
DEPARTMENT: Economy & Skills
EMAIL: david.rose@east-ayrshire.gov.uk

NAME: Diane Wright
POSITION: Head Teacher: James Hamilton Primary, ECC and
Sgoil na Coille Nuaidh
DEPARTMENT: Economy & Skills
EMAIL: diane.wright@east-ayrshire.gov.uk

INDIVIDUAL STAFF MEMBERS

For those members of staff who are not directly linked with the Gaelic Language Implementation Group, but who have some kind of Gaelic input or remit, the usual form of communication regarding the East Ayrshire Gaelic Language Plan would be via email.

SERVICES DELIVERED BY THIRD PARTIES AND ARMS-LENGTH ORGANISATIONS

Those who deliver services/goods on behalf of East Ayrshire Council, including contractors, Arms-Length Organisation and other third parties are made aware of the East Ayrshire Gaelic Language Plan through the Council website pages and social media. Where appropriate, copies of the Plan will be made available through Direct Mail.

PLANNING AND 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 the East Ayrshire Council 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 approve the commitments made in this Gaelic Language Plan, and ensure that the impact on Gaelic will be in line with the National Gaelic Language Plan.

OVERVIEW OF THE NATIONAL GAELIC LANGUAGE PLAN

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

Language Acquisition

Priority Areas

- Gaelic in the family
- Gaelic medium workforce recruitment, retention, training and supply
- Resources and support for learning
- Gaelic in Early Learning and Childcare (ELC)
- Gaelic medium education (GME) in primary and secondary schools
- Gaelic learner education (GLE) in primary and secondary schools
- Gaelic in Higher and Further Education
- Adult Gaelic learning

Language Usage – Increasing the use of Gaelic

Priority Areas

- Initiatives which promote the use of Gaelic in homes and communities
- Initiatives which promote the use of Gaelic by young people
- Gaelic in traditional and new media
- Gaelic in the arts, publishing and creative industries
- Gaelic Language Plans
- Gaelic in the workplace
- Gaelic use in heritage, tourism, food and drink, environment and leisure industries
- Initiatives which strengthen language richness, relevance and consistency

- Initiatives promoting links with Gaelic abroad and with minority languages

Language Status

Priority Areas

- Support for Gaelic from the Scottish Government, Parliament and wider political support
- Gaelic Language Plans implemented by public authorities (local authorities and public bodies)
- Promoting a positive image of Gaelic and raising awareness through:
 - Gaelic media and other media
 - Gaelic education at all levels, and
 - Gaelic arts
- Promoting the social, economic and cultural value of Gaelic
- Positive messages about Gaelic, bilingualism, and about diversity and inclusion

Gaelic Language (Corpus)

Priority Areas

- Ensuring that effective learning and confident usage of Gaelic are supported now and in the future
- Support initiatives that create new, and coordinate existing, terminology and maintain the richness of the Gaelic language
- Ensure that the view of the user community is at the heart of all corpus developments.

EAST AYRSHIRE'S COMMITMENT TO THE OBJECTIVES OF THE NATIONAL STRATEGIC OBJECTIVES

East Ayrshire Council is fully committed to ensuring that the National Gaelic Language Plan is implemented in line with the Government's national strategic objectives. The objective is to create a wealthier, fairer, smarter and stronger setting for everyone in the community.

By supporting and normalising the learning and teaching of Gaelic in our Authority, we endeavour to open up the door to myriad new opportunities for our future generations. In an evolving Scotland, Gaelic is reaching out to new audiences and is being taught to an increasing number of children and learners of all ages.

East Ayrshire will take into consideration the promotion of opportunities for Gaelic to be embedded across services, and to promote ways in which Gaelic can help achieve the outcomes of the economic development strategy for East Ayrshire Council.

EAST AYRSHIRE'S COMMITMENT TO THE OBJECTIVES OF THE NATIONAL GAELIC LANGUAGE PLAN

East 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

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 and early years 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 the home and early years in Scotland.

- Raise awareness of the importance of the home for acquiring Gaelic and encouraging more parents to choose Gaelic education for their children
- Ensure practical support, resources and advice are available for passing Gaelic on to children in the home and in Gaelic early years education
- Ensure the links are strengthened between the use of Gaelic in the home and Gaelic early years provision
- Improve the quality and availability of voluntary-led Gaelic pre-school activities and statutory early years education.

In September 2018, the new William McIlvanney Campus was officially opened. The Campus hosts the new James Hamilton Primary School and Early Childhood Centre, with Kilmarnock Academy and James Hamilton Academy also transferring and merging to form a new Kilmarnock Academy.

Within the same building, a third educational provision, *Sgoil na Coille Nuaidh* (New Woodland School), offering Gaelic Language education, will replace the Gaelic Medium Education provision which was offered at *Bun-sgoil Onthank* (Onthank Primary School) and *Acadamaidh Grange* (Grange Academy).

Current Academic Year (2018-2019)

Numbers within *Sgoil na Coille Nuaidh* have grown slightly with nine children in the ECC in their pre-school year. This is supported by the *Pàrant is Pàiste* (Parent-Toddler) group, held twice weekly at Mount Carmel Primary School in Kilmarnock where there are currently 11 families registered. There has been greater parent interest since the new campus move.

In cooperation with the *Bòrd na Gàidhlig* Early Years Support Officer for East Ayrshire, the Council will promote and develop Early Years Groups and explore opportunities that may arise as a result of the increased Early Learning and Childcare hours and explore how this will impact on Gaelic staffing and training.

EDUCATION

Rationale:

East Ayrshire Council recognises that creating a sustainable future for Gaelic requires increasing the number of people able to speak the language. We recognise the importance of education, training and life-long learning to achieve this goal. We will take the following steps to help create a supportive environment for growing the number of Gaelic speakers in Scotland:

- Increase initiatives to promote, establish and expand both GME and GLE at primary and secondary levels
- Ensure adequate attention is given to the recruitment, retention, education, support and development of GME and GLE teachers
- Provide 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
- Ensure that all steps are taken to secure the quality of both GME and GLE through National Guidance and other means.
- Ensure opportunities for the continuity and progression of literacy and other language skills for adults learning Gaelic and for fluent speakers
- Extend access to, and participation in, a wide range of Gaelic learning opportunities for adults and increasing the numbers progressing to fluency.

East Ayrshire Council takes into consideration the implications of the Education Scotland Act (2016) and the subsequent Statutory Guidance on Gaelic Education, including the duty to promote and support the teaching and learning of Gaelic throughout all stages: From Early Years, to Broad General Education, through the senior phase and beyond. The Council Plans for continuity and progression at each level.

Pupils used to progress to *Sgoil Àraich* (Onthank Early Years Group) and then on to *Bun-Sgoil Onthank* (Onthank Primary School Gaelic unit) where they would learn their subjects through the medium of Gaelic. From here to Grange Academy in Kilmarnock, where they had the opportunity to take national qualifications. **This provision has now changed; all Gaelic Medium Education has merged since September 2018.**

Sgoil na Coille Nuaidh –William McIlvanney Campus and Kilmarnock Academy provides Gaelic Education for pupils aged 3 to 18 years. The Campus was handed over to the Council on 1 April 2018.

Current Academic Year

There are currently three Gaelic Medium fluent speaking pupils in the new Kilmarnock Academy with a further six attending Grange Academy. Gaelic Language and Gaelic Mentor classes continue to be offered to fluent pupils in both settings.

In the Primary sector, the full curriculum, including *Bounce Back*³ is delivered through Gaelic Medium.

³ Bounce Back! is a positive education approach to wellbeing, resilience and social-emotional learning for primary school children.

East Ayrshire Council has a commitment to continue to provide senior pupils with information about further education in Gaelic by inviting visiting speakers, for example from *Sabhal Mòr Ostaig*⁴ and the Universities of Glasgow and Strathclyde.

Work with Universities in support of key delivery issues such as teacher supply, research in Gaelic provision of specialist expertise and knowledge and promotion of cultural issues continues. This is maintained through the Gaelic Immersion for Teachers Project (GifT⁵)

Planning for continuity and progression is of paramount importance to allow pupils to transition through Gaelic Medium Education at each level

GAELIC LEARNER EDUCATION (GLE) IN THE PRIMARY SECTOR

Rationale:

Gaelic learning in East Ayrshire Council's primary sector has increased over the last five years through our adoption of the Government's initiative – the 1+2 Approach. Primary schools are delivering knowledge and understanding of two languages apart from the mother-tongue.

Gaelic has been piloted in eight primary schools across the Authority including Silverwood Primary School and New Farm Primary School which have merged within the new William McIlvanney Campus as James Hamilton Primary School.

This was a strategic move by the Head Teacher, knowing that pupils would eventually be merging on a Campus with the new Gaelic school, and would therefore have the opportunity in the future to continue their Gaelic education in the future.

Whether GME or GLE, there will be opportunities for pupils to become more familiar with the Gaelic on the new Campus. Bilingual signage is apparent throughout the school and a sense of 'normalisation' of the language is apparent.

Teaching staff from all stages have a greater opportunity to meet and discuss future plans, share good practice and support each other. This can only help to provide seamless transitions between stages, provide closer links with all stakeholders and open up more opportunities to work together. Engaging in activities that enhance Gaelic skills and ensuring all steps are taken to secure the quality of both GME and GLE going forward, East Ayrshire Council strives to safeguard and promote the Gaelic language across the Authority.

As part of the 1+2 Strategy, multiple schools have been given the opportunity to offer GLL (formerly GLPS) tuition to pupils on a trial basis. Assembly slots and blocks ranging from 2 days to 4 weeks have been offered to pupils in P1 to P7. Approximately 2000 pupils (2016 – 2018) have received lessons given by one GLL-trained

⁴ *Sabhal Mòr Ostaig* – University of the Highlands and Islands

⁵ GifT is a one-year, full-time immersion course offered by the University of Strathclyde, leading to a Post Graduate Diploma with 120 credits at Masters level.

(Peripatetic) Language Development Officer. This generated a lot of interest in the language and culture of Gaelic.

A 1+2 Approach outdoors project with one primary school in collaboration with Historical Education Scotland (HES) took place in 2017 with a Gaelic Event held at Edinburgh Castle for P6/P7 pupils from St. Sophia's Primary School in Kilmarnock, as well as a bespoke Gaelic Woodlands Workshop held within the grounds of Dumfries House⁶ Arboretum. East Ayrshire Council continues to support outdoor learning through the medium of Gaelic.

Current Academic Year

East Ayrshire Council made the decision for all English Medium schools to study French as their first modern language (L2). Currently in the Academy, S1 pupils will be taking Gaelic on a rotation basis with Spanish as their second (modern) language. Two groups of 125 Gaelic Language Learners (GLL) in the 2018-19 cohort will study Gaelic from August to December and January to timetable change in May. For the first time, this will be the largest group of Gaelic Learners known to the Authority.

COMMUNITY

Rationale:

East Ayrshire Council recognises that the status of a language is affected by its use in the daily environment and the extent to which it is valued by those institutions which play an important role in our daily lives. East Ayrshire Council also 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.

We will take the following steps to help create a supportive environment for increasing Gaelic usage in communities across Scotland:

- Increase the profile and use of Gaelic through the availability of a range of Gaelic medium services particularly in areas where 20%^{*7} or more of the population have Gaelic abilities
- Ensure support for initiatives that promote the use of Gaelic among all kinds of communities of speakers
- Support initiatives that make use of the skills and abilities of Gaelic speakers in community activities
- Create increased situations in which Gaelic can be used informally by young people and adult learners.

⁶ Dumfries House, Cumnock, Ayrshire: Based across six bespoke training centres situated on the Dumfries House Estate, Dumfries House Education offers a selection of education and training programmes designed to support learners in Primary and Secondary education with experiential, hands-on activities linked to Curriculum for Excellence.

⁷ (Based on Civil Parishes NRS Data)

- Ensure good resources are available to support adults learning Gaelic
- Strengthen the unique capacity in Further Education and Higher Education to enrich the profile of Gaelic in Scotland

The East Ayrshire Gaelic Forum - *Fòram Gàidhlig Siorrachd Àir An Ear* is well supported by **members of Vibrant Communities**⁸ and over the years has continued to attend their meetings in a non-officio capacity, helping where they can with meetings and events. In 2017 there were approximately 80 in attendance. **(A rise of 33% from 2015).**

VIBRANT COMMUNITIES

Rationale:

During the lifetime of the new Gaelic Language Plan, Vibrant Communities' objective is;

- to grow community based adult learning provision/opportunities for Gaelic language and culture across East Ayrshire by improving links with East Ayrshire Gaelic School (*Sgoil na Coille Nuaidh*)
- to support parents with Gaelic language acquisition
- to raise awareness of learning opportunities for Gaelic learners and speakers beyond school and provide various levels of learning in order to facilitate progression to fluency
- to increase class numbers
- to continue to provide and promote Gaelic conversation days and
- to ensure that staffing is adequate to cover sessions (whether part-time or sessional and to continue to support recruitment, registration, evaluation, reports and statistical information for Gaelic learning and culture classes.

Current Academic Year

A new Beginners' class was established this year in response to increasing demand for community-based Gaelic learning. Five Gaelic Learning Tutors were employed on a sessional basis to teach Gaelic classes in the community. It should also be noted:

- Adult learners have continued to register and participate in community-based Gaelic learning classes
- Feedback from learner evaluations and Individual Learning Plans evidences the progress made by learners towards their personal learning goals
- The annual EAC Gaelic Conversation Day attracted 70 adult learners and one school student from Gaelic Academy in Glasgow studying for National 5 exams. This was an opportunity for Gaelic learners to develop their conversational and communication skills with other Gaelic learners from across East Ayrshire and those outwith the Authority.
- Vibrant Communities has continued to work in partnership with *Fòram Gàidhlig*

⁸ Vibrant Communities works with all sectors of the community including children and young people, adults and older people and the wider community to develop sustainable communities and reduce inequalities through prevention and early intervention services.

Siorrachd Àir an Ear (East Ayrshire Gaelic Forum) to promote Gaelic language and culture in East Ayrshire. All Gaelic learners are actively encouraged to join the East Ayrshire Gaelic Forum

- 52 learners are currently registered for community-based Gaelic learning classes in East Ayrshire with a further increase in attendance by young parents.
- From April – August 2018 there were nine Community Based Gaelic Classes in East Ayrshire, this is broken down as:
 - Three beginner classes
 - Five intermediate classes
 - An advanced conversation class.

With 60 learners attending the classes between April and August 2018, this shows a **15% increase from 2017/18**. More information on courses in the area can be found on the East Ayrshire Council web pages.

THE WORKPLACE

Rationale:

East Ayrshire Council recognises that Gaelic is an important skill adding value to our workforce and that formal and open recognition of Gaelic skills will have a positive impact on the Gaelic labour market more widely. We will take the following steps to increase our Gaelic capacity and the use of Gaelic as a workplace language in Scotland:

- Create a positive attitude to Gaelic in the workplace through awareness-raising and signage
- Increase opportunities for staff to learn Gaelic and for speakers to develop their language skills
- Sustain and enhancing language vitality in workplaces, particularly in areas where Gaelic is spoken by 20%*⁹ or more of people in the community served
- Promote recruitment of Gaelic speakers to ensure the language is increasingly visible and used in the workplace and in providing services to the public.

Current Academic Year

Teacher of Gaelic Recruitment: This was externally advertised. Advertising is generally through online media.

East Ayrshire Council has endeavoured to employ fully qualified Teachers of Gaelic, but currently (2018) only attracting Probationers.

At present, there are four full-time fluent members of staff working with *Sgoil na Coille Nuaidh* and one on a part-time basis. A majority of staff attend the *An t-Altan Conference* – the only regular Gaelic Medium Professional Development available across the curriculum.

One member of staff is currently working towards HNC in Early Childhood Practices through Ayrshire College which is funded through East Ayrshire. The acting Principal

⁹ *Based on civil parishes (NRS data).

Teacher is currently studying a M.Ed., in Inclusive Practice which is part-funded by *Bòrd na Gàidhlig*.

MEDIA AND ARTS; HERITAGE AND TOURISM

Rationale:

East Ayrshire Council recognises 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 by:

- Increasing the use of Gaelic within the arts and media across the authority as well as including national events
- Supporting opportunities for the arts and media to showcase the Gaelic language
- Ensuring a range of Gaelic arts events is accessible to a wide audience through the media and otherwise
- Extending participation in the arts and media that supports Gaelic language learning and use as well as positive association with the 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.

Links with home and the community for the Early Years children are given support via "Gaelic Book Bug". Bookbug is the Scottish Book Trust's early years programme. It aims to encourage a love of books from a young age through a range of free fun activities and the giving of free books. East Ayrshire Libraries work closely with Bookbug to deliver the very popular Bookbug sessions where children aged from birth to four years enjoy stories, singing and activities with their parents and carers. East Ayrshire Leisure will continue to deliver these sessions and Gaelic book gifting through the libraries

An exhibition in the Young People's Gallery from December 2017 to February 2018 showed the work that was produced, and had an opening launch event on the 14th Dec 2017. From January to December 2017 the Dick Institute in Kilmarnock hosted the Gaelic Visual Art project, which was funded by *Bòrd na Gàidhlig*.

A school group from the Gaelic Unit at Onthank Primary School (now *Sgoil na Coille Nuaidh* in the Mclvanney Campus in Kilmarnock) visited once a month and worked with the Gaelic-speaker and local visual artist to engage with our visual art exhibition "*I Am Here*" *Rachel Maclean, Feed Me & Nathan Coley 'Palace'*

An Adult Group session, also attended once a month with the same artist alongside an East Ayrshire Adult Gaelic Learners Group in February Feb 2018.

Gaelic-themed Events 2018 – 2019

East Ayrshire acknowledges that the *Bòrd na Gàidhlig Arts and Culture Officer* would welcome new opportunities to increase the profile of Gaelic in arts and culture events in the East Ayrshire Council area.

Grants have been secured from Creative Scotland and *Bòrd na Gàidhlig* to carry out a second year of Gaelic Visual Arts workshops with young people in East Ayrshire. As an example, there will be 20 sessions running from September 2018 to June 2019 at the Dick Institute, Kilmarnock. There are also opportunities for a young person to support the visual artist in the delivery of the sessions.

The Council continues to support the input of Gaelic in all areas of Arts provision across East Ayrshire. By promoting the annual *Imprint Book Festival Gaelic Writing Competition* as well as other events and presentations for 2018/19: *Muir is Tìr* (Sea and Land by Singer, Margaret MacLeod) will be held at the Dick Institute in Kilmarnock. It is an event of readings, poetry, singing and dialogue which will be particularly suitable for adult learners and anyone with an interest in Gaelic culture and language.

The Council will endeavour to identify 'Gaelic Champions' in key services with responsibility for increasing the promotion of Gaelic heritage, language and culture. Plans are in place to make better links with Tourism. By reawakening Gaelic as a cultural heritage, as part of tourism development, an increase in the demand for historical and cultural exhibits could arise, thus providing opportunities to support preservation of historical artefacts and architecture. By learning more about Gaelic in our communities, ancient and modern, it is hoped that their differences become less threatening and more thought provoking.

CORPUS

Rationale:

East 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:

- Co-ordinate of a range of language initiatives through supporting a Corpus Development Forum
- Disseminate of information and resources relating to this development area
- Ensure support is available for initiatives that strengthen the relevance and consistency of Gaelic
- Ensure appropriate support for initiatives in the areas of translation and interpretation

It was agreed by East Ayrshire Council to support a Gaelic Language Plan for the region. A Gaelic Language Plan Implementation Group was formed overseeing the preparation, delivery and monitoring of the Plan, with queries about the day-to-day operation addressed to Senior Management.

Regular attendance to what was MRG (Management Review Group) now known as GLAN (Gaelic Language Authorities Network) should be taken into consideration in order to maintain contact with third parties, Arms-Length Organisations and other Authorities that would assist in keeping East Ayrshire informed with Gaelic input from major stakeholders. It has been customary for the Gaelic Language Development Officer to attend these meetings and circulate information as appropriate to the various departments within East Ayrshire Council.

Regular meetings are attended not only with the aim of establishing greater dialogue, but promoting the Gaelic language and maintaining a consistent approach in support of Gaelic.

East Ayrshire Council and Bòrd na Gàidhlig continue to work closely together with support from the Scottish Government through their funding programme. The Gaelic Language Authorities Network (GLAN) brings together major stakeholders from across the nation and an invaluable source of information and legislation appertaining to Scottish Gaelic.

The Council has recently sourced a secure translation service. The recommendation by *Bòrd na Gàidhlig* is that it should follow the SQA Orthographic Convention. East Ayrshire Council confirms that all of their translators of Gaelic follow these guidelines.

Other national bodies include *Ainmean Àite na h-Alba* (AAA) / Gaelic Place names Scotland. Their purpose is to produce authoritative forms of place names and street signs throughout Scotland.

The Ayrshire Roads Alliance (ARA) responsible for the signage of gateway entry signs, boundary signs, tourist information and motorway signs liaises closely with the AAA when needing to replace old signage with bilingual replacements.

SCOTTISH GOVERNMENT NATIONAL PRIORITIES

Bòrd na Gàidhlig is committed to achieving the Strategic Objectives as established by The Scottish Government, and has identified the ways in which the National Gaelic Language Plan aims to address Scotland's National Outcomes.

Development Area	#	National Outcome Statement
Home & Early Years Education Corpus	5	Our children have the best start in life and are ready to succeed.
	4	Our young people are successful learners, confident individuals, effective contributors and responsible citizens
	3	We are better educated, more skilled and more successful, renowned for our research and innovation
Communities Workplace	1 1	We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others
	2	We realise our full economic potential with more and better employment opportunities for our people
	6	We live longer, healthier lives
Arts & Media Heritage & Tourism	1 3	We take pride in a strong, fair and inclusive national identity
	1 6	Our public services are high quality, continually improving, efficient and responsive to local people's needs
The whole Plan	7	We have tackled the significant inequalities in Scotland's society

LOCAL GOVERNMENT PRIORITIES

East Ayrshire Community Plan (2015-2030) is the overarching and sovereign Planning document for the East Ayrshire area, providing the strategic policy framework for the delivery of public services by all partners. The Community Plan is also the Council's Corporate Plan.

The Council's core values of Quality, Equality, Access and Partnership underpin all activity and are also reflected in the commitment to the Gaelic language. In addition, the promotion of lifelong learning is one of the guiding principles set out within the Community Plan and is embedded across the Council and partnership activity.

CHAPTER 3

CORE COMMITMENTS 2018 - 2023

In line with the Gaelic Language (Scotland) Act 2005 and the Guidance on Preparing Gaelic Language Plans, East Ayrshire Council will be required to carry forward and include all relevant commitments from East Ayrshire Council's Gaelic Language Plan (2014-2018) that are within the Council's remit. This is to demonstrate that the Gaelic language is given equal respect with English within suitable Council services and that a continuous active offer of specific Gaelic language services is made.

SERVICE STANDARD 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 five core areas of service delivery that it wishes public authorities to address when preparing Gaelic Language Plans, and specific functions or actions that can be taken in each area:

Area	Function
Visibility	Corporate logo
	Signage
Staffing	Advertising of posts
	Recruitment of Gaelic speakers
	Gaelic awareness training
	Gaelic language learning
	Encouraging the use of Gaelic in the workplace and internal communication
Day-to-day Operations	Telephone service
	Written correspondence
	Forms
	Frontline services to the public
	Public meetings
Communications	Media and public relations
	Printed materials
	Website and Social Media
	Events & Exhibitions
Corpus	Adhere to Gaelic Orthographic Conventions
	Observation of correct place names
	Translating and Interpreting service standards

VISIBILITY

Rationale:

The presence of Gaelic in the corporate identity and signs in 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 speakers' vocabulary, raise public awareness of the language and contribute to its development. East Ayrshire Council recognises the importance of extending the visibility of Gaelic and enhancing its status.

Visibility	
Development Function	Corporate logo and signage
Proposed Outcome	<ul style="list-style-type: none"> • Introduction of Gaelic in stationery when it is being reprinted • Assurance that the council logo is put onto all new vehicles as they come into the Authority • Favour the introduction of bilingual gateway entry, street and boundary signs and dual signage in bus stations and tourist areas
Current Practice	<ul style="list-style-type: none"> • Stationery: As old stock depletes, it is replaced with bilingual letter headed paper (East Ayrshire Council logo) • A quarter of the current fleet of cars now has bilingual signage • As old road stock need replacing, they are replaced with bilingual signs. • Recent roll-out of domestic recycling receptacles has included Gaelic signage (57,000 homes).
Actions Required	<ul style="list-style-type: none"> • To continue to replace old stock with bilingual headed paper /business cards, on an ongoing basis • To continue to sign new vehicles with the Gaelic logo on an ongoing basis • Tourist destinations and public transport sites to incorporate Gaelic into public signage and documentation over the lifetime of the Plan, beginning with main tourist destinations such as Dean Castle and Kilmarnock transport sites.
Target Date	<ul style="list-style-type: none"> • Over the lifetime of this second iteration of the East Ayrshire Council Language Plan, stationery and vehicle signage will continue to include Gaelic. • The consideration of development of greater coverage of bilingual signs (2019 – 2023)
Responsible Officers	<p>Robert Bryson: Transport Services Kerr Chalmers: Ayrshire Roads Alliance</p>

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 training 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 the language 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 East Ayrshire Council ensures that Gaelic is a genuine occupational requirement within the realms of Education (GME/GLE). *Bòrd na Gàidhlig* recognises that 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.

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

Staffing	
Development Function	<ul style="list-style-type: none">• Gaelic language training• Recruitment of staff for Gaelic Medium Education/Gaelic Learner Education• Bilingual job adverts where the ability to speak, read or write Gaelic is essential• Language learning
Proposed Outcome	<ul style="list-style-type: none">• Human Resources would ensure that the four main areas addressed in the 2014 – 2018 Gaelic Language Plan would be addressed, namely:<ul style="list-style-type: none">○ Training, Language Learning, Recruitment and Advertising: All four areas continue to be supported by East Ayrshire Council on an ongoing basis.
Current Practice	<ul style="list-style-type: none">• According to the EAC Gaelic Language Plan Annual Report (timescale 2013/14), a Gaelic linguistic profile questionnaire had been developed and would be circulated by HR during the Autumn 2015:• A new survey, generated by Economy & Skills in August 2018 has been carried out and the results will be used to inform the second iteration of the East Ayrshire Council Language Plan 2018 – 2023.

	Detailed statistics can be found on Appendix 1 of this Plan
Actions Required	<ul style="list-style-type: none"> • Promotion and support of language training going forward to East Ayrshire Council Staff • A commitment to ensure that any posts where Gaelic is essential, that advertisements will go out bilingually • To consider using more than one platform to advertise for Gaelic speaking staff; e.g. National bodies such as <i>Bòrd na Gàidhlig</i> and the <i>Obraichean Gàidhlig</i> website.
Target Date	2018 - 2023
Responsible Officer	Kenneth McNamara Human Resources Manager

DAY-TO-DAY OPERATIONS

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.

The use of Gaelic in interactions 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.

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.

Day-to-day Operations

Development Function

- Telephone service
- Forms and Written Correspondence
- Frontline Services to the Public

	<ul style="list-style-type: none"> • Public Meetings
Proposed Outcome	<ul style="list-style-type: none"> • Promote a more visible and audible presence of the language via call-waiting and email signatures in order to normalise the language and give it equal status to English. • Ensure that the Gaelic logo continues to be used on all stationery for the purpose of written correspondence. • Continue to have East Ayrshire Council Language Plans and associated documents translated and made available on request
Current Practice	<ul style="list-style-type: none"> • Some correspondence/stationery includes the Gaelic logo; business cards are translated upon request (the full card including position in the company and contact details) • Frontline services to the Public are generally not available in Gaelic • Public Meetings are only delivered in English, unless the meeting relates to a Gaelic event, in which case it is usually conducted bilingually.
Actions Required	<ul style="list-style-type: none"> • To incorporate the bilingual logo on all business cards • To give frontline staff the opportunity to attend Gaelic Awareness Training Events
Target Date	Ongoing
Responsible Officer	Lynne Buchanan

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.

COMMUNICATIONS

Rationale:

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 commitment to making important information available through the medium of Gaelic, as well as enhancing the visibility and status of the language. 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.

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.

Communications	
Development Function	<ul style="list-style-type: none"> • To assist in the normalisation of Gaelic, offer of bilingual signatures on emails for all members of staff, not just those whose job specification requires Gaelic input • Social Media: Facebook/Twitter bi-lingual entries • Gaelic Language Plan and Associated Documents
Proposed Outcome	<ul style="list-style-type: none"> • Any member of staff whether having Gaelic as either all or a part of their remit or not, should have access to their titles and job descriptions for bilingual signatures and email correspondence • Some social media (Facebook/Twitter) correspondence whether directly appertaining to Gaelic language, cultural events or not should be bilingual in order to normalise Gaelic • East Ayrshire Council to reformat the current bilingual Gaelic Language Plan to make it more user-friendly and to make documentation available on 'all-new' Gaelic web pages
Current Practice	<ul style="list-style-type: none"> • It is not current practise to have bilingual email signatures. Social media does not currently advertise Gaelic events whether in English and/or Gaelic

Actions Required	<ul style="list-style-type: none"> • Develop new information leaflets/webpages for public distribution (bilingually) • A more consistent approach is needed across all communications to the public regarding the Gaelic language and cultural events
Target Date	<ul style="list-style-type: none"> • Over the lifetime of the Plan
Responsible Officer	Lynne Buchanan

CORPUS

Rationale:

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.

East 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.

Corpus	
Development Function	Support a Corpus Development Forum capable of the dissemination of information and resources, ensuring support is available for initiatives that strengthen the relevance and consistency of Gaelic including quality translation, interpretation and research services
Proposed Outcome	The East Ayrshire Council Gaelic Language Plan Implementation Group will continue to support the policies implemented by Bòrd na Gàidhlig.
Current Practice	Recent changes to the structure of Management and staffing has reduced the regularity of meetings.
Actions Required	Facilitate an improved dissemination of information and resources by taking a more consistent approach with meetings and agendas
Target Date	Over the life-time of the Plan
Responsible Officer	Linda McAulay-Griffiths, Head of Education

CHAPTER 4

IMPLEMENTATION AND MONITORING

This Gaelic Language Plan will formally remain in force for a period of five 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.

PUBLISHING THE PLAN

Once the Gaelic Language Plan has been formally approved East Ayrshire Council will ensure that the cover of the final published version contains information as outlined in the Guidance on the Development of Gaelic Language Plans and within the formal letter of approval from *Bòrd na Gàidhlig*.

PUBLICISING THE PLAN

EXTERNAL

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

- issue a bilingual 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 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

East Ayrshire Council will inform other organisations, and in particular third parties and Arms-Length Organisations with whom it works to deliver services, on how they might be encouraged to operate in the spirit of the activities outlined in this newer iteration. This is usually done via notifications on the East Ayrshire website and through circulation of the Plan to key partners.

INTERNAL

Email communication to all East Ayrshire Council employees will request their support for the implementation of the new Gaelic Language Plan 2019 – 2023. A link to the draft copy will be contained in the email as well as an opportunity to complete a feedback form for their comments.

RESOURCING THE PLAN

In addition to the Council's resources dedicated to delivery of the Plan, funding will be provided by the Scottish Government's Gaelic Specific Grant Scheme. Other avenues of funding are available from various sources other than the Scottish Government, dependent upon the project in question.

GRANT SCHEME: MONITORING THE PLAN

An annual monitoring report will be sent to *Bòrd na Gàidhlig* and in addition the following will be monitored:

- Publicising the Plan to the public
- Publicising the Plan to third parties and Arms-length Organisations, and their take up of commitments made in the Plan
- How individual staff members are informed of their duties under the Plan, and the extent to which they carry out these duties
- Monitoring the implementation of the commitments made in Section 7
- Resourcing the Plan
- Carrying out annual reporting to *Bòrd na Gàidhlig*
- Making reports on the progress of implementing the Gaelic Plan public

East Ayrshire Council Gaelic Language Survey

As part of our commitment to developing a bilingual workplace for our staff and to serving our Gaelic speaking customers and clients, East Ayrshire Council is conducting an internal Gaelic language survey of all our staff. This information will help us to measure existing Gaelic-language use, to assess our current capacity to provide services, and to understand the Gaelic-language training needs of our staff. East Ayrshire Council is committed to proactively encouraging the use of Gaelic amongst our staff and between staff and clients and customers and the information we gather with this survey will help us plan for the development of greater Gaelic use and visibility at East Ayrshire Council.

In accordance with the Gaelic Language (Scotland) Act 2005, East Ayrshire Council has prepared a Gaelic-Language Plan and is implementing this plan in the spirit of the Act, namely “securing the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language.” This survey is an integral part of the implementation of our Gaelic-language plan.

The following questionnaire will ask you about your Gaelic-language ability, your Gaelic language training needs and your Gaelic-language use at work. You will also find open-ended questions at the end of the questionnaire which will offer you the opportunity to let us know how we might better facilitate Gaelic use here at East Ayrshire Council. On average, this questionnaire should take no more than fifteen minutes to complete.

Gaelic Survey

Please check the box next to the statement which best describes your Gaelic ability.

1. Understanding

- I do not yet understand any Gaelic.
- I can understand simple greetings when someone is speaking slowly and clearly.
- I can pick up the general meaning of simple conversations if someone is speaking slowly and clearly.
- I can understand most normal, daily conversations if someone is speaking slowly and clearly.
- I can understand fluent Gaelic speakers talking about every-day subjects at normal speed.
- I would be able to understand fluent Gaelic speakers in meetings talking about specialised subjects connected to my work.

2. Gaelic Speaking Ability

- I do not yet speak any Gaelic.
- I can exchange simple greetings in Gaelic.
- I can take part in basic conversations about every-day subjects if I fill in the gaps in my Gaelic with some English words.
- I can take part in daily conversations on most subjects if I take my time.
- I can comfortably take part in daily conversations with fluent Gaelic speakers at normal speed.
- I would be able to comfortably discuss specialised subjects connected to my work in meetings with fluent Gaelic speakers.

3. Gaelic Reading Ability

- I cannot yet read any Gaelic.
- I can understand a few words on signs or notices, particularly if there is a diagram or picture to help with the meaning.
- I can understand Gaelic children's books with the help of the pictures.
- I can understand novels aimed at teenagers with the help of a dictionary.
- I can understand and comfortably read Gaelic books or articles aimed at adults readers.
- I would be able to understand technical writing in Gaelic on specialised subjects connected to my work.

4. Gaelic Writing Ability

- I cannot yet write anything in Gaelic.
- I can write a simple greeting in a thankyou note or birthday card.
- I can write a few simple sentences in an email to a friend with the help of a dictionary.
- I can write an extended letter to a friend with the help of a dictionary.
- I can write about most every-day subjects without difficulty (Letters, reports, emails).
- I would be able to write a report in Gaelic on specialised subjects connected to my work without difficulty.

5. I speak Gaelic with customers/clients in person:

- Never
- Yearly
- Monthly
- Daily
- Hourly
- I don't deal with the public

6. I receive written correspondence by email from clients/customers in Gaelic:

- Never
- Yearly
- Monthly
- Daily
- Hourly
- I don't deal with the public

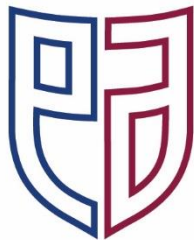
7. How would you describe your current interest in learning Gaelic?

- I do not wish to learn Gaelic.
- I have Gaelic and I am happy with my level of fluency just now.
- I would like to learn Gaelic or improve my Gaelic but I do not yet have the opportunity.
- I am on Gaelic courses just now.

8. If you would like to learn Gaelic or improve your Gaelic, what training opportunities would be of most use to you? (tick all that apply)
- I would like to learn a few greetings and simple phrases which I can use with customers/clients.
 - I would like to gain spoken fluency in the language.
 - I would like to learn to read and write in Gaelic.
 - I would like to improve my confidence in conversational Gaelic.
 - I would like to improve my reading in Gaelic.
 - I would like to improve my written Gaelic.
 - I would like to improve my technical writing on specialised subjects connected to my work.
 - I would like to improve my grasp of Gaelic spelling and written grammar.
 - I would like to be give presentations in Gaelic.

9. If you would like to learn more Gaelic, what kind of training opportunities would be most appropriate for you? (tick all that apply)
- Self-funded study on my own time.
 - Employer-funded training on my own time.
 - Employer-funded training as part of my work schedule.
 - Self-study on a distance phone/internet course.
 - Evening classes at work.
 - Intensive classes at the weekend.
 - Classes during the day as part of my work schedule.
 - Classes during the day on breaks or at lunch-time.
 - An intensive week-long course close to home.
 - An intensive week-long residential course away from home.
 - Taking a sabbatical to study Gaelic full-time for a year at university.

10. Can you suggest anything else we might do to increase the use of Gaelic in our work?



East Ayrshire Council
Comhairle Siorrachd Àir an Ear

Gaelic Language Plan

Public Consultation Questionnaire Summary of Results

November 2018

Background

In accordance with the Gaelic Language (Scotland) Act 2005, East Ayrshire Council has prepared a second Gaelic-Language Plan (2019 – 2023) and will implement this plan in the spirit of the Act, namely: *Securing the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language.*” This questionnaire result is an integral part of the implementation of our second Gaelic-language Plan.

Response

The consultation welcomed feedback on the draft Gaelic language which was posted online on the 9th October 2018 (SmartSurvey), received a total of 362 responses. Of those, 209 responses were completed in full, with 153 partially completed. The Consultation process was open for a period of 6 weeks and ended on Sunday 18th November 2018.

Consultation Responses

Respondents were asked to comment on the content of the plan; in particular, on the vision, principles, strategic themes, commitments and the actions set out to deliver during the lifetime of the new plan.

These are some headline findings of the consultation:

- 85.5% completed by ‘East Ayrshire Residents’
- 83% claimed to have no Gaelic ability whatsoever, 13.9% having ‘some ability’ and 2.9% claim to be able to speak, read and write Gaelic.

The following provides a quantitative summary of responses relating to the proposed Plan:

- 14.5% strongly agreed that the Council should promote Gaelic, whilst 72% strongly disagreed.
- 29% agreed that the Plan is easy to read, whilst 6.8%. 41.5% neither agreed nor disagreed.
- 4.3% strongly agreed and 8.7% agree that the awareness of the Gaelic language in East Ayrshire is increasing, whilst 16.4% disagrees and 54.1 strongly disagrees.
- 7.4% strongly agree and 32.4% agree that the Plan makes the Council’s proposed priorities clear, whilst 14% strongly disagrees.
- 18% of respondents felt that efforts are needed to raise awareness amongst East Ayrshire residents of Adult Education classes, across all stages of learning, available in our council area. Respondents called for increased marketing and promotion of Adult Education Gaelic classes and Gaelic events.

A general consensus of opinion amongst respondents is that Gaelic was never spoken in this particular area, thereby questioning the relevance. However, some acknowledged that it was spoken enough to have left its mark on local place names.

It was felt that efforts are needed to raise awareness amongst other East Ayrshire council residents of the importance of Gaelic as a community language and that East Ayrshire Council would do well to follow the commitment the Irish have given to their native language over the years.

Consideration of all comments received was given prior to submission of draft to Cabinet for agreement.

Recommendations:

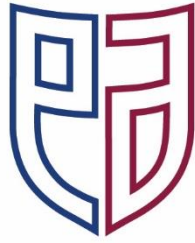
1. To approve the Draft Gaelic Language Plan 2019 – 2023 and submit this to Bòrd na Gàidhlig by 28th January 2019 for their comment and approval.
2. To note that East Ayrshire Council's first Gaelic Language Plan (2013 – 2017) was given an extension (2014 – 2018) granted by Bòrd na Gàidhlig due to a major change in infrastructure (staffing and the opening of the new Gaelic school, housed in the William McIlvanney Campus).
3. To note that this second Gaelic Language Plan (2019 – 2023) has been produced to continue to progress and consolidate the achievements made so far.

APPENDIX 3 – LINK TO EAST AYRSHIRE COUNCIL FIRST LANGUAGE PLAN 2013 – 2017 (BECAME 2014 – 2018 WITH THE EXTENSION FROM BÒRD NA GÀIDHLIG)

<https://www.east-ayrshire.gov.uk/Resources/PDF/G/Gaelic-Language-Plan-2013-17-English.pdf>

*****ENDS*****

DRAFT



East Ayrshire Council
Comhairle Siorrachd Àir an Ear

Gaelic Language Plan

Staff Survey

Summary of Results

August 2018

Background

As part of our commitment to developing a bilingual workplace for our staff and to serving our Gaelic speaking customers and clients, East Ayrshire Council conducted an internal Gaelic language survey of all our staff. This information will help us to measure existing Gaelic-language use, to assess our current capacity to provide services, and to understand the Gaelic-language training needs of our staff. East Ayrshire Council is committed to proactively encouraging the use of Gaelic amongst our staff and between staff and clients and customers and the information we gather with this survey will help us plan for the development of greater Gaelic use and visibility at East Ayrshire Council.

In accordance with the Gaelic Language (Scotland) Act 2005, East Ayrshire Council has prepared a Gaelic-Language Plan and is implementing this plan in the spirit of the Act, namely “securing the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language.” This survey is an integral part of the implementation of our Gaelic-language plan.

The questionnaire asked staff about their Gaelic-language ability, their Gaelic language training needs and their Gaelic-language use at work. They also had open-ended questions at the end of the questionnaire which will offered the opportunity to let us know how we might better facilitate Gaelic use here at East Ayrshire Council. On average, the questionnaire should have taken no more than fifteen minutes to complete.

All staff with email addresses were sent the electronic copy of the questionnaire and Managers were asked to provide a printed copy for completion and return by staff who do not have access to a digital device.

Response

Organisational Development received 422 electronic responses and 87 paper responses. A high level overview of the responses are below.

Findings

There is a definite desired by some employees to further their understanding and use of Gaelic with 71% (299) of online respondents saying *‘I would like to learn a few greetings and simple phrases which I can use with customers/clients’*

17% (15) of people who responded with paper copies saying *‘I would like to learn a few greetings and simple phrases which I can use with customers/clients’*

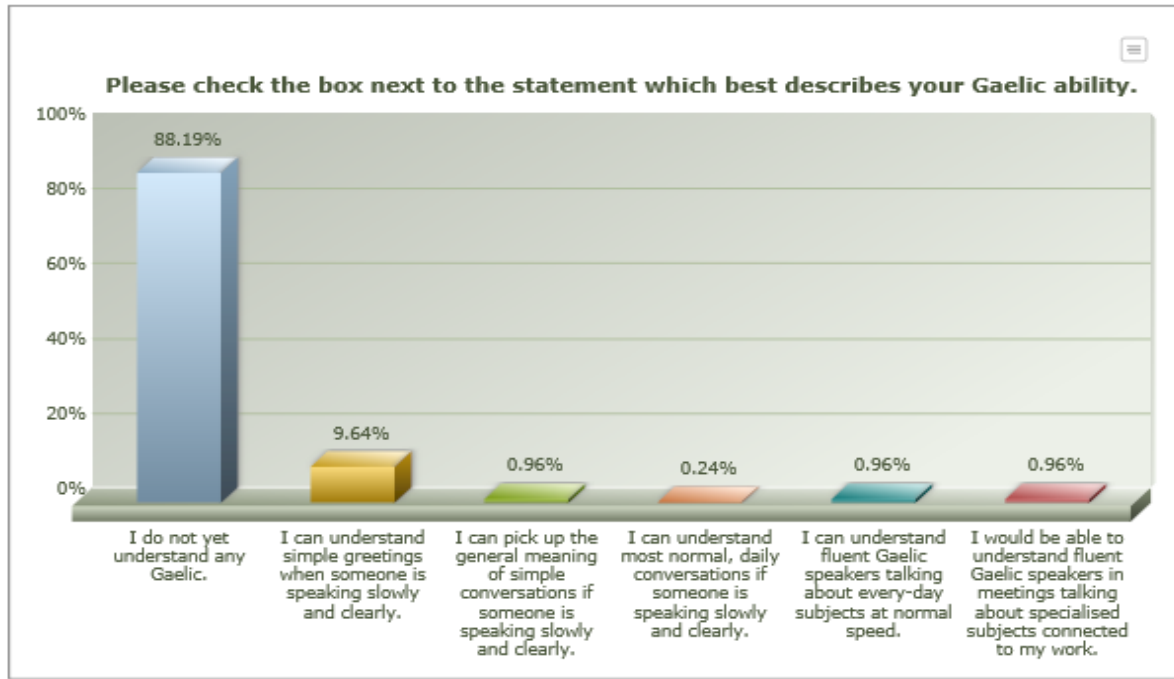
Recommendations

It is recommended that East Ayrshire Council explores ways in which it can offer its staff further insights into the Gaelic language. This could be started with greetings and phrases.

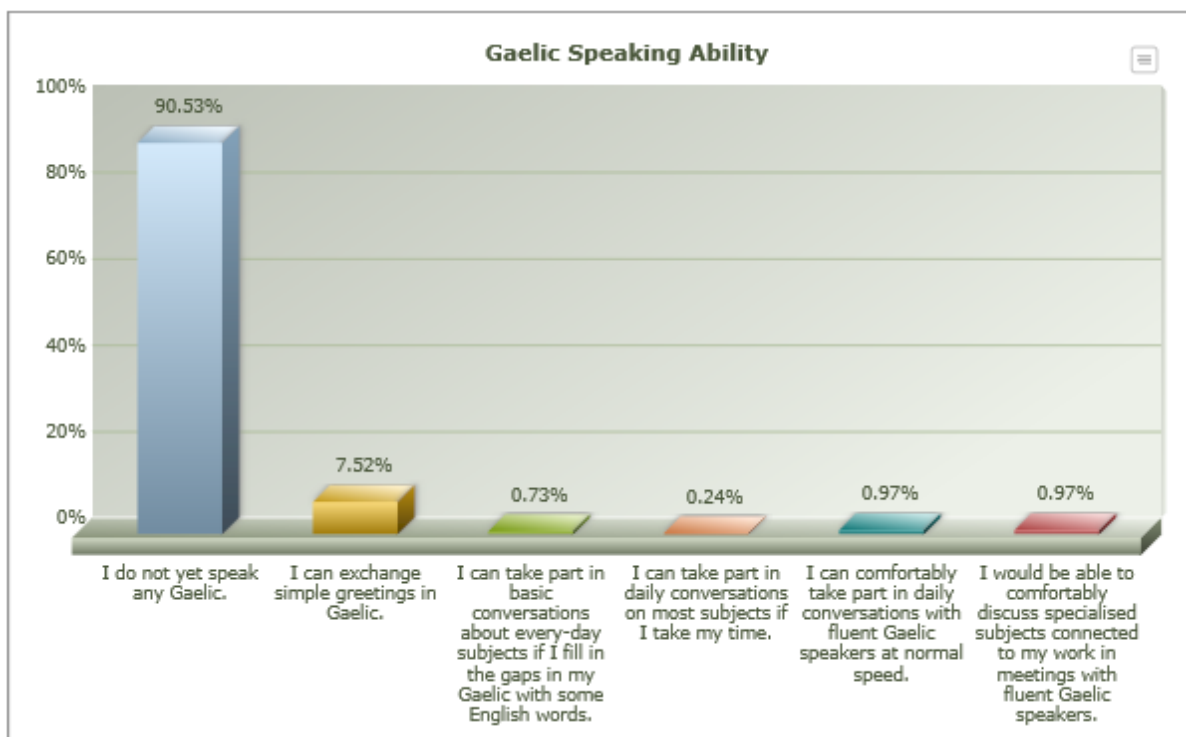
It would be worthwhile to scope out potential resources for staff who wish a deeper understanding.

Online Responses

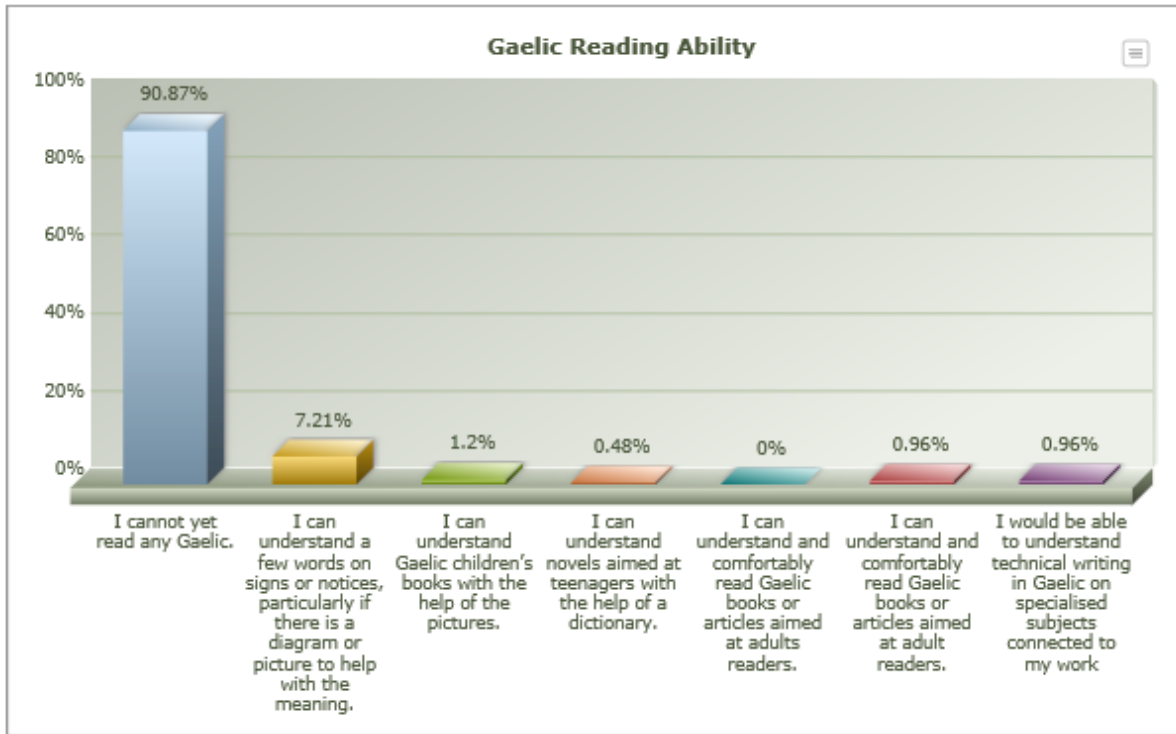
Please check the box next to the statement which best describes your Gaelic ability



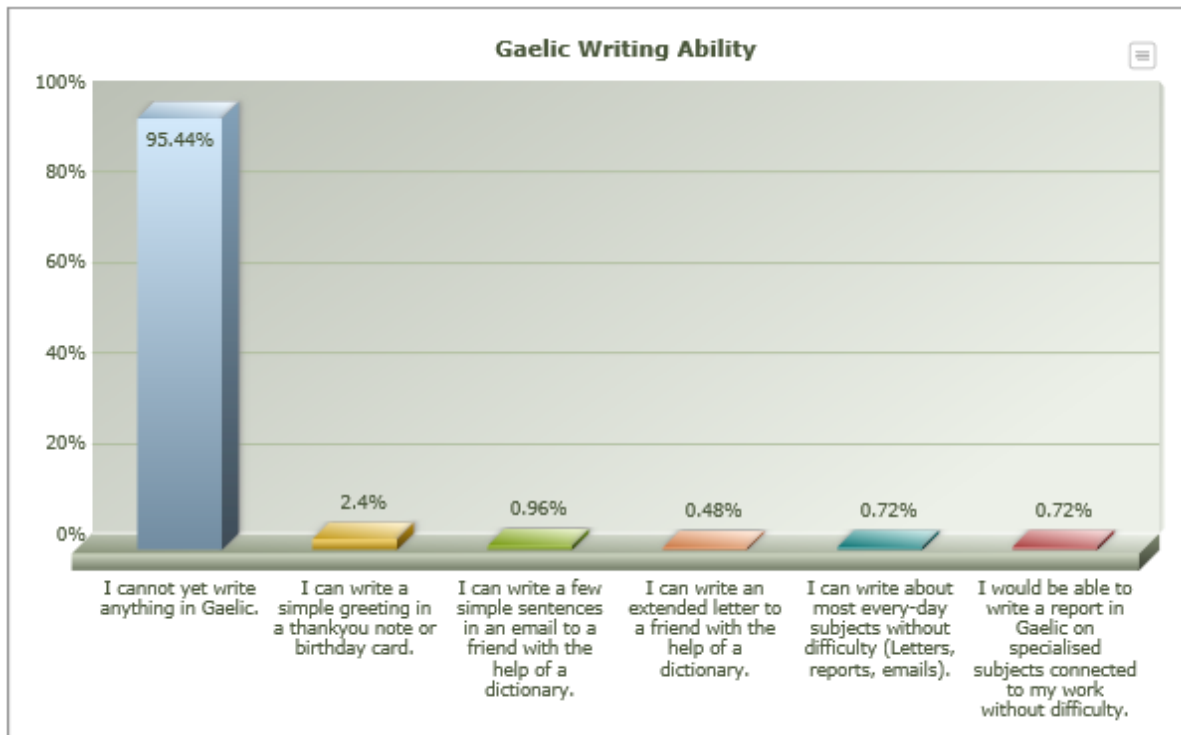
Gaelic Speaking Ability



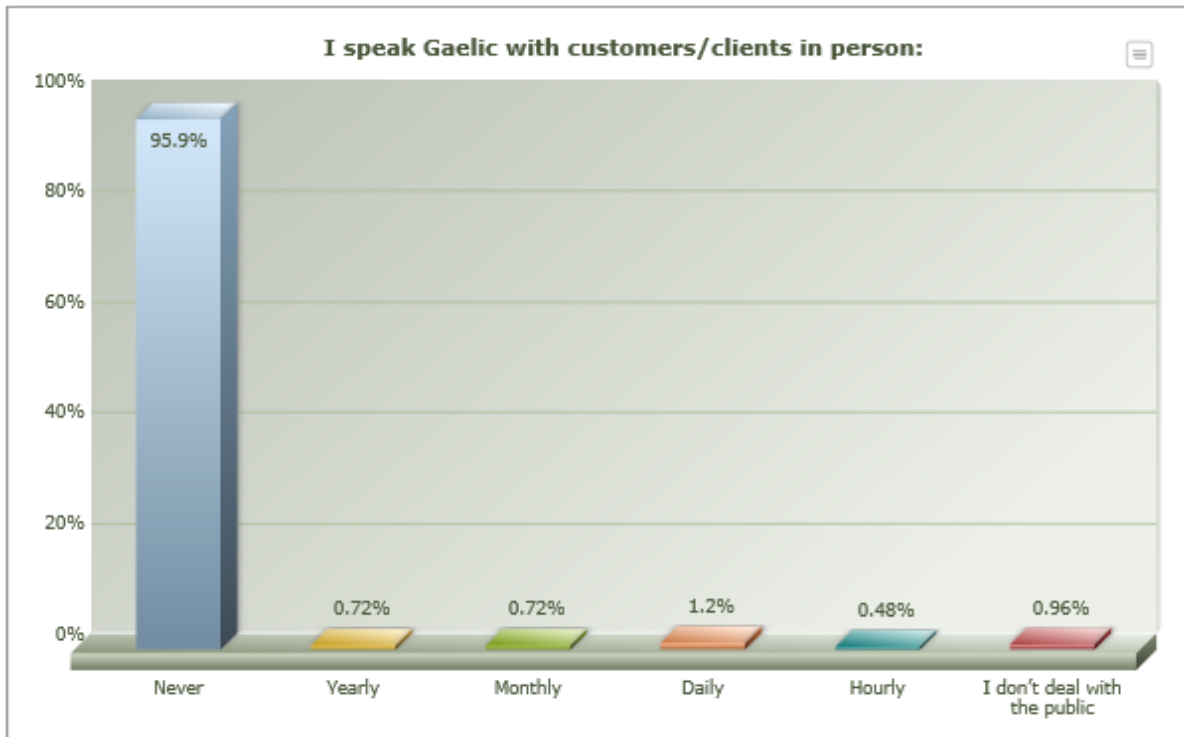
Gaelic Reading Ability



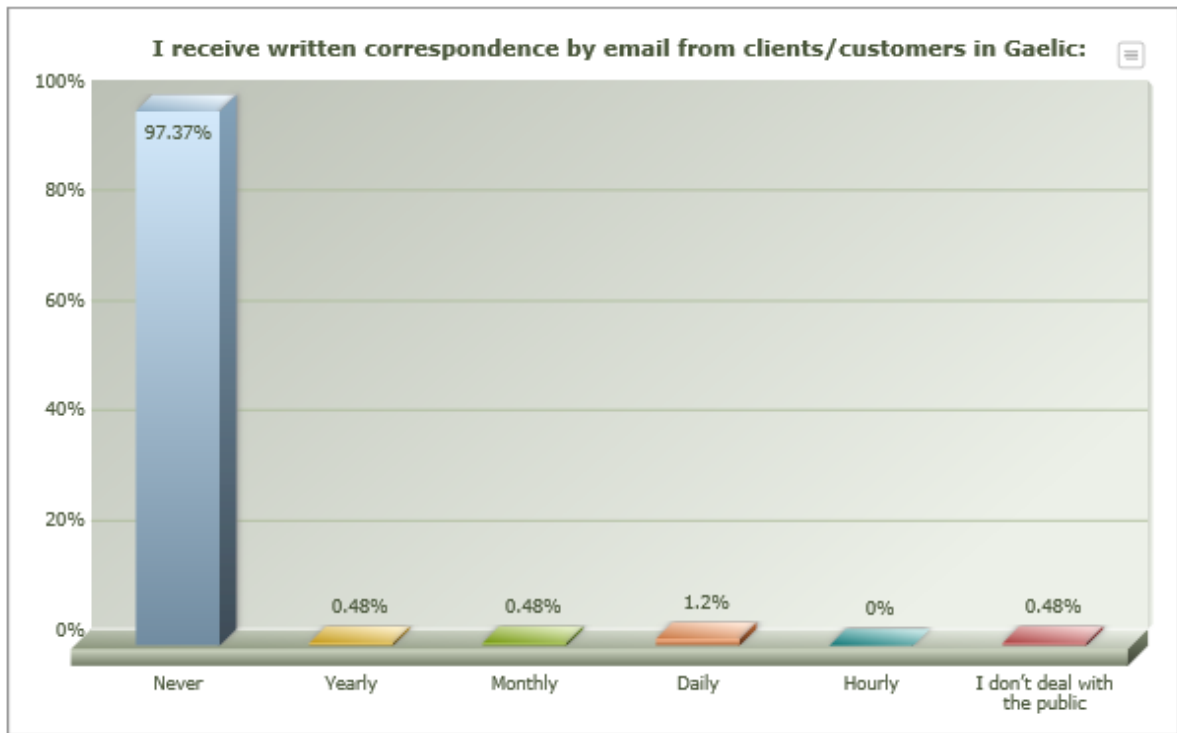
Gaelic Writing Ability



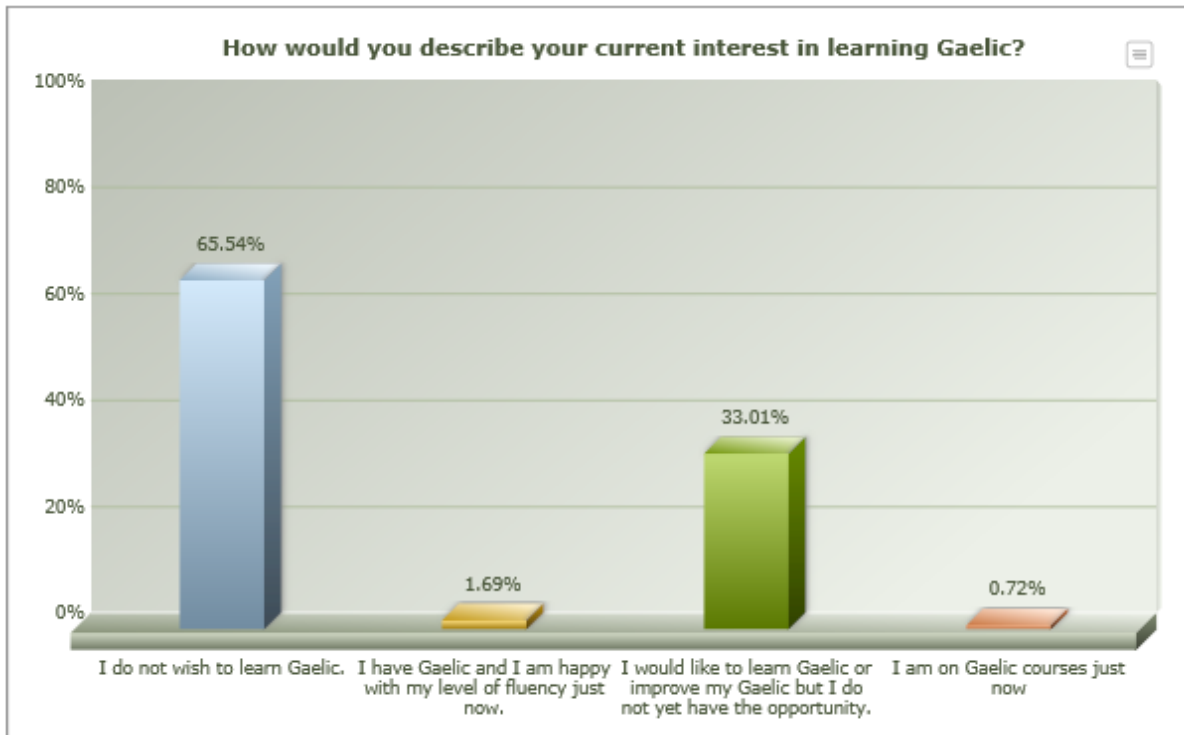
I speak Gaelic with customers/clients in person:



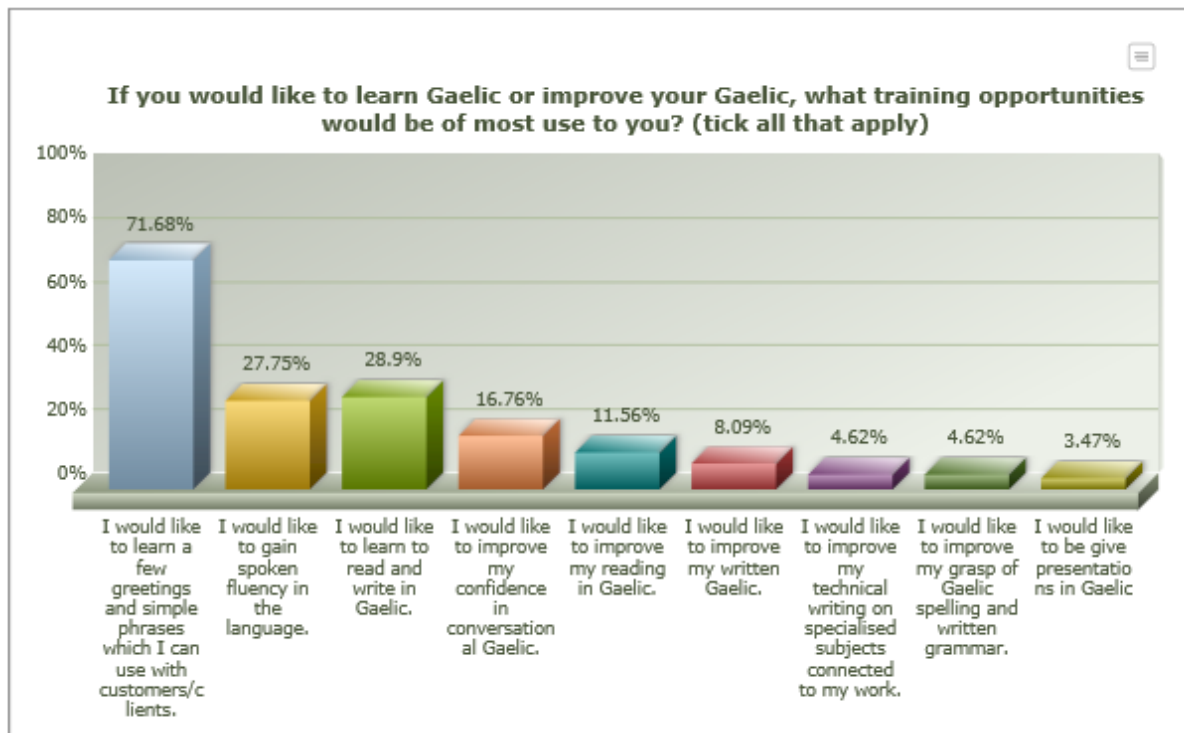
I receive written correspondence by email from clients/customers in Gaelic:



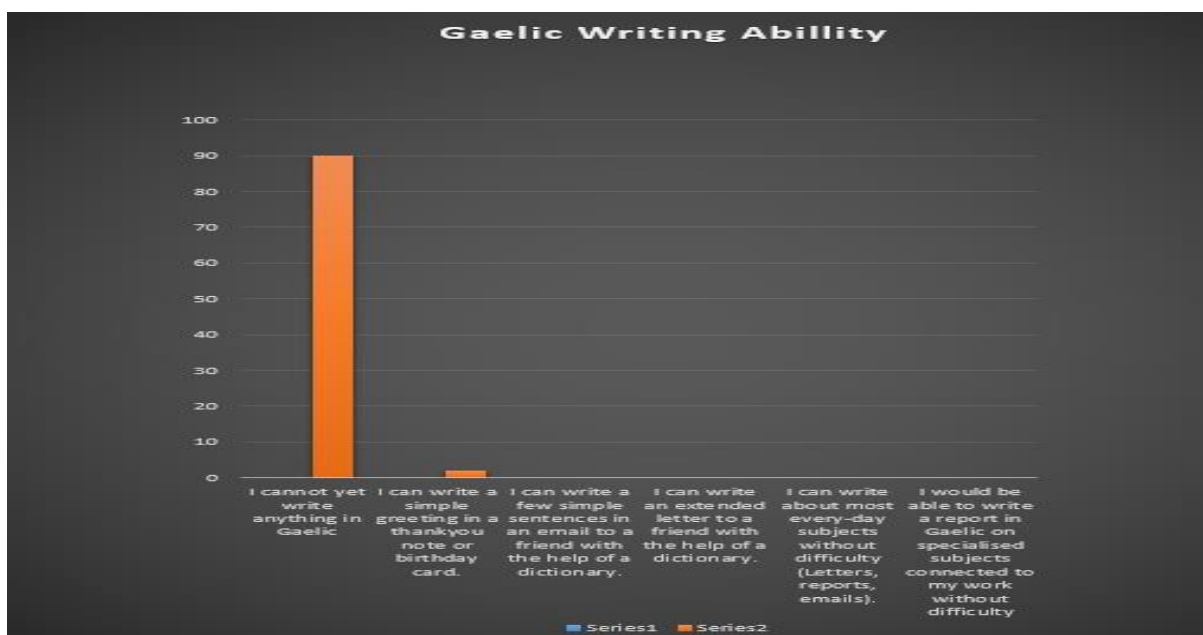
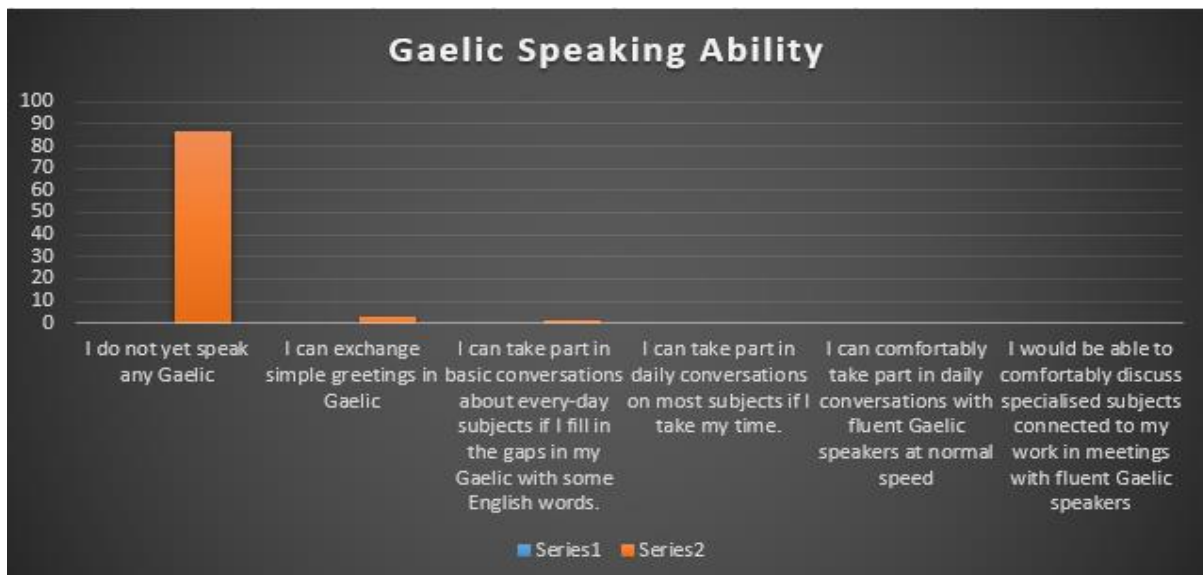
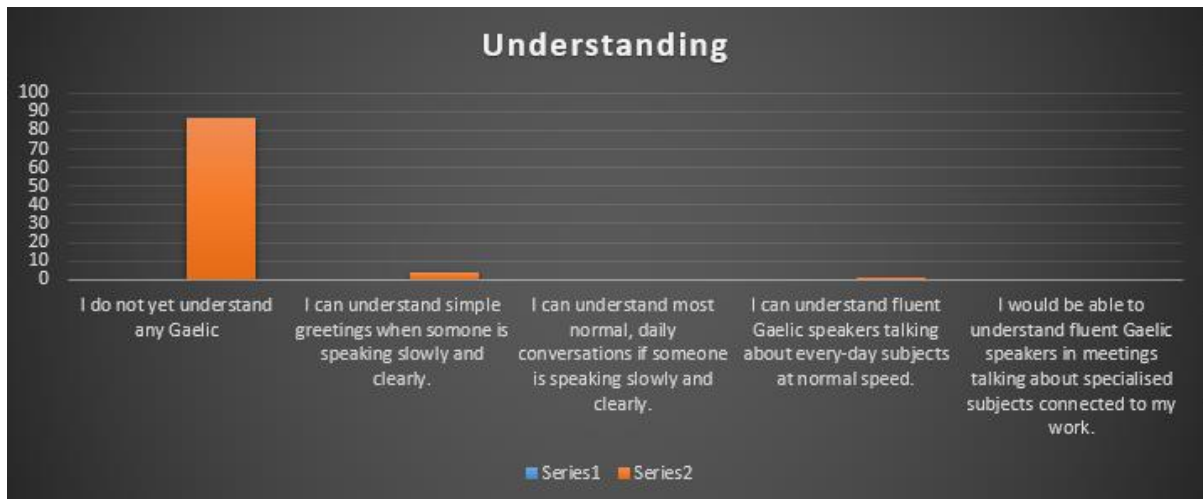
How would you describe your current interest in learning Gaelic?



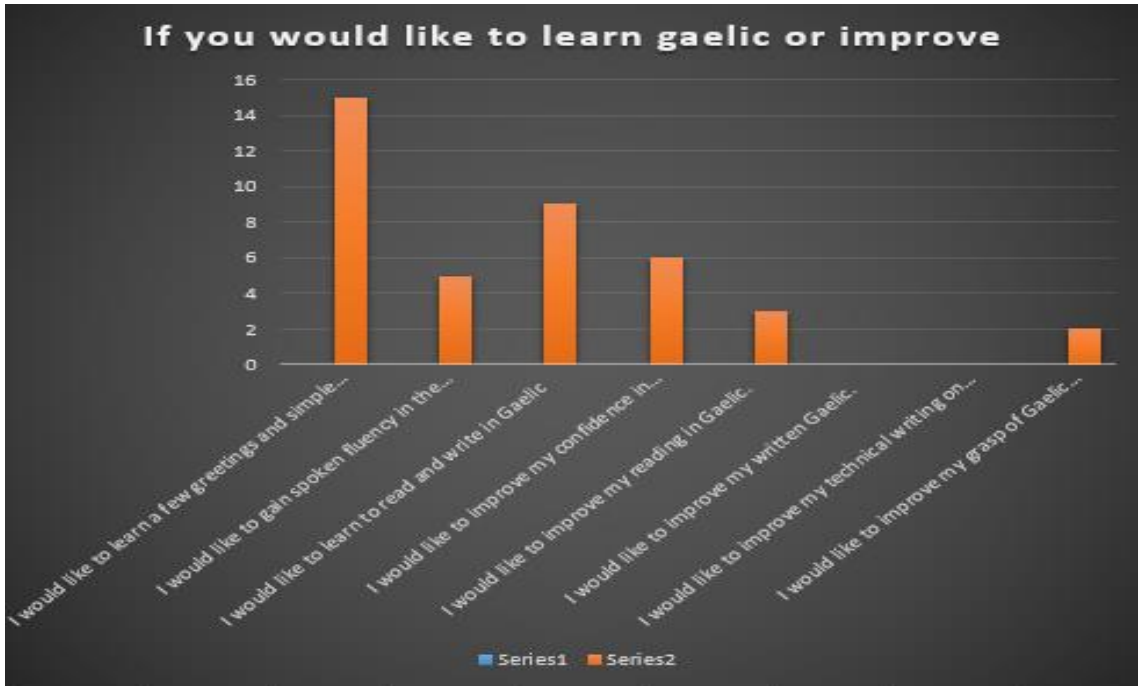
If you would like to learn Gaelic or improve your Gaelic, what training opportunities would be of most use to you? (Tick all that apply)



Paper Responses







Copy of questionnaire



Questionnaire