



North Ayrshire Council
Comhairle Siorrachd Àir a Tuath

North Ayrshire Council Gaelic Language Plan 2024 to 2029

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

Edition number	Effective Date	Details of last revision
1.0	2014	Signed off at Cabinet November 2014
2.0	2019	Signed off at Cabinet June 2019
3.0	July 2024	Draft version uploaded to North Ayrshire Council website

Foreword

North Ayrshire Council has been actively involved in supporting the Gaelic language and culture for over 20 years. As a local authority which serves a diverse range of cultures, we are committed to developing our Gaelic provision. This document is the third edition of our Gaelic Language Plan, and we are delighted to further develop the approach laid out in the first two editions of our Gaelic Language Plans.

The aim of the Gaelic Language (Scotland) Act is to secure the status of Gaelic as an official language of Scotland commanding equal respect to the English language. Our Gaelic Language Plan explains how we will promote and use Gaelic within our work and throughout North Ayrshire. It affects all Council services and a range of departments have been working together in its development. We have consulted with our communities and external partners to make sure this plan reflects their needs and aspirations for Gaelic in North Ayrshire.

There is a strong tradition in North Ayrshire of participation in Gaelic cultural events such as the annual fèis, clàrsach, accordion and fiddle playing, poetry, art and song. We have an expanding offer of Gaelic Medium Education in our school system. North Ayrshire Council is committed to supporting the aspirations of the Gaelic Language Plan and being proactive in implementing them in a proportionate way.

The strong tradition of Gaelic language provision and the recent discussions with communities provide a firm foundation for this third edition of our Gaelic Language Plan. We look forward to continuing to develop and promote Gaelic in North Ayrshire.

Craig Hatton
Chief Executive
North Ayrshire Council

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Introduction

North Ayrshire

North Ayrshire Council is a medium sized local authority on the west coast of Scotland serving a population of 134,220 in 2021 (National Records of Scotland). The local authority area is divided between the mainland and two islands – Arran and Cumbrae. The main centres of population include Ardrossan, Beith, Brodick, Dalry, Irvine, Largs, Millport, Kilwinning, Saltcoats, Stevenston and West Kilbride.

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

The population is forecast to decline by around 10,000 overall due to an increase in net out migration, in particular of young people. According to the Scottish Index of Multiple Deprivation 2021, North Ayrshire is the fifth most deprived area in Scotland. The 2021 to 2022 figures from End Child Poverty show over 29% of children in North Ayrshire are in living poverty, the third worst in Scotland.

North Ayrshire Council

North Ayrshire Council is one of 32 Scottish local authorities established by The Local Government (Scotland) Act 1994. North Ayrshire Council was formed on 1 April 1996, bringing together services formerly delivered in the area by Cunninghame District Council and Strathclyde Regional Council. It is responsible for the delivery of education, culture and community services, roads, waste management, economic development, planning, housing, environmental health, and emergency planning. We employ approximately 6500 people.

The council leads the North Ayrshire Community Planning Partnership. Its Local Outcomes Improvement Plan is the focus for effective partnership working and the delivery of the Scottish Government's eleven national outcomes. Within the Local Outcomes Improvement Plan, the focus is on three priorities of Wellbeing, World and Work.

Our Council Plan 2023 to 2028 sets out the aspirations for the area and how the council will meet communities needs and expectations. Our aim is a North Ayrshire that is fair for all, our mission is working together to improve the lives of our people in North Ayrshire. Our Council Plan priorities agreed with our communities are Climate Change, Communities and Local Democracy, Wellbeing and A Sustainable Council.

The council faces considerable challenges to address poverty and inequalities. 29% of children in North Ayrshire live in poverty, and over 40% of residents live in the most deprived Scottish Index of Multiple Deprivation areas. The council aims to do

this by attracting jobs, improving wellbeing, raising skills and educational attainment, supporting community capacity and empowerment, modernising services and leading on community wealth building. It has an ambitious Transformation Programme and works with its partners to deliver its ambitions through the Ayrshire Growth Deal. All of this is set against the challenging financial landscape we currently face.

More information about North Ayrshire Council can be found on our website.

The Gaelic Language (Scotland) Act 2005

The purpose of the Gaelic Language (Scotland) Act 2005 (the Act) is to secure the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language.

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

This document is the third edition of North Ayrshire Council's Gaelic Language Plan prepared within the framework of the Act. 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 locally.

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

Stakeholder engagement and public consultation on our draft Gaelic Language Plan

The 2005 Act requires public authorities to bring the preparation of their Gaelic language plans to the attention of all interested parties. North Ayrshire Council has engaged publicly on the draft of our Gaelic language plan.

The draft Gaelic Language Plan 2024 to 2029 was made available on the council website for six weeks for comments and promoted through our local community networks and social media channels with print copies available in public libraries.

The council has considered representations made to us during the consultation process.

Approval of North Ayrshire Council's Gaelic Language Plan

North Ayrshire Council's Gaelic Language Plan was submitted to Bòrd na Gàidhlig for approval on 12 September 2024.

Summary of Gaelic in Scotland

Results from the 2022 Census have shown that there was a 19.3% increase in the number of Gaelic speakers since 2011. The total number of people in Scotland recorded as being able to speak and/or read and/or understand Gaelic was 130,161. Of this figure, 69,701 people (1.86% of the population) aged three and over in Scotland were able to speak Gaelic. This has increased from 57,375 in the 2011 Census. For more information and maps visit the [Scotland Census website](#).

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

North Ayrshire Council also 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

Nationally there are a number of cultural and educational activities accessible for all levels of Gaelic speakers/learners. These include though are not limited to:

- **Duolingo:** since the launch of Gaelic on the Duolingo app in 2019, over 1.8 million people have started learning the language
- **Gaelic education data:** [Gaelic education website](#)

Over 60 public bodies have a statutory Gaelic language plan in place outlining their commitments to sustain and grow of Gaelic in Scotland.

[Visit Scotland's "Scottish Gaelic Explained" video](#) which has reached over 732,000 views and is Visit Scotland's fourth most popular YouTube video.

There are a number of Gaelic cultural and education organisations including:

- [Comhairle nan Leabharaichean/Tha Gaelic Books Council](#)
- BBC Alba and Radio nan Gàidheal – [BBC Alba website](#) & [BBC Sounds website](#)
- [Comunn na Gàidhlig](#)
- [Spòrs Gàidhlig](#)

Gaelic within North Ayrshire

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

- Arrainn – Arran
- Cumaradh – Cumbrae
- Àird Rosain – Ardrossan
- Dàil Ruigh – Dalry
- An Leargaidh Ghallda – Largs
- Cill Bhreannain – Kilbirnie
- Cill Dingean – Kilwinning
- Cille Bhrighde an Iar – West Kilbride

The 2022 Census gives the most recent picture of Gaelic skills, with 1.39% of the population registering Gaelic skills. This is up 0.59% from 2011. Public interest in Gaelic language learning opportunities is spread across the area. Arran had indigenous Gaelic speakers within living memory and the use and visibility of Gaelic is high on the Island. There is a thriving Fèis Arainn programme available for young people and strong adult provision on Arran supported by a full time Gaelic Development Worker based on the Island. The mainland has seen an increase in interest and the adult, music and song provision has steadily increased. Provision on the mainland is supported by the Gaelic Development Worker and a part time Gaelic Learner Worker.

The table below shows the number of people in North Ayrshire who can read, write and speak Gaelic; broken down into age groups and compared with the 2011 Census data to the current 2022 data.

Number of people in North Ayrshire who can read, write and speak Gaelic	2022	2011	Difference
Speaks Gaelic	1801	1129	45.87% increase
Age 3 to 24	372	189	65.24% increase
Age 25 to 64	972	663	37.7% increase
Age 65 and over	459	277	49.45% increase
Age 16 to 65 and over	1606	998	47.64% increase

North Ayrshire Council used the first two editions of the Gaelic Language Plan to start and to develop its conversation with communities around the potential for the growth and development of Gaelic language. The following sections set out the current opportunities and evidence good progress in this and a strong foundation for further development of the life of this third version of the plan.

We provide Gaelic language sessions in Arran primary schools, and on the mainland within Whitehurst Primary, Kilwinning we have Gaelic Medium Education (GME) provision for the whole of North Ayrshire for Primary provision.

We deliver a very effective Community Based Learning Programme starting with Gaelic Bookbug sessions and are building capacity within our Early Years and Library staff to be able to deliver of Gaelic Bookbug sessions.

Our community based Gaelic Language learning opportunities include traditional language classes, project based learning and traditional instruments that combines music with language. This is delivered in partnerships with the third sector, working with Suas Leis a Ghaidhlig, Fèis Arainn, Arran Theatre and Arts Trust and Arran Geopark we organise Gaelic Language Days, Gaelic language walks, Gaelic book readings and tradition music providing an excellent opportunity for our learners to engage with Gaelic language and culture. We are deeply appreciative of our tutor and volunteer workforce and want to recognise their contribution towards the delivery of the Gaelic Language Plan.

We continue to support Largs Gaelic Choir and the newly established Còisir Ghàidhlig Arainn who perform at different events and compete in provincial mods, climaxing in the Royal National Mod with some choir members speaking Gaelic and many having an interest in the language and culture.

North Ayrshire Libraries have over 400 titles for both adults and children and the main collections are held within the Arran and Largs libraries, although each other public library has at least one book in Gaelic. There has been an increase in loans over the past year. One library hosts regular Gaelic classes, and we respond to any requests for further titles in the language to ensure our collection is vibrant and up to date.

All printed information includes an offer for this to be available in Gaelic.

North Ayrshire Council employee Gaelic language skills

Our latest information on staff Gaelic skills came from 2018 Bòrd na Gàidhlig' s survey. A further survey will be carried out in Year two of the current plan.

The table below shows the number of North Ayrshire Council staff with Gaelic language skills. The total number of respondents were 194, with the majority noting that they do not understand Gaelic, in any form.

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

Our bilingual Council logo demonstrates equal respect for Gaelic and English and will continue to be applied on all Council buildings, vehicles, clothing, print and digital media. Bilingual greetings and phrases are being added to new and refurbished buildings including corporate buildings, civic and heritage buildings, new schools' campuses and libraries.

The Gaelic Language Plan in our council

This plan is the policy of North Ayrshire Council and has been endorsed both by our senior management team and Council members, being approved by our Cabinet at their meeting (date to be confirmed).

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

Rhonda Leith – Head of Service (Connected Communities)

The officer with operational responsibility for the day to day operation of North Ayrshire Council's Gaelic Language Plan is the Senior Manager (Information and

Culture). Questions about the day to day operation of the plan should be addressed to:

Lesley Forsyth – Senior Manager (Information and Culture)

If you wish to contact the Head of Service or Senior Manager mentioned, please direct all contact to their attention, either:

- By post:
Connected Communities
Communities and Housing
North Ayrshire Council
Cunninghame House
Irvine
KA12 8EE
- By email:
adultlearningteam@north-ayrshire.gov.uk.

The group designated to regularly monitor the implementation of the plan within North Ayrshire Council is the Gaelic Language Plan Development Group and consists of representatives from services across the council.

Gaelic language skills and educational activities will be regularly promoted to staff through internal communications. Annual staff survey, coordinated by Learning and Organisational Development team will capture staff recommendation, training needs and uptake for additional training requirements.

We will share the Gaelic Language Plan and maximise the use of existing Gaelic resources to promote within third parties such as business, partners and community groups by sharing our knowledge and experience.

Planning and policy implications for Gaelic

Mainstreaming Gaelic

Our main means of implementing the various priority areas identified in the National Gaelic Language Plan will be through our Gaelic Language Plan, but we will seek opportunities to promote and develop the language through existing policy measures. We see this as part of the normalisation principle which aims to include Gaelic as an everyday part of life in Scotland.

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

The National Gaelic Language Plan

The National Gaelic Language Plan recognises that for Gaelic to have a sustainable future, there needs to be a concerted effort on the part of government, the public sector, the private sector, community bodies and individual speakers to:

- increase the use of Gaelic
- increase the learning of Gaelic
- promote a positive image of Gaelic

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

Home and early years

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

- raising awareness of and encouraging more parents to choose Gaelic education for their children
- ensuring practical support, resources and advice for Gaelic Bookbug and in Gaelic early years education
- ensuring the links are strengthened between the use of Gaelic in the home and Gaelic early years provision
- improving the quality and availability of voluntary led Gaelic preschool activities and statutory early years education

Education

North Ayrshire Council understands that a sustainable future for Gaelic needs more people to learn the language and be able to speak the language, including

opportunities to use Gaelic. We will help create a supportive environment for growing the number of Gaelic speakers and in Scotland by:

- exploring initiatives to promote, establish and expand both Gaelic Medium Education (GME) and Gaelic Learner Education (GLE) at primary and secondary levels with the provision for Early Years and Secondary to be established, resources and staged ready to open in August 2028
- exploring opportunity to develop GME with interested parents in line with the Education (Scotland) Act 2016 and the Statutory Guidance on Gaelic Education
- working in partnership with neighbouring authorities to enable GME at primary and secondary levels, until such times that there is sufficient demand to establish GME locally
- ensuring adequate attention is given to the recruitment, retention, education, support and development of GME and GLE teachers, in the event there is sufficient demand to establish GME locally
- providing a wide range of opportunities for young people in both GME and GLE to engage in activities that enhance their Gaelic skills through greater use
- arranging opportunities to deliver early emersion in communities to raise awareness and interest
- ensuring that all steps are taken to secure the quality of both GME and GLE through National Guidance and other means
- extending access to, and participation in, a wide range of Gaelic learning opportunities for adults and increasing the numbers progressing to fluency
- ensuring good resources are available to support adults learning Gaelic

Community

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

- continuing to support and develop Gaelic learning opportunities for adults
- continuing to support existing and new Gaelic language and cultural community groups within the local authority area, to help grow the profile of the language, increase usage and encourage new learners
- working closely with Suas Leis a' Ghàidhlig in order to develop more Gaelic learning opportunities in the communities of North Ayrshire

The workplace

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

- creating a positive attitude to Gaelic in the workplace through awareness raising and signage

- promoting recruitment of Gaelic speakers to posts within the organisation where the use of Gaelic is a designated responsibility or desired requirement
- ensuring the language is increasingly visible within the workplace

Media and arts, heritage and tourism

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

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

Across the council

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

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

Our plan

Strategic priorities

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

Bòrd na Gàidhlig identified a set of 'strategic priorities.' These support the current National Gaelic Plan and the National Outcomes.

The table below highlights North Ayrshire Council's seven strategic priorities, action required to achieve these, how they will be measured, along with an achievable target.

Strategic Priority	Action Required	Success Measure	Target	Lead Service
Work with community planning partners and businesses to grow Gaelic usage and awareness	Promote Gaelic usage and awareness to businesses through integrating Gaelic language within Business Gateway support documents.	Business adopting Gaelic language collateral.	Yearly	Business Development
Plan for the establishment of Gaelic early years provision by 2028	Scoping for interest for provision, scoping for location of provision, recruitment of staff for provision, resourcing for provision. Arranging opportunities to deliver early emersion in communities to raise awareness	Gaelic Early Years provision will be established, resourced, staffed and ready to open in August 2028	2028	Education Directorate

Strategic Priority	Action Required	Success Measure	Target	Lead Service
	and interest for example through Gaelic Bookbug sessions			
Undertake its duty under the Education (Scotland) Act 2016 to support and promote Gaelic education, with progress measured through existing quality improvement and self-assessment processes.	Communities and Education work in partnership to promote Gaelic learning opportunities available in our education establishments to encourage enrolment and participation. Education Directorate representation at GLAN meetings to access funding, national networking and learning opportunities.	Positive feedback from Parents. -Positive and improving attainment in NA GME Provision Progress measured through existing quality improvement and self-assessment process.	Monthly	Education Directorate and Communities
Increase Gaelic awareness and create more opportunities for Gaelic Learners Education in schools.	Communities continue to promote Gaelic learning opportunities available in our education establishments to encourage enrolment and participation.	Pupils roll at Bun-Sgoil Pàirc Whitehirst will continue to grow year on year.	Yearly	Education Directorate
Develop Gaelic provision within adult	Communities will promote the Gaelic learning opportunities for	Number of adult learners engaging with community based adult learning	Yearly	Education and

Strategic Priority	Action Required	Success Measure	Target	Lead Service
<p>education based on a model of progression taking account to the learners' voice.</p>	<p>adults to increase participation from residents, including staff.</p> <p>Community Learning and Development (CLD) will develop and deliver community-based adult learning Gaelic Programmes from beginners' level to advance conversation. Support Gaelic community groups and organisations to develop and deliver Gaelic language and culture opportunities in the community through learner's voice. Education scoping for interest levels for staff to upskill in Gaelic Language.</p>	<p>Gaelic programmes and community group/organisations Gaelic provision (Gaelic team performance indicator returns and case studies)</p>		<p>Connected Communities</p>
	<p>Plan for the introduction of Gaelic medium provision at secondary level by 2028.</p>	<p>Interest for provision, scoping for location of provision, recruitment of staff for provision, resourcing for provision</p>	<p>2028</p>	<p>Education Directorate</p>

Strategic Priority	Action Required	Success Measure	Target	Lead Service
<p>Increase the profile of Gaelic through normalising it throughout Council strategies and service.</p>	<p>Housing Service response. Our service will follow the corporate approach and ensure documents are compliant with Gaelic transcript, logo and any other relevant info.</p> <p>Communities will continue to use the bilingual logo across all Council material including printed materials, signage, vehicle branding, and online channels (website and social media).</p> <p>Corporate Planning Performance & Elections will continue to use the bilingual logo on Our Council Plan, governance documents and reporting.</p> <p>Communities aim to promote key Council documents for example, Council Plan,</p>	<p>Documents will continue to have Gaelic transcript.</p> <p>Bilingual logo will be visible on Council materials.</p>	<p>Monthly</p>	<p>Communities</p>

Strategic Priority	Action Required	Success Measure	Target	Lead Service
	<p>are available in Gaelic.</p> <p>Comms aim to promote the 2024 to 2029 Gaelic Language Plan internally and externally to raise awareness of our Gaelic priorities.</p> <p>Economic Development and Regeneration will continue to use the bilingual logo across all Council material including printed materials, signage. Strategies and other documents will be available in Gaelic.</p>			

Corporate Services commitments

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

The table below highlights the main commitment areas for corporate services along with action required to achieve these goals.

Commitment	Action Required
Increasing the use of Gaelic	Work with community planning partners and businesses to grow Gaelic usage and awareness.
Increasing the learning of Gaelic	<p>Plan for the establishment of Gaelic early years provision by 2028.</p> <p>Undertake its duty under the Education (Scotland) Act 2016 to support and promote Gaelic education, with progress measured through existing quality improvement and self-assessment processes.</p> <p>Increase Gaelic awareness and create more opportunities for Gaelic Learners Education in schools.</p> <p>Develop Gaelic provision within adult education based on a model of progression taking account of the learners' voice.</p> <p>Plan for the introduction of Gaelic medium provision at secondary level by 2028.</p>
Promoting a positive image of Gaelic	Increase the profile of Gaelic through normalising it throughout council strategies and services.
Gaelic Language Corpus	<p>Gaelic Orthographic Conventions – The most recent Gaelic Orthographic Conventions will be followed in relation to all written materials produced by the public authority.</p> <p>Place names – Gaelic place name advice from Ainmean-Àite na h-Alba is sought and used.</p>

The above commitments will be achieved through increase and wider information along with staff involvement and training. The information below has this broken down with actions on how the commitments will be achieved.

Information

- **News releases** – high profile news releases and all news releases related to Gaelic are circulated in both Gaelic and English
- **Social media** – Gaelic content distributed regularly through social media, working towards fully bilingual social media

- **Website** – Gaelic content available on the website, with emphasis given to the pages with the highest potential reach and working towards fully bilingual website in those geographical locations if the percentages or numbers of Gaelic speakers increases in the community
- **Corporate publications** – produced in Gaelic and English, with priority given to those with the highest potential reach and impact
- **Language** – a process is in place to ensure that the quality and accessibility of Gaelic language in all corporate information is high
- **Exhibitions** – opportunities to deliver public exhibitions bilingually or in Gaelic should be explored on a regular basis, with priority given to those with the highest potential impact

Commented [SE1]: Tweaked this language as per your discussions with Kirsty, can you review? I have removed "public authority's" from website and mentioned if the percentages and numbers increase. This gives scope for any website. @Lynne Pearson | Directorate Support Officer / Direct Supp-Communities

Staff

- **Internal audit** – conduct an internal audit of Gaelic skills and training needs through the life of each edition of the plan
- **Induction** – knowledge of the public authority's Gaelic Language Plan and training opportunities are embedded in new staff inductions
- **Language training** – Gaelic language skills training and development, delivered to staff, particularly in relation to implementing the public authority's Gaelic Language Plan

Staffing

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

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

Day to day operations

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

The use of Gaelic in interactions with an authority by mail, email 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.

Communications

The use of Gaelic in the media and a range of printed material can assist Gaelic development in a variety of ways. It helps increase the visibility of the language, it enhances Gaelic's status by being used in high profile publications, and it can help develop new and enhance existing terminology. The use of Gaelic in the media helps demonstrate a public authority's commitment to making important information available through the medium of Gaelic, as well as enhancing the visibility and status of the language. As public authorities are seeing an increase in people accessing information through their websites, including Gaelic will significantly enhance the status and visibility of the language.

Council wide

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.

Implementation and monitoring

Timetable

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.

Publicising the plan

External

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

- issue a press release announcing the plan
- use social media to promote the plan
- make copies of the plan available in our public offices and reception areas
- make the plan known to employees via North Ayrshire Council's intranet
- distribute copies of the plan to non-departmental Public Bodies and agencies, agents and contractors
- distribute copies of the Plan to Gaelic organisations
- distribute copies of the plan to other interested bodies
- make copies available on request

Informing other organisations of the plan

We have used our local networks and contacts, including our Locality Partnership structure, to raise awareness of the plan within our communities. We will alert other organisations, including third parties and arm's length organisations with whom we work to deliver services, by social media and via the Council's website and we will encourage them to operate in the spirit of the activities outlined in this plan.

Internal

We will use our in house electronic communications to increase awareness of the Gaelic Language Plan and its importance to the council. Staff will be alerted to the consultation through regular internal communications.

Resourcing the plan

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

Monitoring the plan

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

Appendix 1 – Outcomes of consultation

Upon completion of the consultation, outcomes will be provided within this section.