

**South Ayrshire Council**  
**Gaelic Language Plan**  
**Annual Progress Report 2014-15**

**1. Introduction**

1.1 During 2015 the Council has made steady progress in taking forward the commitments within the first year of its Gaelic Language Plan with particular progress within Educational Services and the Museums and Libraries Service. This annual progress report sets out how the Council has taken forward its core commitments to use and facilitate the use of Gaelic in relation to its main business functions and how it has helped implement the National Gaelic Language Plan.

**2. Gaelic Medium Education within South Ayrshire:**

**2.1 School Based Learning**

**2.1.1 *Partnership Project with Highland Council (GLP Para 6.4.2 refers)***

Five members of Queen Margaret Academy Cluster staff have attended either one or two weeks in Gaelic immersion at approximately SCQF Level 4 as part of Sabhal Mor Ostaig short Easter or Summer courses.

Through formal teaching, as well as immersion with both native and trained Gaelic speakers throughout the week, attendees were introduced to beginners Gaelic including:

- standard numbers in different formatted structures,
- addressing people,
- finding out where they are from, and
- to tell and ask about things that people are doing, such as living, working or other activities, and expressing possession.

In Gaelic 2 this was consolidated and expanded to explore new prepositions (such as anns and às) and prepositional pronouns (such as aig and ann), empathic structures and comparative structures.

Throughout the courses, the Cluster teaching staff developed simple grammar and were provided with considerable opportunities to practice conversation skills with more advanced Gaelic speakers in an authentic Gaelic setting. This immersion approached enabled teachers new to Gaelic the opportunity to condense their initial training into a short period of time using the immersion approach in order that skills and confidence were quickly gained.

In addition, this allowed the Gaelic teaching and pupil resources that were being developed with South Ayrshire and their Gaelic partners to be accessible to those teaching staff. Teachers have now begun to explore with nursery and P1 pupils simple Gaelic language within their classrooms. This language development was

launched in partnership with the Glasgow Gaelic School who introduced Gaelic language, song and culture to the early learners.

Additional resources have been bought to support the implementation of the training such as books and interactive learning materials (puppets). In two of the schools within the Queen Margaret Academy Cluster the school library has been adapted to include bilingual books including Gaelic texts Training is ongoing and further staff will undergo training this academic session. In addition two schools in the geographical location of the link school, schools within the Queen Margaret Cluster will all be delivering Gaelic Learning at early level. The training which started in March 2015 will be embedded this year, taking into account the ongoing evaluation of the training.

### 2.1.2 ***Gaelic Education: Cultural Rucksack and Primary Music Team (GLP Para 6.4.3 refers)***

To support the implementation of the Gaelic Language Plan, the Cultural Rucksack and Primary Music Team aims to encourage awareness of Gaelic Culture, music and song by:

- Research and source appropriate resources and materials for Gaelic song
- Encourage primary music specialist team to incorporate Gaelic song and culture into learning opportunities in nurseries and primary school
- Incorporate Gaelic song into planned Career Long Professional Learning (CLPL) sessions for Early Years and Primary School practitioners and
- Link with the Nursery Nurse (Music) secondee to explore further how to raise awareness of Gaelic song amongst Early Years practitioners and
- Incorporate Gaelic song into a show case event of Cultural Rucksack project for Early Years

For example an event is being organised for June 2016 at Ayr Town Hall inviting all schools and Early Years establishments in the Council area to participate.

Singing activities have been taken forward as part of the project highlighted above. In addition, Quality Improvement Officers have been encouraging intergenerational work as part of this project, but there has been difficulty in establishing links due to health issues within the local voluntary group (see below).

## 2.2 **Gaelic in the Community**

During 2015, Council officers have liaised with a small group of people with knowledge of Gaelic who wish to become a local voluntary community organisation that could assist the Council in promoting Gaelic within its communities.

## 2.3 **Gaelic in the Council**

### 2.3.1 ***Libraries***

Opportunities have been taken where possible to take forward the agenda (and these are detailed below) even where uptake of Gaelic service provision has been low e.g. Gaelic speaking volunteers support the Libraries and Museums Service and they provided a service at the Great Tapestry of Scotland Event during 4 April

to 31 May 2015. There were no requests for Gaelic interpretation support made via the booking system.

### 2.3.2 **Employees**

The Council, as part of its requirement to meet the Bòrd na Gàidhlig's guidance on the development of Gaelic Language Plans, agreed to conduct an audit of staff language skills (including Gaelic) as part of the employee survey in 2014 – being the first year of the Plan. However, to ensure the inclusion of all staff, arrangements are in hand for the language skills audit to be undertaken within the Oracle self service facility when it comes on stream. ICT development for this system is well underway.

Regarding training, employees have available to them, through Resource Library, the 'Gaelic Awareness Course' which was developed by BBC and is comprehensive. This is provided through the Council's online training facility - COAST, and therefore the Council is able to monitor uptake of this course by employees.

The Council has also promotes the implementation of the Plan through its nominated Plan lead officers and Equality Champion's network which includes representatives from each Directorate.

### 2.3.3 **Customer Service**

Gaelic information is available in Customer Services Centres. The Council does not produce leaflets, but instead makes available any appropriate information provided by services and can display leaflets etc in or about Gaelic.

### 3. Identity

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

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

Action	Lead	Timescale	Progress
<b>Corporate Identity</b>			
We will develop a policy for the use of Gaelic in the corporate identity including consideration of bilingual logos. On approval by Council logos would be bilingual with equal respect for Gaelic and English and be implemented at the first rebranding opportunity	Policy and Performance	September 2015	The corporate identity was refreshed prior to the development of the Plan and therefore this work will go forward to the next rebranding exercise.
Introduce Gaelic in email straplines	Policy and Performance	Ongoing	As above this action will be taken forward at the next rebranding exercise
<b>Signage (internal and external):</b>			
South Ayrshire Council Roads Service will be provided by Ayrshire Roads Alliance led by East Ayrshire Council from 1 <sup>st</sup> April 2013 and therefore Gaelic Road signage will be developed as detailed in the East Ayrshire Gaelic Language Plan.			To date no road signage has been required to be replaced in South Ayrshire by the Ayrshire Roads Alliance. However, the Council signing design for towns will be amended to include Gaelic in preparation for a future requirement.
We will introduce the use of bilingual titles for Gaelic festivals and campaigns that are Council led or funded, demonstrating equal respect for the languages	Policy and Performance, Directorates	2016 onwards	Action to be taken forward in 2016

#### 4. Communications

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

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

**South Ayrshire Council recognises the importance of creating opportunities for the practical use of Gaelic in a wide range of everyday situations and is committed to increasing its level of provision in this area.**

Action	Lead	Timescale	Progress
<b>Reception:</b>			
Welcome signs within Educational establishments will be amended to ensure inclusion of Gaelic which would demonstrate equal respect for Gaelic and English	Educational Services	2014-15 session	A welcome poster has been produced which includes Gaelic, English and a variety of languages used in South Ayrshire Schools (Spanish, German and Polish). Work is ongoing on the best methods of installation due to the variances in physical layout of schools and the most appropriate format e.g. television screens/pop up banners. Additional resources will be requested via the Gaelic Language Plan Implementation Fund to support this work. A working group of school classroom practitioners is being set up to resolve the placement and formats as well as consideration of a schools poster competition as a means to support ownership within the pupil body.
Welcome signs within Council Buildings, when being refurbished, will be amended to include Gaelic	Resources, Governance and Organisation	2014-17	There has been no replacement of Welcome signs during the last year.

Action	Lead	Timescale	Progress
Introduce Gaelic awareness information within Customer Services Centre TV facility and waiting area resources	Employee and Customer Services	2015	The Gaelic Language Plan was promoted as a news item within the Customer Services Centre TV facility and waiting area resources throughout the Council,
<b>Mail and E-mail</b>			
Following a successful bid for teaching resource we will promote the use of bilingual job titles and email signatures for staff with Gaelic in their remit and staff in front line services supporting Gaelic education	Educational Services	2014/15	Completed.
Following staff awareness training staff will be encouraged to use bilingual job titles and email signatures	Directorates and Educational Services	2015 - 2017	The opportunity will be taken to obtain translation of job titles and email signatures as part of other translation jobs on an ongoing basis.
<b>Forms</b>			
Schools translate forms and completion guidance upon request	Educational Services	Ongoing	There have been no requests to date.
Services translate forms and completion guidance upon request	Directorates and Educational Services	Ongoing	There have been no requests to date.
<b>Public Meetings:</b>			
Public meetings where the subject matter relates principally to Gaelic and participants include Gaelic speakers who require Gaelic interpretation would be provided with a Gaelic interpreter.	Directorates and Educational Services	Ongoing	There have been no public meetings relating principally to Gaelic to date. However, Educational Services hope to have a high profile Gaelic speaking person to introduce the Town Hall event in June 2016. The service has had positive experience of providing interpreters for consultation events e.g. Polish families meeting on the Curriculum for Excellence. To support knowledge and understanding the Gaelic lead Quality Improvement Officer went to the Gaelic Conference in September 2014.

Action	Lead	Timescale	Progress
Educational Services Gaelic events will be notified to Gaelic community groups	Educational Services	Ongoing	There have been no Educational Services Gaelic events to date. However, matters are in hand for notification to Gaelic Community Groups of the June 2016 event.
<b>Complaints Procedure</b>			
The Council will record the number of complaints received in Gaelic to inform our Specific Equality Duty to gather information and use it to inform better service delivery.	Employee and Customer Services	2015 and ongoing	There have been no complaints received in Gaelic to date.

## 5. Publications

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

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

Action	Lead	Timescale	Progress
<b>Public Relations and Media:</b>			
Publicise Council successes and events related to Gaelic including Education, Arts and Culture and community life.	Policy and Performance	2015 and ongoing	The Council currently publicises successes and events on both the intranet and external website. Gaelic events and award successes will similarly be publicised as they occur e.g. press releases will be issued, on the Gaelic Language Plan Annual Progress Report and the Educational Services Town Hall Event in June 2016.
<b>Printed Materials</b>			
Continue to provide translation of documents upon request by South Ayrshire residents (as promoted on all key Council documents).	Policy and Performance	2015 and ongoing	There have been no requests to date.
<b>Websites:</b>			
The introductory page of the Council's Equality and Diversity section of the Council website will be provided bilingually.	Policy and Performance	2015	The Council's Equality and Diversity webpages are currently being refreshed (as detailed within the Policy and Performance Team Plan) and upon completion the revised introductory page will be provided bilingually.
The Council's Equality and Diversity section of its website and intranet 'Re-Wired' will include a Gaelic Resource.	Policy and Performance	2015-16	The recently appointed Policy and Performance Assistant has already started the review of the Council's Equality and Diversity intranet resource and will ensure appropriate links to the Educational Services and Libraries Gaelic resources.

Action	Lead	Timescale	Progress
<b>Exhibitions:</b>			
Progress the introduction of Gaelic into our permanent and semi permanent exhibition and collection labels and information	Museums and Galleries Service	2015	This work is currently underway and will be completed by early 2016. This action has been delayed due to long-term staff absence

## 6. Staffing

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

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

**South Ayrshire Council recognises the importance of seeing Gaelic as an important job skill and of identifying situations in which its use is essential or desirable. South Ayrshire Council also recognises the importance of enabling staff to develop their Gaelic skills if they wish to do so.**

Action	Lead	Timescale	Progress
<b>Training (including developing and strengthening Gaelic language skills and Gaelic awareness):</b>			
We will conduct a staff language skills audit as part of the employee survey to identify the current language skills of employees across the Council including Gaelic, and gather information on those who would like to further develop their language skills.	Employee and Customer Services	2015	The language skills audit will be undertaken within the Oracle self service facility when it comes on stream in 2016. The audit information has already been prepared.
Development of a COAST online Gaelic Awareness package	Employee and Customer Services	2015	Action Completed.
<b>Language Learning: (Wider opportunities for Gaelic language learning)</b>			
From the staff language skills audit we will identify the most appropriate best methods to provide language training to employees who expressed a desire to learn Gaelic.	Employee and Customer Services	2016 - 2017	Action to be taken forward in 2016.
We will provide information on Gaelic awareness/Gaelic language classes to all employees via the Intranet /COAST/GLOW.	Directorates and Educational Services	2016 onwards	Teaching resources are uploaded to the staff area of GLOW. Within the 2+1 area of GLOW there are Gaelic resources in place.

Action	Lead	Timescale	Progress
Following a successful bid for teaching resource we will support employees involved in delivering Gaelic Medium education to develop their language skills	Educational Services	Lifetime of the Plan	The Development Officers have been linking with schools to support teachers (see information on staff training). Queen Margaret Academy Cluster Gaelic Co-ordinator are currently recruiting appropriate CLPL opportunities for teaching staff
<b>Recruitment:</b>			
Relevant roles/jobs will be assessed as Gaelic essential/desirable posts	Employee and Customer Services	2014 onwards	Ongoing.
<b>Advertising:</b>			
Job advertisements for Gaelic specific jobs/roles will provide information on the need for knowledge and fluency of the Gaelic language.	Employee and Customer Services	2014 onwards	Ongoing as required.

## 7. National Gaelic Language Plan Priority Action Areas

### 7.1 Language Acquisition

**Rationale:** South Ayrshire Council recognises that a sustainable future for Gaelic requires more people to learn the language and that attention requires to be focused on the home, education and adult learning as the key means of achieving this. We will take the following steps to help create a supportive environment for growing the number of Gaelic speakers in Scotland.

Action	Lead	Timescale	Progress
<b>Gaelic in the Home and Early Years</b>			
1. We will explore surveying the parents and carers of our Early Years establishments to gauge demand for introducing Gaelic medium education in South Ayrshire. We will then discuss with Bòrd na Gàidhlig how to take forward the outcome of the survey.	Educational Services	2015-2016	A consultation has gone out in October 2015 to Early Years establishments around the Scottish Government initiative, to increase nursery hours provision, which will include gauging interest in Gaelic Medium Education.
2. Following the Staff Skills Audit in Year 1 we will liaise with Bòrd na Gàidhlig on how we can expand Early Years Gaelic Medium provision within the Council area.	Educational Services	2016	Action to be taken forward in 2016
<b>Gaelic in Education</b>			
Following a successful bid for Scottish Government funding, development of Gaelic Medium Education both in Ayr and within outreach schools would be provide.	Educational Services	2015 onwards	The lead Quality Improvement Officer has been in contact with the Bòrd na Gàidhlig Link officer to discuss the development of Gaelic Medium Education.
We will liaise with the Bòrd na Gàidhlig's Education Steering Group (NGESG) on establishing Gaelic Medium policies and procedures in accordance with the guiding principles of Curriculum for Excellence.	Educational Services	2015 -2016	The lead Quality Improvement Officer has attended these meetings.

## 7.2 Language Usage

**Rationale:** South Ayrshire Council recognises that creating a sustainable future for Gaelic requires not only increasing the number of people able to speak the language, but increasing actual usage. We recognise the importance of enabling more people to use Gaelic as their preferred and normal mode of communication in an increasingly wide range of daily activities.

Action	Lead	Timescale	Progress
We will make Gaelic Language resources immediately available to Secondary Schools via the Library Management System	Educational Services	2014-2017	Gaelic Language resources are available to Secondary Schools via the Library Management System and this resource will continue to develop on a ongoing basis.
The Council will publicise successes and events related to Gaelic and make publicity materials available on the Council Website and intranet.	Policy and Performance	2014 onwards	A short term working group is developing a new model for reward and recognition of staff and the community. The new format of The Outstanding People Awards will allow for recognition of a wider range of initiatives, which can include successes related to Gaelic. Events and award successes will be publicised on both the intranet and external website
<p>We will undertake initiatives within our Libraries Service throughout the life of the Plan such as:</p> <ul style="list-style-type: none"> <li>We will develop a stock of Gaelic materials in South Ayrshire Libraries e.g. Gaelic Dictionaries, which will to build a resource on up to date Gaelic Medium materials.</li> <li>Ebooks – we will increase our Gaelic Ebook resources keep the resource available centrally for issue/access.</li> <li>We will ask our Book Bug providers to provide Gaelic Medium books, which would be held centrally and partners</li> </ul>	Economy, Neighbourhood and Environment	2014 - 2017	<p>Materials have been bought to begin this progress and they are available throughout South Ayrshire via the online catalogue.</p> <p>Action to be taken forward in 2016 as the Council has no ebooks in Gaelic at present.</p> <p>This action is complete - Gaelic Medium Book Bug Packs are available.</p>

<p>made aware of their availability.</p> <ul style="list-style-type: none"> <li>• Bòrd na Gàidhlig information resources will be requested and made publicly available in accessible formats via the Cyber Centre and the 14 libraries with public access PCs.</li> <li>• We will explore the possibility of a Gaelic Open Day event.</li> <li>• We will aim, with the support of volunteers, to include a Gaelic Evening within the libraries programme of events.</li> <li>• The Local History Blog is accessed world-wide and arrangements will be made a paper to be included on a Gaelic subject.</li> <li>• Libraries Service will ensure that information currently provided in alternative languages is also made available in Gaelic</li> <li>• Libraries will offer to host informal Gaelic social groups</li> <li>• A Gaelic Focus week and Bilingual Story telling sessions can be arranged</li> </ul>			<p>This is being researched at present now that staffing availability has improved</p> <p>Action to be taken forward in 2016</p> <p>Action to be taken forward in 2016</p> <p>An article is currently being researched by a local historian for inclusion in the Blog.</p> <p>Action to be taken forward in 2016</p> <p>The 'Linger Longer in Libraries Initiative' to encourage informal groups to use libraries as a place to meet, was rolled out in 2015. This facility is available to Gaelic Groups, but to date no Gaelic groups have used this facility.</p> <p>When the Gaelic voluntary group is established they will be encouraged to come and meet with the Libraries and Museums Service to help make progress on the holding of Gaelic events and taking forward actions as well as being supported in the promotion of the group itself e.g. use of the Blog and Libraries Facebook page.</p>
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### 7.3 Language Status

**Rationale:** South Ayrshire Council recognises that the status of a language is affected by its presence in the daily environment and the extent to which it is used, valued and perceived to be valued by those institutions which play an important role in our daily lives.

Action	Lead	Timescale	Progress
Plan developed, agreed by Council and Bòrd na Gàidhlig	Policy and Performance	July 2013 – February 2014	Action Completed.
Ensure Gaelic Language Activity and successes are developed for the media and published within the Council newsletters, communication bulletins and on Council website. Equalities Champions will support awareness raising of the Gaelic Language Plan throughout Directorates.	Policy and Performance	2014 and then ongoing	The Communications Team have ensured Gaelic Language activity and news items are promoted internally to Elected members and staff and externally as they arise. The refreshed network of Equality Champions were briefed on the Gaelic Language Plan at their first meeting in July 2015 and will receive updates for dissemination through Directorates at their ongoing quarterly meetings.
In addition to the above, develop a Council website and intranet Gaelic resource which will include Gaelic research, information and activity.	Policy and Performance	2015-2016	The recently appointed Policy and Performance Assistant as part of their Research and Intelligence duties, has already started to include Gaelic research, information and activity in the review (and thereafter ongoing development) of the Council's Equality and Diversity intranet resource and will ensure appropriate links to the Educational Services and Libraries Gaelic resources.
We will establish links and work with Gaelic voluntary organisations to formally promote Gaelic in our Museums and Galleries Service including Gaelic music and artistic performance within our preview events where music is appropriate.	Economy, Neighbourhood and Environment	2014 and then ongoing	The Libraries and Museums Service currently work with Gaelic speaking volunteers and will continue to include Gaelic music and artistic performance within preview events as appropriate on an ongoing basis.

## 7.4 Language Corpus

**Rationale:** South Ayrshire Council recognises the need to strengthen the relevance and consistency of Gaelic, the importance of facilitating translation services and to promote research into the language.

Action	Lead	Timescale	Progress
Examine the extent to which Gaelic is relevant to surveys and research carried out by South Ayrshire Council.	Policy and Performance	2016	Action to be taken forward in 2016.
Ensure Gaelic Language information research and evidence signposted by Bòrd na Gàidhlig is made available to services	Policy and Performance	2015-16	Action to be taken forward in 2016.
Liaise with Bòrd na Gaidhlig and appropriate national bodies to obtain relevant guidance and advice regarding Gaelic language consistency, such as ensuring that interpretation and translation contractors comply with the latest Gaelic Orthographic Conventions and place names used comply with those recommended by Ainmean-àite na h-Alba	Policy and Performance	2016	This item was auctioned during the translation of the Gaelic Language Plan Gaelic Translation with the help of the Bòrd na Gaidhlig Link Officer. Action will continue to be taken forward in 2016
We will continue to provide translation and interpretation services via external providers as requested.	Directorates and Educational Services	2014 and ongoing	Ongoing. To date there have been no requests.